The Carliles point out the inspiration for their best selling disk "No Help Wanted". The group not only introduced the tune but also sent it flying in the folk field with their own Mercury recording. The Carliles also wrote "Too Old To Cut The Mustard". From left to right are Bill Carlisle, the leader; Betty Carlisle; Roy Sneed, and Tillman Franks, the group's manager. Currently being starred on "Louisiana Hayride" over KWKH, Shreveport, La., their latest hit for Mercury is "Knothole".
This magnificent Model 1650 incorporates the famous Wurlitzer 48-selection mechanism—adapted to straight 45 RPM play through the use of smaller Deep-Indent Trays. It is also available as Model 1600 offering 45 or 78 RPM play.

New compact chassis permits a newly styled cabinet combining increased beauty with decreased overall dimensions.

The result is a phonograph for limited size locations that offers unlimited earning power.
The Cash Box

Volume XIV
April 18, 1953
Number 30

PUBLISHED EVERY WEEK BY
The Cash Box Publishing Co., Inc.
26 West 47th Street, New York 36, N. Y.
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ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.

SUBSCRIPTION RATES $15 per year anywhere in the U.S. Special list prices for brokers and distributors at $41 per year includes 40 word classified advertisement each week for an unlimited time ($50 per year full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

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Music Editorial

On America's Juke Boxes, There Are No More A&B's

Only a couple of years ago, on almost every record you could find, one side would be marked A and the other B. This meant that the top side was considered by the record company officials to be the best one, while the other side was for the most part a filler.

Now America's juke boxes have effected many changes in the record picture, but perhaps one of the most interesting is the work they have done in eliminating the concept of A and B sides.

Having records marked that way was somewhat analogous to a two-feature movie; all where one film was the hit and the other had all the connotations which B movies have.

As a matter of fact, when juke boxes first came out and could display only one side of a record, these B sides weren't even shown on the machines.

But the modern juke box has changed all that. Each side today has equal billing and as this development took place and as juke boxes grew larger and more costly, the concept of one good number and one throw-away began to be highly uneconomical. A juke box operator just couldn't afford to waste half the slots on his machines. It meant that only half of the juke box was capable of attaining its greatest potential and since an operator paid for a whole machine, not half of one, he had to give himself the chance to earn the greatest possible income which that machine was capable of.

This change in the A and B picture has fitted in precisely with the upheaval that has taken place in the music business during the past few years.

Once upon a time—and it's not so long ago—a plug tune was released practically simultaneously by almost every record company. There was no doubt which was the A side. No one had to guess. You could actually count on a number's making some noise. The only question that was really in doubt was which version would do it.

However, that kind of set-up has changed radically. There are no more plug tunes in the sense that there used to be. Today everything depends upon one record—for there's usually only one record of a tune at the very beginning since most A & B men insist on exclusives. If the first record doesn't make any noise, most of the time no one else will cut it and it's dead.

Under this arrangement, both sides have an equal chance. The smallest publisher takes notes with the largest on almost an equal basis. For in reality both are equally dependent on the record and either one can achieve a hit through the proper recording.

Even at the record companies, A & R men today cannot always determine which is the A side and which is the B side. Of course after a session is made, recording men can often see that one side is definitely better than another and so go all out on that one. But when both sides sound equally as good, it must be left to the public to determine which will make it and in those cases, the public makes the final choice.

Even in the days when sides were still being marked A and B, it wasn't an unusual occurrence to find that the B side made more noise than the A side. This was another factor in the elimination of those designations.

But one of the most constructive factors which has developed from the equal opportunity of both numbers is the improvement in the recording of, and the greater attention that is paid to, both ends of a disk. The result has been that very often records have become double headers, getting a double sale because each side became a hit.

And this present system has, on the whole, become so effective that today you'd have to search a long time to find any record marked A and B.

The juke box industry therefore, because of its needs, has helped the record industry take one more construcitive step forward by eliminating an uneconomical process of operation.
ONE FOR THE MONEY!!!

by Swing and Sway with Sammy Kaye

VOCAL BY THE KAYDETS

“Sweet Sue—Just You”
COLUMBIA-35977(4-35977)

THE NATION’S
TOP TEN
PLUS THE NEXT 15
JUKE BOX TUNES

The Top Ten Tunes Nothing Wrong With A Little Music

1. HOW MUCH IS THAT DOGGIE IN THE WINDOW
PATTI PAGE
ME-70070 (45x70070)—Patti Page

2. TILL I WALTZ AGAIN WITH YOU
TERESA BREWER
BR-8400—Five Bills
CH-84025 (4-70025)—Owen Griffith
CE-60975 (9-60975)—Teresa Brewer
CE-60976 (9-60976)—Trammy Shoebrook
DA-795—Reggie Kuhne
DI-28354 (9-28354)—Duke Todd
DE-28539 (9-28539)—Russ Morgan

3. I BELIEVE
FRANKIE LAINE
CA-2332 (F-2332)—Joe Fronz
CD-39935 (4-39935)—Frankie Laine

4. PRETEND
NAT "KING" COLE
CA-2346 (F-2346)—Nat "King" Cole
CE-60921 (9-60921)—Eileen Barton
DE-28587 (9-28587)—Guy Lombardo O.
ME-70059 (45-70059)—Terry Meehan O.
VI-20-5119 (47-5119)—Herbie Reno O.

5. YOUR CHEATIN’ HEART
JONI JAMES
CA-2377 (F-2377)—Jan Garber O.
CD-39938 (4-39938)—Frankie Laine
DE-28555 (9-28555)—Russ Morgan

6. TELL ME A STORY
FRANKIE LAINE & JIMMY BOYD
CO-39945 (4-39945)—Frankie Laine & Jimmy Boyd

7. TELL ME YOU’RE MINE
THE GAYLORDS
CO-39914 (4-39914)—Mindie Carson
DE-28569 (9-28569)—Russ Morgan
ME-70020 (45-70020)—The Gaylords

8. WILD HORSES
PERRY COMO
CA-2349 (F-2349)—Ray Anthony O.
VI-20-5152 (47-5152)—Perry Como

9. SIDE BY SIDE
KAY STARR
CA-2354 (F-2354)—Kay Starr
VI-20-4761 (47-4761)—Frankie Carle

10. SEVEN LONELY DAYS
GEORGIA GIBBS
CR-60949 (4-60949)—Frankie Carle &
Marlin Sr.
RB-28565 (45-28565)—Guy Lombardo O.

11. I'M SITTING ON TOP OF THE WORLD
12. NO HELP WANTED
13. SAY IT WITH YOUR HEART
14. DON'T LET THE STARS GET IN YOUR EYES
15. HELLO SUNSHINE
16. HAVE YOU HEARD
17. HOT TODDY
18. APRIL IN PORTUGAL
19. GOMEN NASHI
20. CARAVAN
21. CAN'T I
22. SONG FROM MOULIN ROUGE
23. DANCIN' WITH SOMEONE
24. DOWNHEARTED
25. RUBY

"It's What's in THE CASH BOX That Counts"
The audience at Hottoes’ Restaurant on March 31st were treated to an evening of hilarity as friends of jockey Perry Dick Jere of Virginia Kay and, Bob Milton Frankie Ralph Laine-Boyd Carl Nat Cash of Prescott’s Renton, Washington, were the surprise guests of honor. Among the gifts were a handsome pair of elevator shoes—elveled fourteen inches; a loaf of Stubbens’ Bread in which was buried a bottle of champagne; a pair of false teeth clenching a piece of cloth, for chewing the rag; and an enormous photo of his arch rival, commentator Barry Creedon. (WMEX-Boston), music director KOLO-Reno, Nevada, says “One of the reasons I have been pleased with The Cash Box is that, even though you are a magazine of service to the jockey industry, you have always given the jockey a fair share of credit for whatever they may do in the music field. In short, your magazine has never been unduly biased in any respect.”

Pie of the week—One of the zaniest duos in radio are “Russ and Joe,” heard daily from 1:30 to 5 p.m. on WTOI-Toledo. Russ Barnett and Joe Weaver are really two quite personable looking clowns, although it’s not easy to tell from this photo, and have a fan club that numbers in the thousands. . . . Bob Wells, (WEBR-Buffalo) who conducts his own disk show every week, over that station, can take a long bow bow to the station’s program director Bill Switzer for helping Buffalo catch juvenile delinquency. Every Saturday afternoon, Bob and Bill hold a Hi Teen Record Party and Dance from the Dallwood Ballroom for three hours, entertaining 1500 teen-aged and name record artists, dancing, and lots of surprises for the kids. . . . Dick Courtenay (WAAF-Chicago), and formerly with WMQG has three fifteen minute shows. When Dick left WMQG he moved out to the sunny climes of the west coast, but his heart was back in Chi—so he followed his yearnings back to the Windy City and is smiling once more. . . . Milton Q. Ford (WWDG-Washington, D. C.), who has been involved in “giveaways” on radio for at least six years, has come up with a statistical survey. Ford says that he can tell if a female winner is married or single by merely heeding the gifts she selects. “A single girl invariably selects personal items such as jewelry, clothing, hope chests, etc.” Ford says. “Married women usually ask for refrigerator-freezers, washing machines, sewing machines, and radio phonographs, in that order.”

Out of eight pieces of mail received by Bob E. Lloyd (WAVZ-New Haven, Conn.) one morning, there were eight different ways of spelling his name: Loyd, Llyod, Lloyd, Lloyd, Lyod, Loid . . . and, oh yes, one correct spelling Lloyd. . . . Carl Ise (WJIR-Newark, N.J.) moving on to KEA-Pittsburgh, Pa. . . . Virginia Murphy, record librarian of WNJR to leave the radio business. . . . Dorothy Checci, former record librarian at WMEX-Boston, Mass. now running a listening service monitoring deejay shows. Dorothy lists how many play each record receives. All the record companies have subscribed. . . . Dick Walton replaces Jack Creedon at WICE-Providence, R.I. . . . Florian Zaubach recently guested on Norm Prescott’s show on WORL-Boston. While in town Florian visited with Bob Clayton, WDDH; Jay McMasters, WMEX; Ed Pommy, WTAO; and Larry Lawrence, WCOF. . . Bob “Deto” Drews, (WAAP-Chicago) plays so many new cuts and novelty disks on his two hour morning show that carry-over listeners load his afternoon request show with much of the same. Three morning plays of "Yakakama Mama" in one week were enough to build the Hari Kari tune to 10th place on his “Date With Drews” afternoon stint.

The Cash Box, Music Page 5 April 18, 1953

"Thrilling" Elaine Carvel Sings

"Then Something Happened To Me"

"It's What's In THE CASH BOX That Counts"
THE FONTANE SISTERS

(VCa Victor 20-5266; 47-5266)

"MEXICAN JOE" (2:48) [Ameri- cana] This is a fine novelty number with a samba refrain. The song features a vocal arrangement that breaks big in the Western style. Victor's success with a novelty number has been bolstered by the Fontane Sisters in a rocking manner. They put a lot of life into a number that should get spins.

"HE WHO HAS LOVE" (2:26) 

[Esquire Music] The sisters bring their talented voices on a cutesy jump number that could catch soon and get whirs. The number is full of motion and makes you want to hop.

ESQUIRE BOYS & KAY KAROL

(Rainbow 400; 45-200)

"IF IT'S LOVE YOU WANT TO BORROW" (2:34) An organ and string back-drop sets a fine mood for Kay Karol's and the Esquire Boys' smooth vocal offering on a lilting two step fox trot. Number makes good dance music.

"ROCK-A-BEATIN' BOOGIE" (2:29) Here the crew leans into a vigorously bumptious number with a good piece of listening. The tune has a "Ray Love" flavor that should go well with the jump lovers.

DOB WHALEN

(VCa Victor 20-5275; 47-5275)

"IS IT ANY WONDER" (2:02) [Midway Music] The ultra polished tenor voice of Bob Whalen does a sturdy job on his first Victor waxing. The lovely tune and his great range make him a strong contender. He's a Morton Downey with oompah.

"I MET THE ONE THAT I LOVE IN HIGH SCHOOL" (2:55) [General Music] Hugo Wintershaffer backs this lovely sentimental tid with a remarkable fla-vor. The chorus adds further color to Bob's stellar voice and the results are terrific. Great voice.

JOE LOCO QUINTET

(Tico 170; 45-170)

"THE SONG FROM MOULIN ROUGE" (2:54) [Broadcast Music] The super smooth piano touch of Joe Loco comes over tenderly as he creates an easy tune with a subtle touch. The band is in the background. One of Joe's best sides. Mood music at its best.

"CAN CAN MAMBO" (2:28) The quintet backs Joe with a double mambo beat on a tune adapted from Offenbach's "Gaite Parisienne." The number moves and should go well with the mambo lovers.

VICTOR YOUNG ORCHESTRA

(Deco 28673; 9-28675)

"THE SONG FROM MOULIN ROUGE" (2:55) [Broadcast Music] The soft and sweet theme music from the film of the same name is touchingly soothed by the strings of Victor Young's orchestra. She gets a great performance.

"RUBY" (2:48) [Miller Music] George Fields takes the spotlight with his hands. Musical adoration for Victor Young crew through a lovely cover job on a tune that looks like it could hit the peak.

THE CASH BOX

[VCa Victor 20-5276; 47-5276]

April 18, 1953

Barbara Ruick (MGM 11483, K-11483)

"NOW THAT I'M IN LOVE" (2:19) [Burke & Van Heusen] The bright voice of Barbara Ruick freshens up a novelty jump number set to the famous harp from "William Tell's Overture" better known as the Lone Ranger theme. The refrain has a hit con-tent of 102 sockbouncing pieces.

"CHILI-CHILI-CHILI" (2:49) [Robbins Music] Here the thrill draws a light and spirited Oriental flavored novelty from the MGM flick "Dream Wife." It's a cute item with an interesting twist.

TONY MARTIN

(VCa Victor 20-5279; 47-5279)

"NOW BEAR THIS" (2:16) [Leeds Music] A bouncing march tempo novelty set to the familiar Navy saying is given a full voiced treatment by the stellar voice of Tony Martin. Could catch on. It's different.

"APRIL IN PORTUGAL" (2:53) [Chappell & Co.] Tony Peck'sLovin' of the word Tony as he gives a warm reading to a lovely instrumental hit. This lyric version should help build the tune.

RUSTY DRAPER

(Mercury 70173; 70173 x 45)

"BIG MAMOU" (2:23) [Peer Int'l] Rusty Draper who came in his own with "No Help Wanted" bolts out a Cajun item with an exciting tempo which he sings in his usual English and Cajun-French. Good follow-up for Rusty.

"TELL ME WHY WHY WHY" (2:40) [Broadway Music] Rusty sounds a hit like Frankie Laine as he rocks through a good hard clapper in a B & B manner. The fine rhythm, good beat and solid reading add up to some good listening.

BILL KENNY OF THE SPOT LIGHTS

(Deco 28677; 9-28677)

"WHO'S TO BLAME" (2:52) [Tenor Publishing.] The happenings story chant a lovely soft ballad in his unmistakable style and comes up with a potent side. The song is soft and Olive Oliver's boys do a fine backing job.

"KEEP THINKING OF YOU" (2:56) [Beethoven Music] Bill warbles another pretty romantic item with his great range and sends some pleasant listening. A fine coupling.

THE TOPPERS

(Doucet 1007; 45-1007)

"WHY DON'T WE GET THE P E N N Y S " (2:01) [Kardale Music] The best ballad song since "Take Me Out To The Ball Game" is offered by the Top-pers. This could develop into another hit and with a melody that's successfully established. On the bottom half the songster belt an "I'm Walking Behind You" that should also draw applause from his fans. The top is the half to watch. It should click.

"CHICKEN IN THE BASKET" (2:29) [Kardale Music] Fred Lightstream and the Savoir Faire team up on novelty bonzer. Lyrics are hard to understand.

THE CASH BOX

Disk Of The Week

"CASH BOX" DISK OF THE WEEK

"OH! WHAT YOU DO TO ME" (2:36) [Hawthorne Music] "NOW THAT I'M IN LOVE" (2:56) [Burke & Van Heusen] "YOU SHOULDN'T HAVE KISSED ME THE FIRST TIME" (1:50) [Hawthorne Music] NORMAN BROOKS (Zodiac 102; 45-102)

PATTIE PAGE

(Mercury 70127; 70127 x 45)

"You are the ever popular Patti Page, who does wonders with any type of material, from the heart breaking "I Went To Your Wedding" to the light and happy "Doggie In The Window," comes up with a salty tango delivered in her individuallyvet Mint style. The tune "Oh! What You Do To Me" is exciting. This should be another smash for The Singing Renge." Keep a close watch on the lower lid too. It's a sleeper that jumps along to the music of the Lone Ranger theme. Jack Reel's ork backs on both solid ends. One should get with this one.

NORMAN BROOKS

Mr. Sunshine, Norman Brooks made the wax world sit up and take note of his amazingly wonder-ful Jolsonquesque voice when he made a smash of "Hello Sunshine." Now the artist dishes up a bounce-tagged "Somebody Wonderful" that should send him right up to the top. The tune is great and his voice is sensational. Norman's starting sound comes over perfectly on the lower half dubbed "You Shouldn't have Kissed Me The First Time." It's a good bouncer. The box are really gonna rock when the kids hear the top half.

"LET'S MAKE UP BEFORE WE SAY GOODNIGHT" (2:45) [Feist Music] "MY LADY LOVES TO DANCE" (2:15) [United Music] JULIUS LA ROSA (Cedrene 1231; 45-1231)

VIRTUE

(Mercury 70128; 70128 x 45)

"APRIL IN PORTUGAL" (2:36) [Chappell & Co.] "I'M WALKING BEHIND YOU" (2:37) [Leeds Music] VIC DAMONE

A beautiful ballad put on wax by the music of Victor Damone's voice is a perfect leader for the artist's return to civilian life. The song "April In Portugal" is currently one of the biggest instrumentals in the record field and Vic's interpreta-tion of the lyric version should hit big on its own. It's a tender bal-lad with a melody that's success-fully established. On the bottom half the songster belts an "I'm Walking Behind You" that should also draw applause from his fans. The top is the half to watch. It should click.
**LES BROWN ORCH.**  
(Coral 60959: 9-60959)

"RUBY" (3:08) [Miller Music]  
A tune that's headed for the big time, this chugging, carefree number coming from Les Brown and his boys as they dish up some terrific dance material. Instrumental is inviting.

"MIDNIGHT SUN" (3:00)  
[Crystal Music] Ronny Lang takes the featured spot with his alto sax and eases through a bluesy fox trot smoothly portrayed by Les and his men. Some fine free dance music.

**ANDRE KOSTELANETZ ORCH.**  
(Ente 104: 1-104)

"PLAYING AROUND" (2:40)  
[Boosey & Hawkes Inc.] The imaginative mind of Andre Kostelanetz goes to work on a lush and strings instrument that bounces along in a slow and light manner. Number has a bit too much of the classical sound to fit the boxes.

"TIME ON MY HANDS" (2:51)  
[Miller Music] Andre waves the baton and leads the men through a year oldie from the show "Smiles." Music is lush and romantic and fits perfectly in the softer music locations.

**HENRI RENEN ORCH.**  
(RCA Victor 20-5264: 47-5264)

"THE SONG FROM MOLLIN ROUGE" (3:02) [Broadcast Music] A tune that's making a strong bid for the top ten position is smoothly recorded by this talented Henri Renen and crew. Aby West adds a different flavor by carrying the melody on the saxophone.

"STREET OF SHADOWS" (2:50) [Leeds Music] The okes glide over a bluesy 'street scene' type of setting with the sax setting the moody feeling. A fine piece of listening with some smooth style.

**JOHNNY LONG ORCH.**  
(Coral 60964: 9-60964)

"RED TOP" (3:06) [Campbell Music] A number that really rocking in the R&B market gets a solid setting to a sock junio tempo from Johnny Long and his vocal ensemble. The results are perfect for the jitterbugs.

"LET'S GO DOWN TO THE TAVERN" (2:20) [Boulevard Music] A cute novel item that lifts along in a happy manner is well offered by the boys. The tune is a natural for the taverns and should get plenty of spins.

**LAWRENCE DUCHOW ORCH.**  
(RCA Victor 20-5165: 47-5165)

"IT'S WALTZ" (2:30)  
Lawrence Duchow lets air into his accordion and leads his Red Raven orchestra through a pretty waltz with an inviting European flavor. Lawrence makes a waltz sound zesty.

"I WANT A GIRL" (2:29)  
Dick Matko and Walter Sterling work with the accordions on this end as they launch on a cute olde and belt it out to a polka tempo. Bouncing number should go well in right locations.

**THE CASH BOX SLEEPER OF THE WEEK**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Orchestra</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;SAY YOU'RE MINE AGAIN&quot; (2:48)</td>
<td>Meridian</td>
<td>Perry Como (RCA Victor 20-5277; 47-5277)</td>
</tr>
<tr>
<td>&quot;SAY YOU'RE MINE AGAIN&quot; (2:40)</td>
<td>Meridian</td>
<td>Dolores Gray (Decca 28676; 9-28676)</td>
</tr>
</tbody>
</table>

**THE CASH BOX BEST BETS**

- "NOW THAT I'M IN LOVE"  
  [Gordon 28633: 7-28633]  
  Barbara Reck (MGM 11483: K-11483)

- "NOW HEAR THIS"  
  [Gordon 28651: 7-28651]  
  Tony Martin (RCA Victor 20-5279; 47-5279)

- "SING FROM MOLLIN ROUGE"  
  [Barbour's ORCH]  
  Joe Lea Quintet (Tea 170: 45-178)

- "IS IT ANY WONDER"  
  [Gordon 28663: 7-28663]  
  Bob Whalen (RCA Victor 20-5255; 47-5255)

- "WHO'S GONNA WIN THE PENNANT THIS YEAR"  
  [Gordon 28673: 7-28673]  
  The Topport (Decanter 1007: 45-1007)

- "I'M YOUR LADY"  
  [RCA Victor 20-5273; 47-5273]  
  Dolores Gray (Decca 28676; 9-28676)

- "YOU'RE THE FINEST"  
  [RCA Victor 20-5274; 47-5274]  
  Perry Como (RCA Victor 20-5275; 47-5275)

- "HEART'S DESIRE"  
  [RCA Victor 20-5276; 47-5276]  
  Perry Como (RCA Victor 20-5277; 47-5277)

- "THE DREAMER"  
  [RCA Victor 20-5278; 47-5278]  
  Perry Como (RCA Victor 20-5279; 47-5279)

- "BRING ME A RAGTIME SONG"  
  [RCA Victor 20-5281; 47-5281]  
  Perry Como (RCA Victor 20-5282; 47-5282)

- "SAY YOU'RE MINE AGAIN"  
  [Meridian]  
  Perry Como (RCA Victor 20-5277; 47-5277)

- "I'M SLEEPING"  
  [RCA Victor 20-5278; 47-5278]  
  Perry Como (RCA Victor 20-5279; 47-5279)

- "I'M SLEEPING"  
  [RCA Victor 20-5279; 47-5279]  
  Perry Como (RCA Victor 20-5280; 47-5280)

- "I'M SLEEPING"  
  [RCA Victor 20-5281; 47-5281]  
  Perry Como (RCA Victor 20-5282; 47-5282)

- "I'M SLEEPING"  
  [RCA Victor 20-5282; 47-5282]  
  Perry Como (RCA Victor 20-5283; 47-5283)
HOW MANY COINS CAN A JUKE BOX HOLD?

find out with...

VERA LYNN'S

SMASH RECORDING OF

WAITING FOR YOU

with the Soldiers, Sailors and Airmen of Her Majesty's Forces

backed by

"I LIVED WHEN I MET YOU"

1302 and 45-1302

hi-fi POPS

LONDON RECORDS

ffrr SOUND

"It's What's in THE CASH BOX That Counts"
NEW YORK:

All the talk in New York music circles this week revolved around the formation of the new label by RCA Victor and the selection of Joe Carlton to head it. For several days too much there was considerable speculation as to who would succeed Carlton at Mercury. . . . The music trade was also upset last week with rumors that Dewey Bergman was up with a heart attack. After checking with his doctor, it can be reliably reported that Dewey had a virus act up and not his heart. After a few more days of rest, he’ll be up and rarin’ to go. . . . A baby girl born this week to the Paul Browns and the Lee Magid’s. . . .

Paul Southard off to Europe for about six weeks . . . .

George Frazier, noted writer on music subjects, has joined RCA Victor. . . . Nat Shapiro, Agency man for the Goodman-Axmann tour. . . .

London Records is now officially London Records. In case you didn’t know, until April 1st the company’s name was The London Gramophone Corporation. . . . Strange how a tune refuses to pay. Dick jockeys have been reporting continuing requests for Nat Cole’s “Strange” despite the fact that it’s not his current record. . . .

Teresa Brewer busy in Hollywood making a picture for Paramount, “Those Sisters From Seattle.” Also in the cast are the Bell Sisters and Guy Mitchell. Teresa, by the way, replaces Jane Froman on her TV show for the month. . . . Carnegie Hall is booked for the Frankie Laine concert April 24. . . . A disk breaking on the West Coast is “Pizza Polka” by Mae Williams on the Tempo label. . . . A cute byline in a Glasgow paper about Mary Small was headlined “Small Scores big success.” . . . Heard a promising singer at the Apollo last week. Her name is Mary Louisa. . . .

Dolly Dawn looks as though she can make it with her latest on Jubilee “Oodle-I-Ay.”

CHICAGO:

One of Chicago’s very own, beautiful Elaine Carvel, whose sultry thrashing always raised the bowl, “When’s someone gonna record this gorgeous gal?”, at long last gets her “big break.” And by all Chicago combo. Her first on his Mercury, “Then Something Happened To Let,” published by Chib’s (Bud) Bandom Music, sounds like “IT” for the sultry voiced thrush. After seven years of chirping with bands like Lou Bruce, Lex Diamond, Phil Nevin, Leighton Noble, and others, her own ABC show, “Midnight Moons,” Her TV show “Fun Pan Alley” with Johnny Desmond. Chez Paree with Jimmy Durante. Raved about for these past seven years, Elaine Carvel believe that “This is my lucky seven.” And all Chicago helping like everything to get this West Side gal right over the top. . . . Larry Greene, Decca’s promotion rep, all excited over gorgeous Dolores Gray’s Decaying of, “Big Momma,” hits the road for St. Louis, X C, Decca stations, and all spots in between. To tell everyone everywhere about “how great” the gal cut this hunkawax. (To really put the disk, but away over, Larry should take gorgeous Dolores along with him.) . . . Dirk Courtenay of WAAF, WIND, WAIT, pegs in to talk over old days of times “on the Coast” and how things can happen. Dirk workin’ like mad to prove a deejay can do it. . . . Al Saber and David LeWinter all thrilled the way their first “Master” goin’ over. Al Saber’s vocalizing of “Love, Mo, Love Me” has won quick acclaim, bring about town telling one and all about Joni James’ MGMing of “Almost Always.” And getting top play from deejays and jake box ops who believe that “Almost Always” is gonna be . . . Tim Gayle writes in in Nuth Holewood to report that Larry Raine has just cut “a hot one” in “There’s Nothing Left To Do For” the label. . . . H M. Crowe of the (label) (who makes with the authentic Czech disk) “way down Texaco (ways) advises he’s just come from a “most successful” eastern jaunt with but pablity in his brief case here. . . . Pat-On-The-Back here, the gorgeous Lena Horne simply wowed ‘em. And is just jazmin’ the Chest like old times. The gal’s just so simply a terrific performer.

LOS ANGELES:

Reported feud between dj’s Peter Potter and Al Jarvis emerged into the open this past week with Columbia and RCA Victor supposedly not servicing Peps for his Dick-TV and KLAC stunts. . . . Doris Day packed this week for a five-week eastern vacation. . . . Betty Hutton skedded to play Sophie Tucker in the film bio, but not until ’54. . . . Teen age dance at the Palladium with Harry James, Maggie Whitting and a host of disk stars a huge success. Proceeds to the City of Hope Hospital. . . . Missed seeing Syd Goldberg of Decca and Jerry Blaine of Jubilee by only a few minutes. Latter named Los Angeles Music Sales to handle the distribution of his label. . . .

Coming Up-Fast
AND THE BULL WALKED AROUND, OLY JEEPERS CREEPERS
Stan Kenton—2386
BIG MAMOU
IS IT ANY WONDER
Elle Mac Morse—2441
GET IT WHILE YOU’RE YOUNG
LIPSTICK-A-POWDER-N’-PAINT
Helen O’Connell-Guido MacRae—2402
Best Hit of the Season -

JONI JAMES

SMASH HIT...

ALMOST ALWAYS

MGM-11470 (K-11470)

“It's What's in THE CASH BOX That Counts”
CARLTON HAYMAN
HEAD OF NEW VICTOR FIRM; MERCURY

NEW HIT RELEASE!
TOMMY REYNOLDS
and his Shuffle Rhythm Orch.
"7:20 IN THE BOOKS"
vocal by BON BON
DERBY 7822

HE IT'S SWEEPING THE COUNTRY
HUE CARAVAN
RALPH MERCERIE
ESQUIRE BOYS
FERRANTE & TEUCRI
DILL ECKSTEIN

AMERICAN ACADEMY OF MUSIC, INC.
217 E. RUTHERFORD AVE., CLEVELAND, OHIO

CARAVAN
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RECORD COMPANY
SEeks new TALENT
Small label—excellent reputation, with Male and Female Vocalists, Quartets, Combos, 
Trio and featured artists. Write for audition (don't send pictures or records). Also want names in the field of Health. Address: THE CASH BOX, 26 West 47th St., New York, N.Y.

U.S. DEFENSE BONDS
NOW EVEN BETTER

NEW YORK — "An Onion And You," "An Onion And You," "An Onion And You," are the four mysterious words which an estimated three million people in the metropolitan area have seen in the past seven years. Four simple words, chalked on sidewalks, billboards, building walls, subway tunnels, passages and almost everywhere that people can be found. Who has been scratching all of these chalk marks? What is the purpose of this venture? Well, the solution to the whole mystery finally became known when Bill Buchanan of the Round Records company explained the whole episode.

The story starts back in 1947 when Alex James, a grocery clerk in his father's store in Greenwich Village, wrote a ditty entitled "An Onion And You." To publicize his new accomplishment, Alex got hold of some chalk and let New York know of his tune. When the street-marking idea became popular, Mr. James wanted to be underpaid with his campaign and let the subway goers hear the event.

In 1952, Bill Buchanan, of Round Records, got the song after a large publishing company had relinquished it and had it re-written and then published. The song was written before he signed with Coral, Betty Cotton. Clarkson recorded the song for Round Records. She sings the novelty that has been her husband and a license for anyone on the fence and incidentally, you.

Art Ford, WNEW dj, played the song for the first time on the air, and is continuing to plug it.

Bettina has a two-hour, seven-day television show coming up in Detroit, she will also plug the tune.

Desmond In "Danger"

CHICAGO—Johnny Desmond, Coral recording artist, will take a dramatic role at the end of this month, when he comes to New York to make a guest appearance on the ABC television program, "The Hidden Man." Some time ago, Johnny got an idea for an unusual waxing based on the haunting theme music from the television program. The recording will zoom be released.

The producer of "Danger" heard Johnnie Desmond's renditions of the tune and immediately set his script writers to work on a story woven around the record and starring the singer. Johnny will make his network TV debut as a dramatic artist on the mystery program written especially for him, which will reach its climax when he sings, for the first time in public, his new recording.

Disk Jockey Ball To Feature New Dance, "The Kangaroo"

NEW YORK — The "For Dancers Only" Club, whose object it is to bring back dancing throughout the country, is conducting "The Disc-Jockey Ball" on Sunday, April 28, 1953, at the New Rochelle Beach Club, New York.

The ball will honor dj's throughout the Metropolitan area who have helped bring back a "Dancing America" by consistently playing the best in dance music. A trumpeter, Jimmy Roma is introducing for the first time in public his own fifteen-piece orchestra which will feature the arrangements of Clark McLellan.

As a special added attraction, the ball will highlight a brand new dance called the "Kangaroo."
The Cash Box, Music

April 18, 1953

IT'S TRUE: THE TOP POP HITS ARE ON

1. DOGGIE IN THE WINDOW
   PATTI PAGE
   MERCURY 70070 • 70070X45

2. SEVEN LONELY DAYS
   GEORGIA GIBBS
   MERCURY 70095 • 70095X45

3. CARAVAN
   RALPH MARTERIE
   MERCURY 70097 • 70097X45

4. RUBY
   RICHARD HAYMAN
   MERCURY 70115 • 70115X45

5. TELL ME YOU'RE MINE
   THE GAYLORDS
   MERCURY 70067 • 70067X45

6. NO HELP WANTED
   RUSTY DRAPER
   MERCURY 70077 • 70077X45

7. APRIL IN PORTUGAL
   RICHARD HAYMAN
   MERCURY 70014 • 70014X45

8. RAMONA AND
   SPINNING A WEB
   THE GAYLORDS
   MERCURY 70112 • 70112X45

NEW RELEASES

"DENOTES AVAILABLE ON 45 RPM"

1. OOO, WHAT YOU DO
   Now That I'm In Love
   PATTI PAGE... No. 70127

2. APRIL IN PORTUGAL
   I'm Walking Behind You
   VIC DAMONE... No. 70128

3. SAY YOU'RE MINE AGAIN
   Broken Wings
   EDDY HOWARD... No. 70134

4. BIG MAMOU
   Tell Me Why, Why, Why
   RUSTY DRAPER... No. 70137

5. ALMOST ALWAYS
   Am I Losing You
   EDDY HOWARD... No. 70135

6. MY HEART IS FREE AGAIN
   I Won't Believe It
   RONNIE GAYLORD... No. 70131

7. NO TIME
   The Flirt
   ARTIE WAYNE... No. 70133

8. SOMEBODY STOLE MY GAL
   Never, Never, Never
   JIMMY PALMER... No. 70126

TOPS IN RHYTHM AND BLUES

1. HITTIN' ON ME
   Ecstasy
   BUDDY JOHNSON... No. 70116

2. COME A LITTLE BIT CLOSER
   She's Got To Go
   THE RAVENS... No. 70119

3. YOU LET MY LOVE GROW COLD
   Ain't Nothin' Good
   DINAH WASHINGTON... No. 70125

TOPS IN COUNTRY AND WESTERN

1. KNOTHOLE
   Leave That Liar Alone
   THE CARLISLES... No. 70109

"It's What's in THE CASH BOX That Counts"
NEW YORK — Larry Newton of Derby this week pulled one of the big switches in the record industry by copying a note for note the version of a record put out by a major and announcing to the world that those were his exact intentions.

This is the story!

In a recent Kay Starr album, one of the numbers she did was "The Breeze." The number when played on the air received great response but Capitol could not release it as a single. Newton thereupon decided to copy the arrangement note for note and try to imitate the Kay Starr record as much as possible. He feels this is a real switch because it has been his experience that it usually works the other way. An independent starts a tune and majors then copy.

Particularly Newton was miffed because he claimed that last year Kay Starr's version of "The Wheel Of Fortune" was a duplicate of his own with Sunny Gale.

The girl he used to copy Kay Starr is Trudi Richards whom he has also signed to a two year contract.

Eddie Wilcox of Derby did the copying.

The tune is published by Leeds Music.

Siegelson Promoted As Meyers Leaves WMCA For New Post

NEW YORK — Arnold Meyers has left Station WMCA to join Times-Columbia, Columbia's New York district in the promotion department. He replaces Dave Greenman who has been promoted to sales.

At WMCA Bert Siegelson has been upped to the job that Meyers formerly held which is assistant to Bob White, the music librarian.

Siegelson has been in the music department of WMCA for more than a year, having formerly held a similar position at WNYJ in Newark.

Dot Records Signs Elmo Tanner And Marvin Hughes

NASHVILLE, Tennessee — Randy Wood, president of Dot Records, this week announced the signing of Elmo Tanner, famous whistler of the Ted Weems orchestra, and Marvin Hughes, formerly on MGM Records.

Tanner's first releases will include "Heartache" and will feature several numbers of the Ted Weems band.

Meanwhile Dot is rolling along with big sellers in Johnny Maddox’s "Alice Blue Gown," The Hilltoppers’ "If I Were King," Al Lombardi’s "Chopin," and Leon Barry's "Misterouloua."

Rainbow Acquires Master

NEW YORK — Eddie Heller of Rainbow Records has acquired the master of "Fine Brown Frame" and "Dear Ruthy" by the Buccaneers.

The sides were cut by Jerry Halpern and Ed Krenzel, erstwhile Temple students.

Heller is so impressed with the talents of Krenzel and Halpern that he is setting up a separate production unit within his own firm for them to make records.

Score Another For Godfrey

TORONTO — Arthur Godfrey, who can take credit for starting many recording artists on their way, can chalk up another success. The Canadiens appeared on his "Talent Scout" show and came to the eye of the thrillwood Record Company. The diskery summoned the lads from Canada and waxed them with the Sy Mann orchestra on two tunes tagged "Chip Chip" and "I Belong To You."

The vocal group has just appeared at the Seville theatre in Montreal, on the same bill with Ella Mae Morse, and reports have it that the platter is being fine in the Canadian boxes.

Dennis Day Honored by Alma Mater

NEW YORK.—Dennis Day was due to be honored April 11 by his alma mater, Manhattan College, with its alumni medal of honor, the college announced. Day was graduated from Manhattan in 1928.

The medal will be presented to Day at the Manhattan College Centenary Banquet in the Hotel Statler, at which Francis Cardinal Spellman, Archbish-ep of New York and a member of the board of trustees of the college, will preside.

Day was selected as a recipient of the medal for "bringing into American homes a high caliber of wholesome and thoroughly enjoyable entertainment," and for "leading an exemplary family life as a father and husband, in keeping with the highest traditions of Manhattan Men."

Announcing this action by the board of directors of the Manhattan College Alumni Society, George F. Knapp, president of the society, also cited Day for his continuous devotion and serv-ice to his alma mater.

Day is widely known as a radio, TV, motion picture and BCA record- ing star.

Capitol Takes Over Cetra-Soria

NEW YORK — Capitol Records Distributing Corp. has taken over distribution of the Cetra-Soria catalog of records effective April 1, 1953. On that date, Capitol will enter into a number of fair trade agreements covering Cetra-Soria Records, for the purpose of continuing, in effect, the policy of maintaining established retail prices for these records. In a decision handed down in the New York Supreme Court April 1, 1953, by the Honorable Isac- son to his alma mat and retail price maintenance policy on Cetra-Soria records was upheld and price cutting of records under this label was en-joined.

Known from Coast to Coast

Leslie Distributors

One-Stop Record Service

New York

Hartford, Conn.

1264 Windsor St.

(Phone NA 5-7123)

It's off for a Winner!

Georgie's Tavern Band

The Daily Double

and "Deep in the Cellar-Polka"

Decca 20640 (78rpm) 9-20640 (45rpm)

America's Fastest Selling Records

Published by

Raze Music

1650 Broadway

New York City, N.Y.

"It's What's in THE CASH BOX That Counts"
JULIUS La ROSA hits again!

With the first big smash ballad for '53

"LET'S MAKE UP BEFORE WE SAY GOODNIGHT"

By Joan Edwards and Lyn Duddy, — the team that authored the music for Godfrey's TV Calendar Show.

Plus "MY LADY LOVES TO DANCE"

The Sammy Gallop-Milton Delugg song that Julius La Rosa fans the country over have been demanding of him.

With orchestra conducted by ARCHIE BLEYER

* Cadence Record No. 1231

Ever since Julius La Rosa's first record of "THIS IS HEAVEN" and "ANYWHERE I WANDER" (Cadence No. 1230) made such a hit, the pressure has been building up terrifically for Godfrey's Boy to do "MY LADY LOVES TO DANCE". Now it's available — and you can take Archie Bleyer's word for it that Julius La Rosa has never sung better! It's an assured success, — and for double measure, the reverse side has the new Joan Edwards-Lyn Duddy song, "LET'S MAKE UP BEFORE WE SAY GOODNIGHT", — the year's first big smash ballad. Yes, Julius La Rosa has come through again — with a bigger hit than ever!

CADENCE RECORDS, 270 Park Ave., New York, N. Y.

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PAN-AMER. DIST. CO. New Orleans, La.
PAN-AMER. DIST. CO. Dallas, Tex.
PAN-AMER. DIST. CO. Miami, Fla.
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"It's What's in THE CASH BOX That Counts"
THE DISC JOCKEY RECORD REPORTS

April 11

Chuck Norman
WIL-ST Louis Mo.
1. I Believe (Frankie Laine)
2. How Much Is That Doggie In The Window (Patti Page)
3. No Teddy (Ralph Flacconi)
4. My Church (Gram Martin)
5. Glory
dn Someone (Teresa Brewer)
6. Wild Horses (Perry Como)
7. Can't I (Nat "King" Cole)
8. Pretty Mama (Teresa Brewer)
9. Pretty Mama (Teresa Brewer)
10. When I'm 64 (Nat "King" Cole)

Lee & Lorraine Ellis
WINZ—Miami, Fla.
1. How Much Is That Doggie In The Window (Patti Page)
2. Hello, Dolly (Patti Page)
3. I Love You Too Much (Teresa Brewer)
4. Pretend (Nat "King" Cole)
5. Your Cheatin' Heart (James)
6. Hello Sunshine (N. Brooks)
7. Sometimes I Feel Like A Motherless Child (Eddie Fisher)
8. Where Is My Baby (Eddie Fisher)
9. Will-O' the Wisp (Hope Winterhalter)

Ira Cook
KAGC & KEGC
Hollywood, Calif.
1. I Believe (Frankie Laine)
2. I'll Walk Alone With You (Teresa Brewer)
3. Wild Horses (Perry Como)
4. I'll Be Hangin' Around (Johnny Ray)
5. There's A Million Things In The Window (Patti Page)
6. Pretty Mama (Teresa Brewer)
7. Twice As Much (Billy Russ)
8. Hot Teddy (Ralph Flacconi)
9. April In Portugal (Frankie Laine)
10. In The Mood (Jazz Lenox)

Don McLeod
WJBK-Detroit, Mich.
1. April In Portugal (L. Baxter)
2. Less Than Tomorrow (Teresa Brewer)
3. Twice As Much (Billy Russ)
4. The Albatross (Teresa Brewer)
5. Can't I (Nat "King" Cole)
6. The Magic Touch (Hope Winterhalter)
7. Purple Haze (Patti Page)
8. I Believe (Frankie Laine)
9. A Little Love (Bob Carroll)
10. Pretend (Nat "King" Cole)

Mort Nusbaum
WNAV—Rockester, N. Y.
1. How Much Is That Doggie In The Window (Patti Page)
2. You Felted Me (Four Aces)
3. I'm Walking (Willie) (Teresa Brewer)
4. How Do You Do (Willie) (Teresa Brewer)
5. Can't I (Nat "King" Cole)
6. Who Has Love (Bobby rights)
7. How Much Is That Doggie In The Window (Patti Page)
8. Help Me Wanted (R. Bradley)
9. I'm Sitting On Top Of The World (Paul Ford)
10. Pretend (Nat "King" Cole)

Bob Watson
WSAT—Atlanta, Ga.
1. Anywhere I Wander (Las Vegas)
2. You Felted Me (Four Aces)
3. I'm Walking (Willie) (Teresa Brewer)
4. A Sure Thing As I (Teresa Brewer)
5. Four Aces (Eight Broad)
6. Seven Lonely Days (D. Gibbs)
7. April In Portugal (L. Baxter)
8. Gomez-Nasali (Eddy Howard)
9. How Do You Speak To An Angel (Ritchie Fisher)
10. Red Carol (Finian Zabab)

Bob Drews
WAFB—Chicago, Ill.
1. How Much Is That Doggie In The Window (Patti Page)
2. Cavanaugh (Ralph Martin)
3. Song From Moulin Rouge (Ralph Martin)
4. Song From Moulin Rouge (Ralph Martin)
5. Stars In My Eyes (Ralph Martin)
6. Seven Lonely Days (D. Gibbs)
7. April In Portugal (L. Baxter)
8. Gomez-Nasali (Eddy Howard)
9. My Heart (Judy Page)
10. Red Carol (Finian Zabab)

Paul Flanagan
WTBY—Troy, N. Y.
1. Tell Me A Story (Las Vegas)
2. You Felted Me (Four Aces)
3. I'm Walking (Willie) (Teresa Brewer)
4. Help Wanted (R. Bradley)
5. Pretend (Nat "King" Cole)
6. Side By Side (K. Star) (Paul Ford)
7. I Believe (Frankie Laine)
8. I'm The One Of Those (R. Bradley)
9. I'm The One Of Those (R. Bradley)
10. I'm The One Of Those (R. Bradley)

Ross Miller
WTOC—Hartford, Conn.
1. I Believe (Frankie Laine)
2. Hot Toddy (Ralph Flacconi)
3. I Believe (Frankie Laine)
4. I Believe (Frankie Laine)
5. I Believe (Frankie Laine)
6. I Believe (Frankie Laine)
7. I Believe (Frankie Laine)
8. I Believe (Frankie Laine)
9. I Believe (Frankie Laine)
10. I Believe (Frankie Laine)

Larry Wilson
WNOE—New Orleans, La.
1. April In Portugal (L. Baxter)
2. How Much Is That Doggie In The Window (Patti Page)
3. Side By Side (K. Star) (Paul Ford)
4. Somewhere I'll Be (G. Gibbs)
5. Pretend (Nat "King" Cole)
6. Side By Side (K. Star) (Paul Ford)
7. Side By Side (K. Star) (Paul Ford)
8. Side By Side (K. Star) (Paul Ford)
9. Side By Side (K. Star) (Paul Ford)
10. Side By Side (K. Star) (Paul Ford)

Eddie Gallagher
WDFN—Washington, D. C.
1. How Much Is That Doggie In The Window (Patti Page)
2. Your Cheatin' Heart (James)
3. Where Is My Baby (Eddie Fisher)
4. I Believe (Frankie Laine)
5. Somewhere I'll Be (G. Gibbs)
6. Wild Horses (Perry Como)
7. Anything I Want With You (Teresa Brewer)
8. Don't Let The Sun Go Down On Me (Teresa Brewer)
9. Tell Me You're Mine (Pretend (Nat "King" Cole))
10. I'm Sitting On Top Of The World (Paul Ford)

Dick Elliott
WRCF—Chicago, III.
1. I Believe (Frankie Laine)
2. I Believe (Frankie Laine)
3. I Believe (Frankie Laine)
4. I Believe (Frankie Laine)
5. I Believe (Frankie Laine)
6. I Believe (Frankie Laine)
7. I Believe (Frankie Laine)
8. I Believe (Frankie Laine)
9. I Believe (Frankie Laine)
10. I Believe (Frankie Laine)

Pot Chambers
WFAT—Tampa, Fla.
1. Pretend (Nat "King" Cole)
2. How Much Is That Doggie In The Window (Patti Page)
3. Cavanaugh (Ralph Martin)
4. Song From Moulin Rouge (Ralph Martin)
5. Stars In My Eyes (Ralph Martin)
6. Seven Lonely Days (D. Gibbs)
7. April In Portugal (L. Baxter)
8. Gomez-Nasali (Eddy Howard)
9. My Heart (Judy Page)
10. Red Carol (Finian Zabab)

Jay Trompeter
WIND—Chicago, Ill.
1. How Much Is That Doggie In The Window (Patti Page)
2. Cavanaugh (Ralph Martin)
3. Song From Moulin Rouge (Ralph Martin)
4. Song From Moulin Rouge (Ralph Martin)
5. Stars In My Eyes (Ralph Martin)
6. Seven Lonely Days (D. Gibbs)
7. April In Portugal (L. Baxter)
8. Gomez-Nasali (Eddy Howard)
9. My Heart (Judy Page)
10. Red Carol (Finian Zabab)

Earl Pudney
WGY—Schenectady, N. Y.
1. Can't You (N. "King" Cole)
2. Help Wanted (R. Bradley)
3. How Much Is That Doggie In The Window (Patti Page)
4. Help Wanted (R. Bradley)
5. Help Wanted (R. Bradley)
6. Help Wanted (R. Bradley)
7. Help Wanted (R. Bradley)
8. Help Wanted (R. Bradley)
9. Help Wanted (R. Bradley)
10. Help Wanted (R. Bradley)

Rodger Clark
WNOR—Norfolk, Va.
1. How Much Is That Doggie In The Window (Patti Page)
2. Help Wanted (R. Bradley)
3. How Much Is That Doggie In The Window (Patti Page)
4. Help Wanted (R. Bradley)
5. Help Wanted (R. Bradley)
6. Help Wanted (R. Bradley)
7. Help Wanted (R. Bradley)
8. Help Wanted (R. Bradley)
9. Help Wanted (R. Bradley)
10. Help Wanted (R. Bradley)

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

WTMJ-Milwaukee, Wisc.

1. How Much Is That Doggie In The Window (Patti Page)
2. How Much Is That Doggie In The Window (Patti Page)
3. Believe (Frankie Laine)
4. Believe (Frankie Laine)
5. Believe (Frankie Laine)
6. Believe (Frankie Laine)
7. Believe (Frankie Laine)
8. Believe (Frankie Laine)
9. Believe (Frankie Laine)
10. Believe (Frankie Laine)
11. Believe (Frankie Laine)
12. Believe (Frankie Laine)
13. Believe (Frankie Laine)
14. Believe (Frankie Laine)
15. Believe (Frankie Laine)
16. Believe (Frankie Laine)
17. Believe (Frankie Laine)
18. Believe (Frankie Laine)
19. Believe (Frankie Laine)
20. Believe (Frankie Laine)

Hal Fredericks

KXOK-St. Louis, Mo.

1. I'm Sitting On Top Of The World (Patti Page)
2. I'm Sitting On Top Of The World (Patti Page)
3. I'm Sitting On Top Of The World (Patti Page)
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9. I'm Sitting On Top Of The World (Patti Page)
10. I'm Sitting On Top Of The World (Patti Page)

Jean De Graaf & Art Kershaw

WJAR-Providence, R. I.

1. How Much Is That Doggie In The Window (Patti Page)
2. How Much Is That Doggie In The Window (Patti Page)
3. How Much Is That Doggie In The Window (Patti Page)
4. How Much Is That Doggie In The Window (Patti Page)
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8. How Much Is That Doggie In The Window (Patti Page)
9. How Much Is That Doggie In The Window (Patti Page)
10. How Much Is That Doggie In The Window (Patti Page)

Bob Harris

KFRE-Fresno, Calif.

1. How Much Is That Doggie In The Window (Patti Page)
2. How Much Is That Doggie In The Window (Patti Page)
3. How Much Is That Doggie In The Window (Patti Page)
4. How Much Is That Doggie In The Window (Patti Page)
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8. How Much Is That Doggie In The Window (Patti Page)
9. How Much Is That Doggie In The Window (Patti Page)
10. How Much Is That Doggie In The Window (Patti Page)

Dave Robinson

WELL—New Haven, Conn.

1. I Believe A Story (Lainey-Bey) (Laine-Boyd)
2. I Believe A Story (Lainey-Bey) (Laine-Boyd)
3. I Believe A Story (Lainey-Bey) (Laine-Boyd)
4. I Believe A Story (Lainey-Bey) (Laine-Boyd)
5. I Believe A Story (Lainey-Bey) (Laine-Boyd)
6. I Believe A Story (Lainey-Bey) (Laine-Boyd)
7. I Believe A Story (Lainey-Bey) (Laine-Boyd)
8. I Believe A Story (Lainey-Bey) (Laine-Boyd)
9. I Believe A Story (Lainey-Bey) (Laine-Boyd)
10. I Believe A Story (Lainey-Bey) (Laine-Boyd)

Mitch Reed

WTHI—Bloomington, Ind.

1. Seven Lonely Days (G. Gibbs)
2. Seven Lonely Days (G. Gibbs)
3. Seven Lonely Days (G. Gibbs)
4. Seven Lonely Days (G. Gibbs)
5. Seven Lonely Days (G. Gibbs)
6. Seven Lonely Days (G. Gibbs)
7. Seven Lonely Days (G. Gibbs)
8. Seven Lonely Days (G. Gibbs)
9. Seven Lonely Days (G. Gibbs)
10. Seven Lonely Days (G. Gibbs)

Jill Conkroy

WIND—Chicago, Ill.

1. I'm Sitting On Top Of The World (Patti Page)
2. I'm Sitting On Top Of The World (Patti Page)
3. I'm Sitting On Top Of The World (Patti Page)
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9. I'm Sitting On Top Of The World (Patti Page)
10. I'm Sitting On Top Of The World (Patti Page)

Jack Downey

WONS—Hartford, Conn.

1. Rhythm Is My Thing (Patti Page)
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8. Rhythm Is My Thing (Patti Page)
9. Rhythm Is My Thing (Patti Page)
10. Rhythm Is My Thing (Patti Page)
...pressing with
RCA VICTOR!

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CUSTOM RECORD SALES

FOR MOTHER'S DAY PROGRAMMING!

LEO FEIT, INC.

THE CASH BOX

Compiled by Jack "ONE SPOT" TUNIS

Columbia

Stars And Wurlitzers

CHICAGO, ILL.—A multitude of stars recently visited the headquarters of Koven Distributing, Illinois distributors for The Rudolph Wurlitzer Co.

1. Joni James, whose MGM platters have really taken off, listens to her latest as played on the Wurlitzer 1550. With her is Bob Lindelof of General Music, Skokie, Illinois.

2. Ben Koven and Harry Belafonte, RCA Victor artist, shake hands on the fact that the new 48 selection Wurlitzer is a good deal.


4. Teddy Coven, Ben's wife, appears ready to "trip the light fantastic" with Ralph Marterie, whose band records for Mercury.

5. Hamish Menske and Bert Davidson, Wurlitzer district sales manager for the mid-west, appear delighted to listen to the new Wurlitzer 1550.
CHICAGO, ILL. — Two years ago, Sgiź Sawkowicz of the Polish Daily News, in this city, suggested to representatives of the leading record companies that they invade the polka field because Chicago’s 9% of a million Pole-Americans were becoming more and more record conscious, Today Sawkowicz is seeing his predictions come true.

Polish records (and as a matter of fact, all foreign records) are becoming an ever greater factor in sales and on the nation’s job boxes. One company that has really gone wholeheartedly into the Polka field, has cashed in with one best seller after another. In Chicago where there are 750,000 Pole-Americans and in Buffalo where there are over 1,000,000 record shops and juke box operators report cuttin’andwol business for the firm.

The most important consideration is the authenticity of the disks and this has been the one factor that has held up further inroads to this ready and waiting market.

The influx of Polish D.P.’s, Sawkowicz reports, — about 20,000 in Chicago alone has made Polish dises even more in demand. These newly arrived people enjoy Polish waltzes and tangos, like to hear Chopin and support strongly the stage performances of a vocal quartet, “The Happy Four” (Wesola Comorka), who sang together throughout the Second World War while they served with the Polish Air Force in England.

An indication of the importance of the polka today is the caliber of the men who are engaged in it. For instance Melin DeLogg had done many polkas for Dana. Moreover such dance halls as Chicago’s Aragon and Trias find it profitable to set aside one night a week as Polka night.

After surveying the Chicago picture, Sawkowicz reports that the records listed below are the leading ones in that area at present:

Johnny Bomba Dana
Ray Henry’s Dana
Steve Adamczyk Dana
Frank Przybylki Capitol
Eddie Zima Zima
Johnny Bomba Dana
Eddie Wolski Royal

Polkatanuses "Hangover Oberhek" — "Klopoty Pijaka" — "Amatorci" — "Ridin’ High Polka" — "Mama Mia" — "Balkan Jigules" — "Rain Rain Polka" — "Dessert Polkas"
Hines Forces Come To Cancel Dates Till May 18

NEW YORK—Nat "King" Cole has been forced to cancel his tour with the "Record Show." Native's first appearance at Carnegie Hall on Sunday but was unable to go for the second show. He came on stage and announced his illness and was rushed immediately to New York Hospital.

The trouble started Saturday night when Nat was rehearsing for both the "Record Show" appearance and his stint on TV for "This Is Show Business." He decided to wait however before he called his manager in, went on stage on Sunday, when the doctor was finally called, diagnosed the condition as a bleeding ulcer and advised him to cancel his dates and go to the hospital on time.

Nat will have to rent up until May 18 when he opens at the last Frontier in Las Vegas.

His friends who may want to send him get well greetings can address them to New York Hospital.

Buddy Robbins Forms Own Firm

NEW YORK — Buddy Robbins announced Monday that he was buying George Paxton to set up his own firm effective immediately. Robbins will also work with Cork Keefe on the Words and Music Catalogs. Buddy is teamed jointly by Keefe and Jack Robbins. He will work out of O'Keefe's office in the KRO Building.

The firm was associated with Paxton for about two years and the parting at this time is on an amicable basis.

Erwin-Howard Turn "Somebody Wonderful" Over To Disney

NEW YORK—Erwin-Howard, publishers of "Somebody Wonderful," the latest Norman Brosko record on the Billboard label, have turned the song over to Walt Disney Music for a three year term. The tune will be a number one with the public.

Mel Howard and Leo Erwin also wrote the tune as did the first Norman Brosko release hit "Hello Sunshine." In addition they are the owners of Zodiac on whose label the discs were issued.

At Walt Disney, it was announced this week that Mac Cooper has taken over as general professional manager, replacing Phil Kahl.

Buckley Announces Plans For One-Step Service

NASHVILLE, Tennessee — Louis Buckley, owner and operator of Buckley's record shop in the state of Tennessee and one of the oldest in the South, has established Buckley's One-Stop Record Service at 127 Queen Street.

Buckley has been in the music business since 1929 and for the past seven years has operated his major business through radio station WLAC, Nashville, selling Rhythm and Blues records on a 30 state basis.

“If It’s What’s in THE CASH BOX That Counts”
NEW YORK — RCA Victor's new record catalog of the "Music America Loves Best" which has just been released, includes all releases up to and including March, 1953, and incorporates important innovations, according to an announcement by William I. Alexander, Manager of Advertising and Sales Promotion for the RCA Victor Record Department.

The latest edition of RCA Victor's catalog, Mr. Alexander said, contains a new center section, edged in red, in which special categories are listed for easy identification by the record enthusiast. These include a suggestion for a Basic Record Library; separate sections for the Treasury of Immortal Performances, and Popular Collectors' Albums; a complete listing of domestic and his Master's Voice, and Bluebird Classic recordings; and a special section for the Connoisseur of Fine Music.

The front part of the catalog, in which easy-to-follow instructions are printed, also contains an explanatory page about RCA Victor's "New Orthophonic Sound," and a listing of the company's 101 All-Time Best Sellers.

Mr. Alexander added that the alphabetical listings have been simplified, and new letter designations at the top of the page — printed in larger, clearer type — have been boxed in order to cut down the length of time spent in searching for any given selection. New "45 Extended Play" Popular and Red Seal albums also are included in the listings.

The last few pages of the catalog contain a complete price list of all RCA Victor records currently available.

ATLANTIC COAST

The Bunkhouse boys, stars of CKGW, Moncton Jamboree, now cutting for Decca's Apex label and doing right well with their first release, "Ted Show" and his group from Halifax is another Maritime name that is negotiating to go national on Apex wax. The Maritime Provinces continue to be the home stamping grounds for Canuck folk talent. Good records are being cut and instrumental platters are selling for Victor. Ned is a New Brunswick boy, and is ably handled by St. John's Bruce Holder. News that Halifax and Sydney will have TV stations in the near future is pleasant information to Nova Scotians judging by the talk on the streets these days.

Columbia Records are now being handled by a moving picture distributor which flatters and pleases the local dealers and operators who hope that this may become a trend with other labels also setting up distribution here.

WEST COAST ROUND-UP

Aragon Records' vocal star Buddy Reynolds continues his engaging, entertaining program at the Palladium in White Rock. The Rhythm Pals, CKWX and Aragon stars, supplied the backing for the Ed McCurdy transcriptions, which were cut by West Coast before folk singer McCurdy moved to Eastern Canada. Alberta Slim and his show are breaking in New Westminster to make their yearly transcontinental jump in time to play the Apple Festival in Nova Scotia. Slim will again record for Victor while en route to the East coast. We hear that Vancouver's popular network singer Juliette is being touted as a new voice for a major label. Hope that her Toronto boosters can get her lined up for recordings as her big network following should give them a ready made market in Canada. Her distinctive and holdered at the vocalists is singing favourably compared with any of the female favorites being waged these days.

"It's What's in THE CASH BOX That Counts"
Crowd Goes Loco

PHILADELPHIA, PA. — The tremendous appeal and popularity of Joe Loco, Lebo recording artist, with the younger set in Philadelphia, was a surprise even to the artist himself.

When Bob Horn, who runs "Bob Horn’s Bandstand" over WFIL-AM, Philadelphia, arranged to have Loco appear on his show, he advertised the fact to his listeners two or three days before the piano stylist’s appearance. Horn, who is one of the top deejays in the Quaker City, features mambos on his program and has built himself quite an audience of Latin tempo lovers.

On the day of his scheduled appearance, Joe Loco, accompanied by Tico A. & his band George Golden, drove up to the WFIL studios to find the street mobbed with literally thousands of trendsetters. After the show, Loco spent the remainder of the afternoon signing autographs.

Joe Loco’s latest release on Tico is "The Song From Moulin Rouge" backed with "Can Can Mambo."
### Music

**RED TOP**
- King Pleasure (Prestige 821)

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

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

**CRAWLIN’**
- The Clovers (Atlantic 989)

**HOUND DOG**
- Willie Mae Thornton (Peacock 1612)

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

**DAUGHTER (THAT’S YOUR RED WAGON)**
- Swingin’ Sex Keri (States 115)

**BE TRUE**
- Vee-Lee (Red Robin 113)

**JOHNNY, JOHNNY**
- Johnny Moose (Modern 888)

**DADDY (THAT’S YOUR RED WAGON)**
- Swingin’ Sex Keri (States 115)

### In Dallas

**HOUND DOG**
- Willie Mae Thornton (Peacock 1612)

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

**CRAWLIN’**
- The Clovers (Atlantic 989)

**ONE ROOM COUNTRY SHACK**
- Honey Dee (Specialty 458)

**THE HONEY JUMP**
- Oscar Molly (Malcolm 992)

**CAN’T DO SIXTY NO MORE**
- The Do Droppers (Red Robin 108)

### In Nashville

**HOUND DOG**
- Willie Mae Thornton (Peacock 1612)

**RED TOP**
- King Pleasure (Prestige 821)

**DAUGHTER (THAT’S YOUR RED WAGON)**
- Swingin’ Sex Keri (States 115)

**HITTIN’ ON ME**
- Buddy Johnson (Mercury 70116)

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

**SHES GOTTA GO**
- The Ravens (Mercury 70119)

**DON’T HAVE TO CRY**
- B. B. King (R. P. M. 380)

**CRAWLIN’**
- The Clovers (Atlantic 989)

**YES, IT’S YOU**
- The Clovers (Atlantic 989)

**I’M GONNA**
- Shirley & Lee (Aladdin 3155)

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**THE BIGGEST HIT IN YEARS!!!**

(by)

**The Du Droppers**

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**“LAUGHING BLUES”**

RCA Victor 20/47-5229

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**This Week’s Releases Are All Rhythms & Blues**

**WEEK OF APRIL 18th**

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<th>78 rpm</th>
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**“It’s What’s in THE CASH BOX That Counts”**

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**THE CASH BOX**

### In Philadelphia

**THE TOP TEN TUNES NETTING HEAVIEST PLAY**, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1. **RED TOP**
   - King Pleasure (Prestige 821)

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. **HOUND DOG**
   - Willie Mae Thornton (Peacock 1612)

6. **SOFT**
   - Tiny Bradshaw (King 4377)

7. **ONE ROOM COUNTRY SHACK**
   - Honey Dee (Specialty 458)

8. **THE HONEY JUMP**
   - Oscar Molly (Malcolm 992)

9. **CAN’T DO SIXTY NO MORE**
   - The Do Droppers (Red Robin 108)

10. **BE TRUE**
    - Vee-Lee (Red Robin 113)
ST. LOUIS JIMMY (Duke 110)

"WHY WORK" (2:36) [Lion Publ.] St. Louis Jimmy asks the age old question "why work?". The philosophical lyrics are set to a middle-of-the-road tempo and Jimmy sings with an easy and relaxed style.

"DRINKIN' WOMAN" (2:47) [Lion Publ.] The under portion is a slow beat blues with humorous lyrics of how his woman drank a cute piece with a moral and a chuckle.

TAB SMITH (United 147)

"C U B A N BOOGIE" (2:25) [Pamplie] A Latin tempo faste with Tab Smith riding the sax to a solid triumph. Tab dishes up a rhythmic and happy tune.

"MY MOTHER'S EYES" (2:59) [Pamplie] Flip is the lovely perennial and Smith emits a sweet and sentimental tune against an almost non-existent backing. A side to relax to.

BENNY BROWN (Gotham 280)

"PAPPA" (2:41) [Andrea Musi] Another answer to "Mama" and a good one. Benny Brown chants the spirited lyrics with zest and appeal.

"SLICK BABY" (2:39) [Andrea Music] Brown belts a quickbeat rocker in happy fashion. Orking is sold.

ROY BROWN (King 4527)

"MR. HOUND DOG'S IN TOWN" (2:30) [Lois] Another answer to "Hound Dog." Roy Brown is in top form as he drives out the raus- cus story. Tune is the same as the original. Guitar work effective and helps keep the vein of the cutting in line with the original.

"GAMBLIN' MAN" (2:32) [Lois] The lower lid is a slow beat blues. Brown sings with emotion as he tells of his baby's leaving him because she got tired of his gambling.

RED CALLENDER - SCAT MAN CROWTHS (5, 1 H. 142)

"TILL I WALTZ AGAIN WITH YOU" (2:41) [Associated Holly- wood] The Red Callender unit etches the big pop hit smoothly. Callender's soft scat sax featured.

"PAPA" (2:37) [Associated Holly- wood] Answer to leading r & b hit "Mama." A rhythmic boomer dished up his in a slightly more subdued treatment than the Brown version reviewed on this same page. Another good treatment.

THE CASE BOX

Rhythm 'n Blues SLEEPER OF THE WEEK


The Raves come up with a winner for the box. The upper deck, "Come A Little Closer," shows the group off at its best. The boys blend with a smooth and ca- tual performances as they dish up the happy, neat beat with the love lyrics. The appeal and test they in- ect into the rhythmic ditty makes this a fascinating side and one that is a natural for the jukebox. The un- der portion, "She's Got To Go," is a slow blues with Jimmy Ricks performing a single. Jimmy de- pressingly complains that his girl is no good at all. She won't do anything except have a ball. Orking is grade-A on both decks.

"HELP ME SOMEBODY" (3:00) [Bess Music] THE "S" ROYALES [Apollo] 1446

The "S" Royals follow their baby, "Don't Do It" one of the nation's top rhythm and blues tunes of the past few months, with a two sided release, either of which could break through for a repeat. The top deck, "Help Me Somebody," is a slow rhythmic item, with a religious feel, that moves up in tempo until it reaches a quick beat. Lead chants smoothly and with restraint against a soft backing. The lower lid, "Crasy, Crasy, Crasy," is a middle tempo bounces with a in- fectious sound. The boys go wild and shoutout and the mood of the piece is furthered by a torrid sax ride. Orking is solid on both decks.

BIRMINGHAM BOOGIE BOYS (MGM)

"BOOGIE EXPRESS" (2:39) The Birmingham Boogie Boys spin a racing boogie beat instrumental with a great deal of excitement. Piano and guitar give a good accounting of themselves.

"BOOGIE WOOGIE ON A SAT- URDAY NIGHT" (2:58) A similar etching with a slightly slower tempo.

FIVE BILLS (Brunswick) 84004

"WAITING, WANTING" (2:36) [Farnhill Music] The Five Bills present a tender ballad with velvety effect. The boys charm with a feathery rendering of a sentimental number. The melody does a wonderful job against a lush backing by the balance of the group. A top notch effort that has strong pop possibilities.

"DAMN DAWN AND TOMORROW" (2:37) [Barnhill Music] The "Bills" work with a similar item and handle it gently, but the top deck is the one.

JOHNNY OSBORNE (Tune 1092)

"TA LOT'S TALE" (2:41) [Tribe A Music] Johnny Osborne and his boy Jacks wax a quick beat with Slim Taylor handling a gravel voice vocal.

"SAX MANIA" (2:37) [Trible A] Another wildie by the omie, with James Perry giving an exhibition of wild saxing. A go-go item, aptly described by the title "sax mania." Exciting.

STICK McGHEE (Atlantic 991)

"NEW FOUND LOVE" (2:41) [Progressive Hound] Buddie Red and Stick McGhee dish up a lively fast moving piece with spirit and listener appeal. Stick's vocal is top notch.

"MEET YOU IN THE MORNING" (2:18) Another quick beat that drives, Stick and his gang go wild. You can't listen to this one and sit still.

EUNICE DAVIS (Atlantic 992)

"GO TO WORK PRETTY DADDY" (2:46) [Progressive] Eunice Davis belts a quick beat with novelty lyrics that really moves. The gal sings with spirit and appeal as she puts the needle into the malingering husband to "go to work." Side has what todays r & b audience seems to favor and Miss Davis sells it all the way.

"MY BEAT IS 125TH STREET" (3:01) [Progressive] Miss Davis has another quick beat in which she sings of the entertainments on 125th St. The thruh handle this well and the etching is more than ade- quate.
Goodman-Armstrong Tour
Looks Like A Smash

NEW YORK — The Benny Goodman-Louis Armstrong package, which is appearing at Carnegie Hall on Friday, April 17th for two concerts at 8:30 and 12 Midnight, is the highest priced jazz event ever to play Carnegie with a $6 top and an expected $24,000 gross. The concerts in Boston and Philadelphia are already sold out with the Boston date a sellout 4 weeks before the tour appears there.

The tour kicks off at the New Haven Arena on Wednesday, April 15th and then appears at the Newark Mosque Theatre the following night.

Reports from all over the country indicate that the six-week tour is guaranteed to be a smash success with huge advance sales reported everywhere and in New York the day tickets went on sale a $5000 business was done.

Stars To Appear At Benefit

NEW YORK — A benefit for Billy Eckstine, former drummer with the Barbara Carroll Trio, will be given at Birdland April 19 from 3 to 7 PM. Billy has been stricken with Berger's Disease.

The following artists have promised to appear on the show:


Ruth Reports

NEW YORK — Ruth Brown reports to her New York-New Jersey dish fans on the success of her just-ended road trip with the Three B's package — Mr. B. Ruth, and Count Basie. Interviewing the fabulous "Teardrop Girl" (whose Atlantic disking of "Mambo" is currently riding high) is Jack Walker, WOV's popular night-adio platter man. Walker handles the station's blues and rhythm show at 8 P.M. and then returns to the air at midnight with his "Life Begins At Midnight" chapter direct from Harlem's Palm Cafe.

Two Million Mark Hit By Five Clovers

NEW YORK — The Clovers were honored this week by Atlantic Records as the two millionth copy of their wax work was sold. Each member of the sensational group was presented with a gold record to mark the event.

Two years ago the four voices and the guitar which make up the group were unknown kids in Washington, D.C. From their first recording, "Don't You Know I Love You," they appealed to a wide public. Their talents have netted them not just one more but six hits since then. Currently juke boxes about the nation are jumping with "Crawling" and "Yes it's You," their latest Atlantic effort.

While in New York to collect their honors, the Clovers will work a session in the Atlantic wax works to turn out their spring release. Johnny Bailey, Mathew McQuarter, Hal Lucas, Harold Winley and guitarist Bill Harris are the Clover personnel.
Leeds Music Amalgamates Pop
And Standard Divisions

NEW YORK—On May 1st Leeds Music will bring together its pop division and its standard-educational division, separated for the past five years, by moving its offices to 1270 Sixth Avenue to 522 West 48th Street.

The decision to amalgamate offices came as a result of five months of experiments, during which Lou Levy and other Leeds executives were shuttling between the two offices.

“We have always tried to maintain a close connection between the pop and standard divisions,” Lou Levy explained. “Proper methods of exploitation have stimulated our standard business, while out of the standard catalogue we have been able to develop such pop hits as ‘Sabre Dance,’ ‘Galloping Comedians,’ ‘Swedish Rhapsody,’ ‘Blue Violins,’ etc.”

Eckstine Fetes Ruth Brown

NEW YORK, N. Y.—Billy Eckstine gave a party in honor of Ruth Brown at The Band Box last Wednesday, April 8 as a tribute to her personality and drawing power of the young thrash on their recent tour. Miss Brown was an integral part of the smash tour, just concluded, along with Eckstine and Count Basie.

Friends of Miss Brown, fellow artists and executives of Atlantic Records, for whom she records, were present.

Ruth Brown cut short her bookings to remove troublesome tonsils and will be out of action for about ten days.

Vinrob Records Formed

NEW YORK—Vinrob Records, a new phonola label, is making its pop debut in the recording market with four sides. "Why Should I Want You," "Be Good To Yourself," "Hootin' Holer," and "Say 'SI SI','" rendered by Eugenie Baird, the popular radio singing star.

The co-author of the tune "Why Should I Want You," Vinnie Andrews, who started the company, will be its head.

Vinnie wrote a composition three years ago tagged "Just In Case" which he never cut. To back his song, the author got an unknown tune written by Bill Savoyan tagged "Come On-A My House" which Kay waxed on the flip side. That was the start of the tune which would up as a fabulous Rosemary Clooney success.

The Cash Box, Music
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April 18, 1953
NEW YORK

The most beautiful tune to come along in many a month, "The Song From Moulin Rouge," is a must for every box. Can't go wrong with any of the versions on the market. Percy Faith's disk, Mantovani on London, and Axel Stordahl on Coral are lovely and moving. Now comes Joe Loco on Tex, in a ballad tempo with a soft rhythm backing. Loco's piano is sensational and the side is comparable to the best. — Jubilee elated over the success of The Orillians' "Dem Days." "Strangest light in the world," says Ben Blaine, "is that the groups last two disks, "Until Them" and "Hold Me, Thrill Me, Kiss Me," are among the top sellers in our catalog. This gives us three solid sellers by the same group at the same time. — Irv Marcus, Duke and Peacock's manager, making his headquarters in the east for the present. In addition to covering the eastern and midwestern states' stations, Marcus has to ride constant herd over the six major pressing plants now turning out "Round Dog" so that he can keep up with orders. — The Boyer Bros., now holding the number two spot in the Pittsburgh label Courier Spiritual Group poll record for Ernest Young's Excello label in Nashville. — Joe Davis sent out 1000 toy plastic racing cars with the new Paul Watson MGM movie, "Checking It Out." "I Love To Ride." — Leonard Chess, Chess Records, invaded Shreveport, La., last week. And invasion is the word, what with being armed with Willie Mabon's "I'm Mad!" Little Walter's "Off The Wall," and Danny Overbo's "Train, Train, Train." Also in to see Stan's Record Shop was Art Rupe, Specialty, with the Mercury Display. — Room Country Shapiro's tunes is moving like a prairie fire on a dry and windy day. — Congratulations to Lee Magid, a 26-year man at Savoy. Lee and wife Jane collaborated on a sensational item, named Deborah Lorin. Session will be held on Saturday, April 4, and the finished product was released at 6 pounds 2 ounces. Magid will shortly record "Those Whithin Whithin's Are Driving Me Mad" backed with "You're The Tastest Thing This Side Of Rogues." — Ilo Kefretts, Atlantic Records sales manager and manager of The Clover's, Atlantic disk stars, just returned from a tour through the Midwest. — Another successful release easy, what with two of the biggest R & B hits in the nation. Ruth Brown's "Mama" and the Clovers' "Crawlin'". — Newest sensation in the r & b deejay field is Douglas "Jocko" Henderson. "Jocko" at WHAT in Philadelphia all week, comes to New York every Saturday to do a one-shot via WLIB. Doug's tag is "From the Big P to the Big M."

CHICAGO:

Credit Billy Eckstine with one nice gesture. Billy, it is reported, intends to turn over all proceeds of his next concert tour to the Damon Runyon Cancer Fund. Sales may reach around $500,000. — Big Jay McNeely follows Johnny Hodges into the Capitol Lounge. — Lena Horne going great guns at the Chess. First night audience stood up and cheered. First time such a thing has happened at Chess in many a blue moon. — Tommy Brown into Martin's Corner here for 12-week stay. Beginning 4/17. — It's a toss-up at Chess. Can't decide which record is hotter. Little Walter's "Off The Wall" or "I'm Mad" by Willie Mabon. — Leonard Chess and Jerry Blaine met in New Orleans. Went on to Atlanta together. — The boy group the Blue Note has a smash lineup following Stan Kenton. Next appearance Jack Teagarden and The Four Freshmen. Followed by Oscar Peterson 4/24. Then Nellie "Real Gone Lute." — Sy House of King Records has nice re-tion section with Lonnie Harris' "Mama, Your Daughter Done Told A Lie." Sy happily relates he has 154 lbs. during past months. Hoping to go down to 50. — Scars friends no longer look like him in his streamlined condition. — Charley Michaels reports "Hey, Baby, Baby, Baby," by Aladdin, on Aladdin by the Five Keys for clicking him. For Charles Brown to compete for Best for 11 one-nighters May 1. — Sid McCoy's late evening deejay show on WERN clicking, orderly with listeners. — Teddy Johnson's first release for Mercury "Hittin' On Me" b/w "Eastery." Breaking big, according to Mercury's Kenny Meyers, Paris Club and now featuring Danny Overbo's, Chess of "Train, Train, Train" has been on The Cash Box "Hot Charts" for weeks.

LOS ANGELES:

Jake Porter tooss one into the hopper via another sequel to "Hound Dog" on his Gomby label — A. L. Sherman's King distrib branch hot via a brace of platters in "K C Lovin" and "Soft." — Buddy & the Big Four (Eddie & Osmond) featuring flood great Elder Beek's etching of "Wine Head Willie" on Chess. — Pearl Bailey simply terrific in her current show at Ciro's. Eddie, drawing some of the biggest crowds at the Sunset strip emporium that we've seen in long time. — Mr. and Mrs. Art Rupe, Specialty Records, busier in a pack of backers with the new Miss Berry etching of "One Room Country Shack" starting to click throughout the nation. Jimmy Witherspoon and group off on a string of one-nighters throughout the Southland. — Paul and Irv Shorten, Allied Music Sales, going wild as the sales of "Hound Dog" are mounting Considerable. — The recent song, a song in the rhythm and blues business, is Eddie Ray over at Imperial. Eddie, has by far, one of the most phenomenal intuitive sales records in pick. Lew Chudd's Imperial plattry comes up with a pair of great one. Another one is "Going Down," by The Four Freshmen and the Smiley Lewis etching of "Play Girl." — Rumors still adviser the possibility of a TV rhythm and blues stana previewing disks. Hunter, Spade and Blackwell are being mentioned. — Joe and Saul Bihari, Modern Records, sked to make a little trip through the south and midwest shortly. Firm has one of the biggest plattry they've had in many a moon via the Oscar McLolle disk of "I'm A Drifter." — Joe and Saul Bihari, Modern Records, sked to make a little trip through the south and midwest shortly. Firm has one of the biggest plattry they've had in many a moon via the Oscar McLolle disk of "I'm A Drifter." — Joe and Saul Bihari, Modern Records, sked to make a little trip through the south and midwest shortly. Firm has one of the biggest plattry they've had in many a moon via the Oscar McLolle disk of "I'm A Drifter."
**Hillbilly Music Popular In Europe**

**NEW YORK — In the February 1953 issue of Nation's Business, an interesting article appeared by Rufus Jarman entitled “Country Music Goes To Town,” which tells how the Grand Ole Opry and WSM have been responsible for the growing popularity of country music throughout Europe and Asia.**

Jarman’s thorough knowledge of country music can well be noticed as he tells of the growth of country music and the origin of the Opry. He describes the Opry from the time it was an unheard of show with just a few people sitting around and watching to the present when the entire Ryman Auditorium is jam packed to see a similar show of all of the top western artists.

The tremendous impact of Country music on the European continent can be understood when you read some of the interesting anecdotes that Rufus Jarman has gathered.

Recently, some travelers from Nashville were astonished while visiting a café in old Vienna when a group of musicians wearing Tyrolean hats and short leather pants cut out. The master of ceremonies announced in heavy, German-voiced English: “This is the winning soldier."

### Prize Winning Soldier

**NEW YORK — The soldier above may not be able to ride a horse but he can play the guitar just as well as the next guy. Private Faron Young of Fort Jackson, South Carolina, smiles and plays his moddle tunes as he wins first place on the United States Army-United States Air Force television show “TALENT PATROL,” televised weekly on ABC-TV network; coast to coast. The contestants on the “Opry Patrol” are all servicemen, picked as the best in countrywide auditions held at army posts each week.**

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**All Right To Ride The River With**

**REIDSVILLE, N. C.—Down in Texas, when a fellow’s on all round good guy, they say he’s “all right to ride the river with” and that’s how Henry “Tuck” (left), WREV disk jockey, feels about Tex Ritter. Ritter stopped in to say hello to Tuck, just before leaving to sing at the Academy Award Ceremonies in Hollywood where his “High Noon” won the prize.**

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**RHYTHM/BLUES**

**TINY BRADSHAW**

**HARRY GLOVER**

**ROY BROWN**

**EARL BOSTIC**

**FEDERAL**

**LITTLE ESTHER**

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**It’s What’s in THE CASH BOX That Counts**
CLYDE MOODY (Decca 2666)

"THE KIND OF LOVE I CAN'T FORGET" (2:25) [Bob Mills Music] Clyde Moody disciples a middle tempo ditty with sad romantic lyrics against a string backing.

"MEXICAN JOE" (2:34) [American] Moody chants a quick beat novelty currently making noise in the country field. In the cute lyrics, Moody tells of his romantic adventures. Tune is lively, happy, and colored with a honky tonk piano.

JOHNNY HORTON (Mercury 76100)


"TENNESSEE JIVE" (2:14) [Volunteer Music] The flip is a quick moving hoedown which Horton handles in lively fashion. Chant is smooth against a solid string backdrop.

SLIM WILLET (Four Star)

"WHILE YOU'RE YOUNG" (2:26) [Hill and Range] Slim Willett sings a quick beat Latin tempo ditty in which he gives advice on how to live. Smart guitar work adds flavor to this side. A real strong number which Horton handles in lively fashion. Chant is smooth against a solid string backdrop.

HAWKSHAW HAWKINS (Epic 190)

"BARBARA ALLEN" (2:58) [Prestige] Hawkshaw sings the old sad story of Barbara Allen. A slow beat ballad sung with a like. Haunting and sentimental.

"THE LITTLE STORY OF HANK WILLIAMS" (3:12) And still they come. Another Hank Williams eulogy with narration. Hawkins sings the middle tempo tune with feeling and tenderness,

"BROKEN WINGS" (2:37) [Shapiro-Bernstein] "CANNONBALL YODEL" (2:56) [R. B. M. Music]

ELTON BRITT (RCA-Victor 20-5251)

"IF yodel is your dish, "Broken Wings" is it. Elton Brits yodels his way through a slow delightfully romantic tune with a delicate and tender treatment. The material, the treatment and Brits's lilt vocal effort make this one that will command jukebox action. The under- portion of "Cannonball Yodel" is another yodel presentation by Brit. This one is at breakneck speed as the instrumentals and the chant- emit a racing train. An infectious ditty that is exciting. Brits has himself a two sided hit dialing that is a must for the boxes.

TABBY WEST (Coral 44152)

"PRETTY LITTLE DEDON" (2:51) [International] Tabby West etches a spriightly country dance item. Vocal is ok but lyrics hard to follow. Chorus and strings round out the waxing in happy fashion.

"A COLD ONE WAY STREET" (2:57) [Malabar Music] The under- portion is a slow beat with sad lyrics. Chantress employs nasal treatment for a solid flavor.

BIG JOHN FORD (Aragon 256)

"I CALLED YOUR NAME" (2:41) [Empire] Big John maintains his soft touch as he delivers a lifting waltz. Strings support the artist in ok fashion.

CLIFFIE STONE (Capital 2407)

"THE LAST ROUND-UP" (2:02) [Shapiro-Bernstein] Cliffie Stone and his hometown hepcats come up with a rhythmic bounce country classic. Honky tonk piano adds flavor to the disc.

"PREFEND" (2:09) [Brandon Music] Stone and his group cut a country version of the pop favorite. Home lends it a jazz feeling.

BOBBY LEE (GMG 4198)

"ALWAYS SORRY" (2:41) A middle tempo romantic protest is the material for Bobby Lee and the Texas Rangers. The boys perform in fine style for a solid waxing.

"LIGHTNIN' BUG BLUES" (2:39) Fip lp is a slow blues smoothly chanted by Lee. Lyrics are romantic with a cute twist.

"It's What's in THE CASH BOX That Counts"
A new country dj show kicked off Saturday, April 4th, over KGNC, Amarillo, Texas. The new show is being headlined by Cousin Keith Lloyd and title of the show is "Cousin Keith's KGNC Dude Ranch." With a format of country and western music, the show has a portion called "Country Boy Makes Good" and on this portion Cousin Keith will tell the story of some country artist who has gained recognition in the field of country, folk and western music. The program will feature a new artist each week and those who would like to be discussed on the show may send material to Cousin Keith Lloyd, KGNC.

Paron Young (Capitol) was the recipient of the first place award on the NBC-TV Talent Patrol Show which originated in New York, Monday, March 30th. As a result of receiving this honor, Young will be transferred to Washington, D.C., where he is scheduled to be the star on a series of Armed Forces Recruiting Shows. Young will work with a group of country music artists known as the Ramblin' Recruiters.

Carl Smith and his Tennessee's did a week of dates through Canada last week, covering the cities of Hamilton, Kingston, London, St. Catherine. Other talent on the Canadian tour with Smith included Audrey Williams, Cedric Rainwater, The Carter Sisters with Mother Maybelle did a week at the Hillbilly Nightclub in Baltimore last week.

The Duke of Paducah and Ken Marvin (RCA Victor) did a string of dates through the Carolina's last week. Johnny Masters and the Masters Family spent several days vacationing in Florida recently. Group is heard on the Dinner Bell program, WBOI, Knoxville, Tenn.

Ernie Lee in Nashville Friday, April 3rd, for his first session for MGM. Frankie Rose and Mourn Nash of Acuff-Rose worked with Lee on this session. Lee will leave this month for a tour in Europe.

Ernest Tubb and the Texas Troubadours, Hank Snow and The Rainbow Ranch Boys, Lew Childres, William R. McDaniel and Danny of the "Annie Lou and Danny" duet have returned to WSM and the Grand Ole Opry after a month's tour to Korea and Japan.

X. Cissie, who manages Martha Carson (Capitol), reports that artist will tour this week through Georgia, Alabama and Mississippi. Next week the Capitol artist is set for a tour through West Virginia. Bill Brackley, owner Republic Record Company, did a session of albums with Del Wood recently. All out promotion is being planned for the series of albums. It is understood that Beasley has added a new country artist, Don Windle, of Mobile, Alabama, to his Ruric music roster. First session for Windle will be this week under Beasley direction.

Hutch Carlock, formerly a Mercury Record Sales representative, and Jimmie Green are now associated with Music City Record Distributors, Nashville.

George Morgan did the Prince Albert Grand Ole Opry Show, Saturday, April 4th, in the absence of Red Foley who was suffering from a case of laryngitis. Carl Smith shared the spotlight with Morgan as guest on the show.

Lightnin' Chance, Tommy Jackson, Grady Martin and Ray Edenton did a session with Marty Robbins for Columbia recently. Ray Price currently touring with the Hank Williams original Drifting Cowboys Band is doing capacity business.

Lonzo and Oscar one of the top comedy teams on WSM sparked a promotion recently for a benefit show for Cousin Jody, comedy team's steel guitar player, who seriously lost two fingers when an automobile jack fell on Jody's hand. Nearly all the top names on WSM's Grand Ole Opry participated in the affair which was held in the Memorial Auditorium in Chattanooga, Tennessee. Jackmie Phelps will take Cousin Jody's spot until he is able to work again.

Frankie More, who manages Johnnie & Jack (RCA Victor) and Kitty Wells (Decca) reported that the group has just purchased a specialty built road bus. The bus is brightly lettered with the names of the artists appearing on either side, and a special rack for carrying instruments and equipment has been built on top of the sporty personal appearance bus.

Joel Price, bass player with Little Jimmie Dickens had an auto accident Monday, March 30th. None in the car were seriously injured; however, the Cadilac in which Price was driving was completely demolished. Jack Comer, proxy of the new Valley Label was in Chicago last week getting promotion lineup.

Charlie Hagsman, manager of Knoxville Music Center, Knoxville, Tenn., reports that the music store is now in its new location at Market Street, after seven years in a Gay Street location. The modern music shop received flowers and congratulations from top personnel in the music business.

Ralph Cornish, Accordionist in now back on the Country Playhouse Show, with Archie Campbell (Valley) after several months at KCNA, Tucson, Arizona.

Mary Waterston of Buckley's One Stop Record Service and Shop, Nash- ville, reports that business has been very satisfactory in their new home at 1707 Church Street, Buckley's were formerly located for six years at 531 Union Avenue in Nashville.

Dee Kilpatrick, Country A & R rep for Mercury records returned to Nash-ville, Friday, April 3rd, after meeting in Chicago with Mercury's top brass. Kilpatrick recorded Eddie Hill, country dj on WSM upon his return to Nash-ville. Jesse Schneider has been handling some bookings for Ray Price who has been doing capacity business on his personal appearances past few weeks. Rusty Gabbard and Cedric Rainwater are being featured in the Price outfit.

"It's What's in THE CASH BOX That Counts"
Games Field Boom Reaches Year Mark

Sales Continue To Step Up For 12th Straight Month As Games Field Enjoys Biggest Boom Period In Industry's History

NEW YORK—Earl Wilson, columnist for the New York Post reprinted the following item he took from H. G. Hutcherson, Augusta, Kan., Gazette.

"SUCCESS"
"Early to bed, Early to rise, Work like hell and Advertise."
(Adv.: Rate cards available. The Cash Box).

PARKING Meters

CHICAGO—Chicago's parking meter installation, the largest in the country, is 65% complete. When finished, there will be 27,000 meters installed. City expects a yearly gross return of nearly $75 per machine.

NEW YORK—Parking meter program started here in Sept. 1951, with 1,310 pieces. There are now 6,000 meters, was killed in the Kansas House of Representatives (March 30) just prior to adjournment of the 1951 state legislative session.

WICHITA, KAN.—A proposed anti-gambling law, which would have included the outlawing of pinball machines, was killed in the Kansas House of Representatives.

SUSSEX, ENGLAND—D. J. Angier, English manufacturer and wholesaler of coin operated equipment, writes: "It is getting to turn from the installations in The Cash Box of the gossy new machines in its pages to the task of keeping some of the pre-war equipment which we have running. A good deal of it is fit for the scrap heap, but of course dollar purchases of new machines is out of the question at present; however, the day will come!"

CHICAGO—Some components, such as slug rejectors, are difficult to obtain in quantity, some of the manufacturers here report. At the present time there are two factories manufacturing slug rejectors, A. B. T. Mfg. Corp. and National Rejectors, Inc.

RICHMOND, VA.—A public hearing was held in this city before a legislative commission ordered by the Virginia Legislature to make a study of the entire Alcoholic Beverage Control System. The commission's findings are to be reported to the next session of the General Assembly. Restaurant groups and resort area spokesmen fighting to have law changed to permit serving of whiskey by the drink. If successful, many new and lucrative locations could be available.

For those who have been watching for a slide-off, or for some signs of a slackening in the present games boom, the month of April hits with full force.

It's the 12th straight month of the biggest boom period of all the history of the amusement games field.

Ever since April, 1952, when the boom started, and even the many at the time believed it would slow down with the hot summer months (and the summer of '52 was a torrid one) there hasn't been a week that has gone by where this boom has slackened its pace.

If anything at all, as leaders here report, the boom has continued stepping up right along, to the point where this past week one noted sales manager of one of the nation's largest amusement games manufacturers stated:

"In all my many years in this business I've never seen anything like it."

And this same statement can be attributed to every one of the leading amusement games manufacturers in this area.

The fact remains, and is most completely apparent that, instead of slackening to any extent at all, the games field boom continues to step up to ever greater heights each week, to the point where many claim that this is the biggest boom in all amusement games history.

Visitors to the factories here realize this fact when they see the production action which is under way. Once again, in what the old-timers used to call "the old days," assemblers are lined up elbow to elbow getting games off the factory production lines just as speedily as they possibly can.

This is, most definitely, a tribute to the amusement games manufacturers who were quick to produce what the public best liked and have been able to carry on along this line of demand for the past 12 months.

From all present indications it appears that, if anything at all, the boom will boom even greater than it is booming at the present time.

Leading manufacturers are backlogged. And this regardless of the fact that they have continued to increase their production runs of all new products which they have been introducing.

There are still many who insist on cocking a wary eye to the future with the same belief, as of Spring '52, that the torrid summer months of '53 will probably see a slide-off in production and sales.

But the majority who rode thru the hot summer of 1952, which was one of the greatest seasons of all time, fully believe that this same condition will again happen this forthcoming summer, and that the boom will continue well into the Fall and Winter of '53.

Dozens of reasons have been advanced as the "why" of this great boom. Many point to the fact that, lacking conventions, operators have spread their buying over the months, instead of concentrating their buying in any certain period of the year.

Others report that, because of the type games now being produced, the outdoor summer months are just as important as the Fall and Winter indoor seasons, and that this, in itself, has been responsible for continued top sales action.

And still others state that, by the removal of many other types of equipment from the field, much territory opened for the new games, and that this can be an important reason for the present boom.

Many others claim that there is more careful attention being paid to the individual location today and all types of products are featured by operators.

In short, the reasons for the continuing boom are just as varied as they are many in number.

In the meantime the boom continues blithely ahead. The amusement games manufacturers are adding more production shifts in an effort to catch up with the orders they already have on hand and those they continue to receive each day.
"How Much Do We Pay ASCAP?",
Juke Box Owners Ask.

The above headline is, perhaps, almost as deviously arranged as is some of the wordage in the present ASCAP sponsored McCarran Bill (S.1106).

The McCarran Bill, in part, calls attention to the fact that there are, somewhere in the nation, some owners of a single juke box for their very own little store.

This is, as ASCAP and the entire industry realizes, about as important as is the fact that there are still some rugged individualists, among the nation's butchers and delicatessen owners, who insist on making their own baloney sausage, and not buying completely prepared baloney sausage from the nation's outstanding meat packers.

But deviously mentioning this fact in the McCarran Bill (S.1106), that they, ASCAP, will NOT tax this rugged individualist, this owner of ONE juke box (who is just the same as the little individual who still insists on manufacturing his own baloney sausage) BUT WILL TAX THE OWNER OF TWO JUKE BOXES is, as stated in the very first paragraph here, just as deviously written as the above headline. (ASCAP'S PUBLISHERS ALREADY OBTAIN ROYALTY FROM THIS OWNER OF ONE JUKE BOX).

If this headline is read very carefully, if eyes are glued upon it steadily and studiously, just as studiously as all juke box owners' eyes should be glued to reading the McCarran Bill (S.1106) the reader will note that, starting off the entire headline, is the word: "IF."

The reason, then, for this headline is no different than the reason for the inclusion of the owner of one juke box in the McCarran Bill—just to grab and detract attention—in the case of ASCAP from the main purpose of the McCarran Bill.

Many juke box owners are now questioning their various association leaders, "How much do we have to pay ASCAP if either the McCarran Bill (S.1106) or Dirksen Bill passes and becomes Federal Law?"

This is completely unanswerable. Why? Because there is absolutely nothing contained in the McCarran Bill or Dirksen Bill, which, in any fashion whatsoever, relates to what the owners will have to pay ASCAP should either be favorably acted upon by the Committee On The Judiciary, then passed by the House of Representatives and by the Senate, signed, and become Federal Law.

In short, ASCAP CAN CHARGE WHATEVER IT WANTS TO FOR THE RIGHT OF OWNERS OF JUKE BOXES TO PLAY ITS COPYRIGHTED MUSIC WHICH APPEARS ON ANY OF THE RECORDINGS IN THE JUKE BOXES OF THESE OWNERS.

ASCAP, if so desires, CAN CHARGE THE OWNER OF JUKE BOXES, WHO WANT TO PLAY ASCAP'S COPYRIGHTED MUSIC, AS MUCH AS $1,000.00 PER WEEK FOR THIS PRIVILEGE.

This is FACT! There is absolutely nothing contained in these Bills which states that ASCAP CAN NOT CHARGE $1,000.00 PER WEEK to the owner of juke boxes (provided the McCarran Bill or Dirksen Bill becomes Federal Law) for the playing of ASCAP's music in the juke boxes of these owners.

Perhaps some may state that this figure is "extreme." Yet the industry can only believe what appears in the "printed word," in these Bills should either become law.

The fact remains that ASCAP publishers are already getting royalties direct from the nation's juke box owners because this royalty is ALREADY INCLUDED in the price that the juke box owners pay for the recordings they purchase which feature ASCAP tunes.

Most important fact for ASCAP publishers to consider, even though they are now attempting to get royalty for the same tune all over again directly to their collective collection agency (ASCAP) which is the ASCAP publishers, and the ASCAP publisher are ASCAP, is the fact that, by doing so by placing ANOTHER TAX ON TOP OF A TAX ON THE JUKE BOX OWNER'S SHOULDERS THEY ARE SIMPLY KILLING THE GOOSE THAT LAYS THE GOLDEN EGGS FOR THEM.

The juke box owner today is already paying a Federal License Fee for each and every juke box he owns. He also pays License Fees to City, County and State. He is further forced to pay: Occupational Taxes, Personal Property Taxes, Excise Taxes, Income Taxes, both Federal and State. He is also paying tremendously hiked up costs for every supply and every product he purchases. The wages he pays are at the highest level in history. His overhead is at such a point that his business trembles each week. And, in addition to all this, his best locations, the nation's taverns because of TV, are enduring from 10% to 60% loss in business, as reported in "The Wall Street Journal."

In short, and every member of ASCAP should indelibly impress this on his mind, the average juke box owner JUST SIMPLY CAN NOT STAND ANY MORE TAX LOAD ON HIS SHOULDERS.

This tax on top of a tax for the very same tune all over again can be the last straw to break the camel's back. This can be the smashing of the juke box business. Such a smashup would simply boomerang against the ASCAP publishers and writers themselves.

Therefore, it pays to read this trickily worded headline all over again, and to remember that the McCarran Bill (S.1106) by trying to bring in the story of the owner of one juke box not being taxed is ludicrous in itself because the owner of the one juke box is already paying royalty to ASCAP every time he purchases a recording featuring an ASCAP tune.

The purpose is to simply have the owner of juke boxes pay a tax on top of a tax and this double taxation, would bust the juke business into smithereens. SMASHING THE SHOWCASE OF ASCAP'S OWN PUBLISHERS AND WRITERS, MURDERING AN INDUSTRY THAT HAS HELPED BOOM ASCAP TO THE TOP, KILLING THE GOOSE THAT LAYS THE GOLDEN EGGS FOR ASCAP AND ITS COLLECTIVE COLLECTION AGENCY MEMBERS—ASCAP'S PUBLISHERS—WHO ARE ASCAP.

That is why juke box owners everywhere are joining into one of the most tremendous moves to get together as a body and appeal to their Congressmen and their Senators, as well as to all members of the Committee On The Judiciary, and to have their friends, their suppliers, their civic leaders, clergymen and everyone else they know, also appeal to Congressmen and Senators, to stop this travesty on American justice once and for all time.
Dallas had a wet Easter. But the rains were welcome for each new story means good business for this summer... We talked to Mrs. Audrey Hunter over at State Music Distributors this week. She says that the Keeney Television sets are selling like hot cakes and that the AMI wall boxes are winning approval from the operators. State is also doing a big job with the HI-SPEED Super Fast Shuffle Board Wax... At Walbo Fred Barber tells us that Bally "Champion Horse" and "Space Ships" are selling great. The ice machines which they are distributing are selling so well that they can't keep up to date on orders... We saw Harold Strange from Mineola in town this week. He says that his business is good... W. B. Moseley from Paris and Buddy Clem, also of Paris, were in town on a buying spree this week... G. C. Ormand of J. T. Stewart in Longview was making the rounds of the distributors this week... The Butlers from Ida Bell Music Company in Ida Bell, Oklahoma, were in town this week... Congratulations to Garland Delemar of Waco on his second baby girl. She was born last week. We are glad to hear that mother and daughter are doing fine.

Over at Commercial Music Tommy Chatten's brother, R. E. Chatten, is visiting. R. E. works out of the San Antonio branch of Commercial. He came to Dallas to buy a new car among other things. Tommy has just returned from a trip to Big Spring where he saw W. G. Page and Elmo Pinkton. Says that business is picking up out in that section of the state. ... Justo Rodriguez of Ideal Amusement Company in Corpus Christi says that business is good for him. Henry Elliott of Corpus Christi Novelty is back from a big fishing trip in the Gulf... Morris Liedeker and Amos of Reeves of Corpus are increasing their coin machine routes with new equipment... Wendell Bullock, also of Corpus, says that business is picking up... Joe Morris is buying new phonographs for his route... Also from Corpus we hear that business is going well for Red Sublett and Al Ruiz. Fred Wilson of Nuece Novelty is expanding his Corpus Christi route. He has just gotten back on the job after a sick spell.

DALLAS DOINGS

Develops Cleaner For Phonographs and Games

CHICAGO—"After a year and half's work we believe that we have developed the finest cleaner for games and phonographs," Ben Coven stated this past week, "that the industry has ever known."

Explaining this further, Coven said, "I've had one of the most noted chemists in one of the leading chemical laboratories here working on a cleaner for the hard surfaces of games and phonographs. "Coven Cleaner," as the product is called, will clean and gloss any hard surface, whether it be plastic, wood, chrome or other metal, painted or not, according to Ben Coven.

Samples are being shipped contained in an unbreakable plastic bottle with spray attachment and full directions as to use.

"In fact," Coven stated, "I've even tried it on my car and, for over a week now, there's been no dust noticeable. The surface continues to gleam, even through rain, cold, or sunshine."

"In fact," Coven concludes, "this cleaner not only perfectly cleans, getting deep down into the surface, but actually polishes at the same time.

"It gives a lasting, hard gloss that just makes any game or phone look like new."
The Rock-ola Carousel Line-O-Selector

PROGRAMMING TRAY

As orderly and efficient as file trays, four title holders permit breakdown of program into most popular musical classifications of thirty tunes each. Trays slide quickly out of frames for easy changing of one or more titles. Automatic loading lock secures tray in frame when it’s reinserted. No extra programming system permits easier selection or faster servicing.

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN
BALIE DISTRIBUTING CO.
647 South West St., Syracuse, N. Y.

SOUTHERN
A. M. & F. DISTRIBUTING CO.
3118 Tulane Ave., New Orleans, Louisiana

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

H. M. BRANSON DISTRIBUTING CO.
811 E. Broadway, Louisville, Kentucky

DIXON DISTRIBUTORS
3808 Southern Blvd., Youngstown, Ohio

CAPITOL MUSIC COMPANY
135 E. Amnic Street, Ation, Minnesota

PABIANO AMUSEMENT CO.
208 E. Dewey Ave., Buchanan, Michigan

COIN AUTOMATIC MUSIC CO.
241 W. Main St., Johnson City, Tennessee

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

FRanco DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama

LAKE CITY AMUSEMENT CO.
4535 Payne Avenue, Cleveland, Ohio

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. E., Atlanta, Ga.

SAVAGE NOVELTY COMPANY
628 Third Street, Racine, Wisconsin

S & M SALES COMPANY, INC.
1074 Union Avenue, Memphis, Tennessee

1357 Second Avenue, Des Moines, Iowa

SOUTHERN MUSIC CORPORATION
2924 S. Brook, Charlotte, North Carolina

TOLDO COIN MACHINE EXCHANGE
814 Summit St., Toledo, Ohio

SOUTHERN MUSIC DIST. CO.
418 Margaret St., Jacksonville 5, Florida

UNI-CON DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri

SOUTHERN MUSIC DISTRICT CO.
505 W. Central Ave., Orlando, Florida

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, Ill.

SOUTHERMUSIC SUPPLY CO.
1013 E. Cary St., Richmond 19, Virginia

NORTHWEST
PUGET SOUND NOVELTY CO.
114 Elliott Ave., West Seattle, Wash.

SOUTHWEST
AUTOMATIC MUSIC CO.
1214 W. Archer, Tulsa, Oklahoma

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

“arly the only

Phonograph with

120 Selections

... to Play
... to Program
... to Pile up Profits!

Model 1436

ROCK-OLA

Fireball

Available in 2 models for either
78 RPM or 45 RPM records

The only
Phonograph with

... to Play
... to Program
... to Pile up Profits!

Model 1436

ROCK-OLA

Fireball

Available in 2 models for either
78 RPM or 45 RPM records
National Rejectors Expand

ST. LOUIS, MO.—National Rejectors, Inc., world’s largest manufacturers of slug rejectors and coin handling equipment, have a large expansion program underway. The latest addition to their modern St. Louis plant is a new, completely automatic plating department. This section adds another 30,000 sq. ft. of production space to the present building and will include equipment for all types of plating; cadmium, copper, chrome and nickel.

The new equipment makes National Rejectors, Inc. the only firm in the vending machine industry with a fully automatic plating operation, west of the Mississippi. All manufacturing and plating will be done exclusively in the St. Louis plant. However for maintenance, National Rejectors, Inc. provides service centers in Long Island, New York; Dallas, Texas; Atlanta, Georgia; Chicago, Illinois and Los Angeles, California.

In the picture above workmen at National Rejectors, Inc., are busy installing new fully automatic plating equipment in the 30,000 sq. ft. addition recently completed.

Westchester Ops Annual Banquet

PORT CHESTER, N. Y.—Plans for the second annual dinner of the Westchester Operators Guild, Inc. which will be held at Bill Reiber’s Restaurant, Sawmill River, Kimsford, N. Y., are moving forward at a rapid pace according to Seymour Pollak, general chairman.

Persons attending last year’s gala event are sending in early reservations. The spacious restaurant will be completely taken over this year by the Guild for their annual affair. In addition to the fine dinner, entertainment chairman Nathan Bensky has some novel entertainment planned. The committee in charge is: Seymour Pollak, general chairman; Nathan Bensky, co-chairman and entertainment; Carl Pavesi, tickets; James A. Smith, souvenir journal; Max Klein, seating arrangements and Louis Tartaglia, treasurer. Malcolm Wein will act as toastmaster.

“It’s What’s in THE CASH BOX That Counts”
Wms. Mfg. Co. Forced To Allocate Production Of
"Deluxe Baseball"

CHICAGO—Sam Stern of Williams Manufacturing Company, this city, re-
ported this past week that the "over-
night" hit which their new "Deluxe Base-
ball" game made with all of its dis-
tributors everywhere in the country has
forced them to allocate production.

"We've never seen anything like this," Stern stated, "even tho we have
now had eight hits in succession.

"The demand for our 'DeLuxe Base-
ball' just jammed into the factory
overnight and we are now forced into
a system of allocating whatever pro-
duction comes thru each day."

Regardless of the fact that the Wil-
liams production engineers have a new
high mark for production runs of this
new "Deluxe Baseball" they found
themselves caught far short of what
their distributors are demanding even
before this first production run has
been completed.

Each of the last three games which
the firm produced set new high pro-
duction runs, Stern reports, but that
they never expected to find themselves
so bucklogged for this new "DeLuxe
Baseball" in view of the fact that
they had "taken a chance in advance to
schedule one of the highest production
runs in the factory's history."

Stern said, "Each day's run is being
allocated so that everyone of our dis-
tributors will get some share of the
games as they come off the production
line.

"There are shortages of some very
necessary components as yet, but," he
stated, "we are overcoming these very
rapidly.

"Yet," he continued, "the orders
have continued to flood in at such a
rate that we must now force us to allocate
each day's production."

National Kiddie Ride Setting Up Distrbuts

NEW YORK — National Kiddie
Rides, Inc., this city, national distribu-
tors for the products of B & R Novelty
Company and Lee Novelty Company,
is now concentrating on setting up
a roster of distributors throughout the
country.

Iymie Rosenberg is on the road,
during which time he'll contact lead-
ing firms all the way out to the west
cost, Charlie Katz, who remains at the helm in their coinrow of
ices, is continually in contact with
other distributing companies throughout
the country.

"We have already appointed a num-
ber of distributors," stated Katz.

"We have been in communication
with me, advising the names of the
firms he's signed up, and I've set
up several companies from this end.

The reaction we've both had to our line
of small kiddie rides has been terrific."

National Kiddie is world dis-
tributors for the following products
being manufactured under the B. & R. and
Lee: "Duck"; "Rabbit"; "Palomino
(horse)"; "Bucking Steer" (bull); "P-T
High-Speed Whirligig"; "Locomotive";
and "Crazy Top."

Rock-Ola Workshops To To Be Held In Canada

CHICAGO, ILL. — Frank Schulz,
Rock-Ola service specialist has work-
shop service sessions scheduled at
Beacon Music Company, Michigan on April 13th and 14th,
and on April 16th at Cliff Davie, Orillia, On-
tario, session to be held at Toronto,
Canada, to serve the operators in that
area and at the Laniel Amusement Co.
Montreal, Quebec, on April 16th and
April 17th.

"and those arriving each day, indicate
that operators everywhere in the coun-
try have come to the realization that
our kiddie rides and our 'Space Gun'
are the best bets for continued
profits."

Mencuri explained that the oper-
ators and locations are working closely
together to make certain that they get
the most outstanding display for the
kiddie rides so that the kiddies can
easier enjoy them and, at the same
time, assure both the operator and the
location owner top income.

"Location owners everywhere," Mencuri commented, "are setting up
special spaces for their kiddie rides.

"With the warmer weather," he
said, "they have moved the outside in
cases where the kids do not interfere with general business
of the location."

He also points out, "Last year the
operators were amazed, in many cases,
in the profits which they enjoyed with
the kiddie rides during the warmer
weather.

"They have learned from this that
the Spring, Summer and part of the
Fall seasons, are the best income
months for kiddie rides of all kinds.

"This is the main reason," Mencuri
says, "why business has jumped so
remarkably for Exhibit Supply this
year. The warm weather has brought us a big upsurge of orders for all of our prod-
ducts."

As I See It

It was this writer's good fortune while vaca-
tioning at Miami Beach, to be introduced to a very
charming lady from the middle west. This intelli-
gent and well educated lady is the source of ma-
terial for this story.

Like most resort hotels, it does not take too
long to get acquainted. So, after several days of
pleasant greetings, I had an opportunity one
to have a chat with the lady from the middle west.
In the course of our conversation, the question
was asked as to the nature of my business. I an-
swered by saying I was engaged in the coinrow
machine business. Well: I can see a very slight
change in the contour of her face, as she heard
that. She said, Slot Machines? No, I said, coin
operated phonographs, amusement games, etc.

Well, for the following half hour I thoroughly
explained to her what this industry is today.
After I got through with my ex-
planation, she said; I hardly thought you were a rakeetee, but, my concep-
tion of that business and the people engaged in it were of that type. Further, she
stated that the public should know more about this business, so that they could
erase one and for all the stigma that was attached to it during the 1920 period, and
which does not apply now.

Well, this lady raises a question that undoubtedly many of you have encoun-
tered before. How are we to convey to the general public that we are busine-
"men? That we try to be good citizens. That we donate to every worthy cause.
That we are part and parcel of every community in America, and live the
normal life of the average American, with our participating in the civil, reli-
gious and fraternal organizations of our communities. But—how are we to live
down the past?

As I see it, we have undoubtedly made some strides in the past ten years.
Through our individual and collective efforts in various charities, many organi-
izations all over America could attest to the generosity of the operators, who
have donated various pieces of equipment for their social, charitable and frac-
ternal activities. The Damon Runyon Cancer Fund was a fine example of the
charity that was and is in the hearts of the operators. Now, we have the Edi-
gate Heart Fund, sponsored as a tribute to a leader of this industry. It will be
activities of this kind that will some day erase the stigma that was attached
to this business, and I am indeed grateful to that generous lady from the middle
west for again arousing in me the hope and desire to make this a business like
evry other business, where the operator is looked upon as another decent
citizen of the community.

"It's What's In The CASH BOX That Counts"
**Rock-Ola Ships First Canadian Car**

CHICAGO, ILL.—The first carload of Rock-Ola “Fireball!” 120 selection phonographs for Canada was shipped on Friday, April 3rd, consigned to Laniel Amusement Company, Montreal, Quebec. Mr. Ronco Laniel advises us that the demand for this new phonograph has been so strong he has been kept busy maintaining the floor for demonstration use.

**Test Spot Jumps 50% On Dime Play**

INDIANA HARBOR, IND.—The one operator here, Ralph Heft, who decided to test one of the newer machines in town, reported this past week that his first collection jumped up 50 per cent.

Heft also reports that this location is collected on only once every two weeks.

Claims it did not take too much convincing to get the location owner to change over to 10c phone play as a test.

Now that the first collection has been made, the owner of the spot is one of the top boosters of dime play, says Heft.

He also reports that other Indiana operators in this community are now planning to switch to dime play.

**Wurlitzer Names Alfred F. Dietrich Corporate Officer**

NORTH TONAWANDA, N. Y.—The Wurlitzer board of directors, at a meeting held in Cincinnati, elected Alfred F. Dietrich to the office of assistant secretary of the company. He will assume this new position in addition to his duties as credit and collection manager of the North Tonawanda branch.

Dietrich joined Wurlitzer October 15, 1935, in the credit department. From June 1943 until November 1945 he was on active duty with the United States Navy. He returned to Wurlitzer and assumed the post of assistant credit manager. In 1950 he was promoted to the position of credit and collection manager which he now holds.

**Bingo Games**

**One-Cells**

Fattyness, 95.00

**Two-Cells**

N.M., 30.00

**Shuffle Games**

K.C., 35.00

**Supplies**

**Suction Cups**

**Casino Lighting**

**Mutoscope Drive Motors**

**Bingo Games of All Types**

**Want-To-Buy**

**Cash Waiting---We Pay Top Prices**

**Rock-Ola**

The Cash Box

Page 39

April 18, 1953

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Page 39

April 18, 1953

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AN ANSWER TO LOCATION OWNERS WHO ARE ASKING OPERATORS "WHY IN C PLAY?"

SINCE 1934, WHEN THE MODERN AUTOMATIC PHONOGRAPH CAME INTO BEING, OPERATORS HAVE CONTINUED TO CHARGE 5¢ PER PLAY FOR EACH RECORD. IN THOSE 19 YEARS ALL COSTS OF MATERIALS DAILY USED IN THE OPERATION OF PHONOGRAPHS, INCLUDING OPERATING OVERHEAD EXPENSE, HAVE Risen FROM 100% TO OVER 400% IN SOME INSTANCES. THESE INCREASES INCLUDE SALARIES FOR MECHANICS, SERVICEMEN, COLLECTORS, HELPERS, OFFICE WORKERS, AS WELL AS RENT, RECORDS, TUBES, CARS, TRUCKS, GAS, OIL, NEEDLES, PLASTICS, BULBS, AND HUNDREDS OF OTHER PARTS, SUPPLIES AND SUNDRIES, AS WELL AS TAXES, LICENSE FEES, ETC., DAILY PAID OUT BY AUTOMATIC PHONOGRAPH OPERATORS, JUST LIKE COSTS AND PRICES OF ALL MERCHANDISE, MATERIALS AND SERVICES HAVE TREMENDOUSLY ZOOMED IN PRICE DURING THESE PAST 19 YEARS.

The very, very limited list to the right gives only a minute idea of what has happened in inflation-ridden America from 1934 to 1953.

In 1934 the first modern automatic phonograph mechanism was presented to the world.

It did not just revive the former automatic music industry, which had fallen by the wayside for some years (the old days of automatic pianos, automatic harps, automatic violins, etc.)...it actually started an entirely new industry.

The automatic phonograph completely revived the recording industry which had fallen to its very lowest point as an industry.

The modern automatic phonograph brought new life to the record business. It helped create new stars. It helped start the sales of home phonos all over again.

It caused publishers, song writers, composers, lyricists, stage personalities, and performers to suddenly find themselves back again in the public limelight.

But nineteen years ago (1934) things were a lot different in what was then depression-ridden America, as compared to what they are now (1953) in inflation-ridden America.

Costs have zoomed up from 100% to over 400% on items in daily use by automatic phonograph operators. This also includes their general operating overhead expense.

But, the automatic phonograph operator, regardless of these stunning increases in all costs of his supplies and his overhead expenses, continued to charge only 5¢ per record play.

He was losing money. He was becoming desperate. He cried in every possible fashion to somehow break even against an inflationary-cost rising tide.

And then along came television to make even this impossible. The entire automatic music industry then reached its lowest low point.

The automatic music operator now saw that there was no longer any profit in automatic music. His only answer, he fought hard against it, was to increase the cost per record play and attempt, by this one and only method left him, to somehow once again break even and, perhaps, if the public continued to play the automatic phonographs as much as they used to, he might even show some profit.

There is no storekeeper who hasn’t already been forced to raise the prices of his merchandise. Not once, not twice, but many, many times, since 1934.

The automatic music industry did not raise its price, regardless of the highest costs it was enduring those past nineteen years.

Today, the automatic music operators, because television has cut deeply into playing time, because inflation is rampant because costs and overhead operating expenses and because fees and taxes have risen anywhere from 100 per cent to over 400 per cent, have been forced, actually forced, to charge 10¢ per record play, 3 plays for 25c.

In short, at 3 plays for 25c, which means 8 and 1/2 cents cost to the public per record played, the operators have hiked their price about 50 per cent, compared to the fact that they are, enduring increases from 100 per cent to over 400 per cent.

Even if they were able to sell every record play to the public for a straight dime (10c each record play) they would still find it a battle to survive.

The problem today is to somehow stimulate the public to play more than before.

This is only being achieved because artists, bands, and performers, realize that the automatic phonograph is important to their careers. They are working with the record manufacturers to constantly produce better recordings of great popular times, so that people will be attracted to automatic phonographs, and will play more times than before.

Any retailer can carefully check the statements here against his own products his own costs, his own overhead operating expenses, from 1934 to 1953.

Then let him decide whether the automatic music operator who has a phonograph in his place of business isn’t also entitled to raise his price so that he can continue to try harder to earn a livelihood.

OPERATOR ASSOCIATIONS and OPERATORS: WIRE IMMEDIATELY FOR FREE REPRINTS—STATE QUANTITY!

JUKE BOX INDUSTRY INCREASES
SINCE 1934

<table>
<thead>
<tr>
<th>Category</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries, Wages, Etc.</td>
<td>Up 150%</td>
</tr>
<tr>
<td>Transportation</td>
<td>Up 200%</td>
</tr>
<tr>
<td>Gas, Oil, Maintenance</td>
<td>Up 100%</td>
</tr>
<tr>
<td>Equipment Costs</td>
<td>Up 200%</td>
</tr>
<tr>
<td>Phonograph Records</td>
<td>Up 210%</td>
</tr>
<tr>
<td>Tubes, Amplifiers, Needles,</td>
<td>Up 200%</td>
</tr>
<tr>
<td>Parts, Supplies</td>
<td>Up 200%</td>
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</table>

GENERAL LIVING COST INCREASES
SINCE 1934

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<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Food, Clothing, Etc.</td>
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<tr>
<td>Daily Newspaper</td>
<td>Up 150%</td>
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<tr>
<td>Pay Station Phone Call</td>
<td>Up 100%</td>
</tr>
<tr>
<td>Street Car, Subway, Bus Ride</td>
<td>Up 100%</td>
</tr>
<tr>
<td>Bottle Of Beer</td>
<td>Up 133%</td>
</tr>
<tr>
<td>Shoe Shine</td>
<td>Up 200%</td>
</tr>
<tr>
<td>Restaurant Meals</td>
<td>Up 200%</td>
</tr>
</tbody>
</table>
Poole Distributors Assigned
Wurlitzer Connecticut Territory

Harry Poole and Charles Suesens, owners of Poole Distributors, Inc. of Boston, will represent Wurlitzer in seven counties of Connecticut. The announcement of the new territorial assignment, made by Robert H. Bear, Wurlitzer sales manager, follows the introduction of the new Wurlitzer Model 1650 to operators the last week in March. The Poole organization sent out invitations to Connecticut operators for the showing of the new photographs.

The Connecticut counties which will be covered by Poole’s sales and service facilities include: Hartford, Litchfield, Middlesex, New Haven, New London, Tolland and Windham. Fairfield County, which adjoins the Metropolitan New York area, will remain part of the territory of the Young Distributing, Inc., New York.

Poole Distributors were designated to represent Wurlitzer in Boston for the sales and service of phonographs, remote and allied equipment on February 20, 1952. According to Bob Bear, "Harry and Charlie have built up a fine sales and service organization and have spent the last year working closely with operators in most of the New England states. They have been very successful in placing Wurlitzer equipment and we consider it reasonable to extend their territory to take in the major part of Connecticut.

"We are sure that the Connecticut operators will benefit from the availability of the fine service which the Poole organization can offer, and from their long, collective background in the coin machine business."

Poole Distributors’ offices are located at 1022-24 Commonwealth Avenue, Boston. They currently have on display the 1900-1950 48 selection phonographs and the fine, top location, 1500 series. Poole and Suesens invite all Connecticut operators to come in to see the new machine.

Dime Play Gaining Favor With Connecticut Ops

HARTFORD, CONN.—Abe Fish, president of Connecticut State Coin Association, in commenting on the results of the recent meeting in which life play was the top item of discussion, said:

"Many far sighted operators in the Nutmeg State have been talking recently about dime play on all new equipment—pin games, alleys, arcade equipment and phonographs.

"It is their contention that the salvation of the industry lies in such a move. In order to stem the ever on-rushing tide of increases in wages, taxes, price of equipment, parts, automobiles, trucks, insurance, records, depreciation of equipment, rent and many other items, we must have an increase in income.

"Many in the business have been hoping against hope that prices would fall, taxes decrease, costs go down, etc., but their hopes have foundered like a crippled ship in a stormy sea.

"Only in unanimous, concerted bold action," concluded Fish, "will the operators succeed in rising from the depths of despair to the heights of success. Only by placing the best equipment into locations at a dime will they elevate their business to the proper level. This is the opinion of many veteran coin machine operators."

"It's What's in THE CASH BOX That Counts"
**Bilotta Shows Wurlitzer 1650**

NEWARK, N. Y. — John Bilotta, one of the Wurlitzer distributors who did an outstanding job of introducing the Model 1650 to operators, his New-ark, New York, and Albany offices were open long hours during Wurlitzer Week, with staffs on hand to fully explain each new feature on the 1650 to operators. On Thursday night, April 23, John gave a party at Tri'o's Night Club for operators and their wives. The club was crowded and the excellent food and entertainment were highly complimented by the guests.


**SHAFFER SPECIAL**

*Seeburg M-100-A*  
78 RPM — 10 Selections  
Only $595.00

- **MECHANISM**—Cleaned, Rebuilt, Checked
- **CABINET**—Refinished
- **ELECTRIC SELECTOR**—Cleaned and Adjusted
- **NEW PICK-UP CARTRIDGE**
- **SOLENOID ASSEMBLY**—Cleaned and Rebuilt

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

**SHAFFER MUSIC COMPANY**  
Columbus, Ohio  
Cincinnati, Ohio  
Indianapolis, Ind.

**SHUFFLE GAMES**  
$250

**BINGO GAMES**  
$395

**NEW GAMES**  
United CLOVER SHUFFLE ALLEY  
United CLOVER SHUFFLE ALLEY  
Gundich QUINETTE  
Bally BEACH CLUB

**WILLIAMS**  
De luxe Baseball  
Breaks off Profit Records  
RIGHT OFF THE BAT  
New electric pitcher controlled by manually operated but-  
ton. Realistic 2 team base-

**MISCELLANEOUS**  
SEEDING BEAK GOOG  
DUNNING  
UNIVERSAL WINNER  
RIBBON FEVER  
BALLY UNDERDAIRER  
UNITED MATCH-SCORE  
NEW WILLIAMS MUSIC MITE  
(WITH) 145.

**ACER**  
COIN COUNTER  
BRAND NEW  — 1953  
MODEL—Coins 1c, 5c, 10c, and 25c  
Worth up to 8 lbs. FULLY $159.30

**BROOKLYN, N. Y. — Richmond Products Corporation, manufacturers** of the new amusement device "Mighty Mike" has purchased a building on Carroll Street, this city, and will go into immediate production, according to George Richmond, president and Joe Munves, sales manager.  

Joe Munves, well known in the trade for the past 36 years, just returned from a country-wide sales trip that took him through the south, southwest, west coast and middle west. Key dis- 

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**Chi. Aut. Phono Bowling League Play Last Month**

**Big Banquet at Casa Nova Restaurant, Sat., May 16, To Close First Big Season. Expected To Be Complete Sellout.**

**Bill Gersh To M. C. Banquet**

CHICAGO—The Automatic Phonograph Bowling League will wind up its first season with a big banquet and dance at the very popular Casa Nova Restaurant, 7234 W. North Ave., Elmwood Park, Ill., Sunday, May 16, '53.

It is believed here that this banquet will be a complete sellout. Orders already placed for tickets indicate that everyone of the teams represented are not only bringing all the team members and their families, but that the entire organizations are also going to be present.

In addition almost every single firm, in any fashion whatsoever connected with the automatic music industry here, will also be present in large numbers.

Bill Gersh, Publisher of The Cash Box, will enliven the affair. He will also award trophies and prizes to the winners the evening of the banquet.

March saw one of the biggest changes in team play when Gillette Distributing Co., at long last, took Decca Records. Gillette has held the lead from the very first month.

Picture of the leading men bowlers of the Automatic Phonograph League shown on page 45.

**TEAM STANDINGS**

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>Won</th>
<th>Lost</th>
<th>Average Games</th>
<th>High Games</th>
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<tr>
<td>Decca Records</td>
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<td>33 1/3</td>
<td>60578</td>
<td>748</td>
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<td>Gillette Dist.</td>
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<td>Melody Music</td>
<td>40</td>
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<td>66855</td>
<td>718</td>
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<td>ABC No. 2</td>
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**TEN INDIVIDUAL LEADERS, MEN’S DIVISION**

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**FIVE INDIVIDUAL LEADERS, LADIES’ DIVISION**

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It’s What’s in THE CASH BOX That Counts
CHICAGO, ILL.—The best men bowlers of the Automatic Phonograph Bowling League who are now competing in Chicago in the big A. B. C. Tournament at the Coliseum. From left to right: Carl Latino, Lester Taylor, Leonard Christiansen, Robert Gnazzo, John Oomen.

AMI, Bally and United Hold Service Schools at Lieberman

MINNEAPOLIS, MINN.—Lieberman Music Company, this city, last week conducted three service schools simultaneously for the operators in the Minneapolis area. Dates of the sessions were April 6, 7, and 8.

The three companies who participated were Bally, United and AMI. Jack Nelson, Bally salesman, Ed Hatack, AMI western factory representative and Herb Oettinger and Bill DeCem of United were on hand to greet the operators who attended.

All the manufacturers cooperated in the training by having on hand service instructors Al Mason, AMI; Paul Camerelli and Henry Brown, Bally; and Kent Shelden and Henry Ross, United.

Drawing power of the schools was evident when R. E. Huggins of Virginia flew all the way into Minneapolis to attend the Bally school.


Business Directory Honors Wurlitzer Operator

BARTLESVILLE, OKLA. — Ted Revard, a partner in Martin & Revard Music Company, this city, recently received an unusual commendation. The Merchants and Business Directory of reliable Bartlesville firms gave Martin & Revard top billing as music merchants.

In describing the Martin & Revard Music Company, the publication says, "They specialize in coin machines and are well known in this territory. They feature the famous Wurlitzer music machines. This firm in Bartlesville is known as one firm that will do exactly what they agree to. They have proven themselves reliable in all business dealings. We are happy to commend Martin & Revard on the reputation they have built for themselves for reliability and efficiency. Trade with a firm you can depend on. They appreciate your business and will try their utmost to please you. Your coin machine troubles are over when you put them into the hands of this firm in Bartlesville."

This is a splendid example of what the right type of music operator can accomplish in a community. Revard and Martin are both considered prominent local businessmen and they hold this reputation by giving the sort of service which locations have a right to expect. They have for years exclusive- ly operated Wurlitzer phonographs which they purchase from the Gulp Distributing Company, Wurlitzer Dis- tributor, Oklahoma City, Oklahoma.

It's What's in THE CASH BOX That Counts!
When This Happens:

"HEART ATTACK"

What Can You Do To Help?

Will you just be able to offer only "sympathy" to some member of your family, some relative, friend, or one of your employees?

YOU CAN DO MUCH MORE FREE OF CHARGE!!

As a member of this industry you can help to arrange for free heart surgery and/or treatment at the:

EDGEWATER HOSPITAL, CHICAGO, ILL.

because coin machine people, just like yourself, by their donations (which are completely tax deductible) are making this possible because of the:

"EDGEWATER HEART FUND"

(Founded by Allen J. Stern as a Memorial to George D. Maloney)

Your donation will HELP!

Send it in TODAY! Every dollar COUNTS! Make YOUR CHECK payable to: "EDGEWATER HEART FUND" and mail today to:

THE CASH BOX

26 West 47th St.
New York 36, N. Y.

CALIFORNIA CLIPPINGS

Los Angeles

With the introduction of additional copyright legislation in Congress by Senator Dirksen, Rep. Illinois, there was every indication that the current juke box copyright controversy would gather new intensity, with the introduction of additional legislation by other members of Congress. In making the rounds of coin machine row, we were amazed to detect the apparent apathetic attitude on the part of all those connected with the automatic music industry. Operators are aware of the situation but in no instance have we found any individual or local group who have taken any constructive steps. There are two bills in the congressional hopper now, the previously reported McCarren Bill and the aforementioned bill introduced by Senator Dirksen, "at request." It is our understanding throughout the trade that the ASCAP supported legislation would make an Einsten run for the hills, let alone the fact that the bills themselves are confiscatory and would virtually drive all music operators out of business. We can't stress the importance of these measures enough—if you number among those connected with the automatic music industry—write your Congressman and Senator now and tell your friends, location owners etc. There are always those who'll sit back and say let it do it. The simple truth is Joe ain't gonna do it—it's up to every music operator to STAND UP AND BE COUNTED now!!

Jack Dolan, Pete Ley, Helen Tacker and pitch-hitter Jo Ann Lewis all busy as hives over at the Dan Stewart Company, with those Rock-Ola "Fireball" phonos literally walking out of the place. In addition, the demand for Chicago Coin's fabulous run of bowlers has the boys tearing their hair—they can't get enough of 'em, especially the Chi Coin "10th Frame Double-Score Bowler." Joe's extremely busy indeed with the packaging of bowlers and phonographs to handle the flood of business. Lyn Brown, Exhibit Supply regional rep out this way, long distances to brother Max Brown in Philadelphia, weather report—rain. Larry Brown packs warmer walking rolls in, with an expected rush of biz as soon as the firm's kiddie boat ride arrives out west. George Regas of Genco's is in full generator family. Mrs. Regas expecting an addition shortly. Jack Neil made the trek in from Riverside this week, where we understand that almost 98% of all locations are operating on divan play, and even if those dimes aren't going, Sam Ricklin, California Music, is switching a string of Los Angeles locations over to dime play right now. The only way to do this is to go right out and make the change! "Red Sammy" Ricklin are getting to be as scarce around town as the famed Marilyn Monroe calendar.

With the sale of said Golden Nugget continuing strongly. Upright appeal of this game is winning lots of favor among many an operator. Phil Robinson, Chicago Coin's ebullient representative to the court of geniality hasn't been chasing off to Palm Springs for the sun tan he managed to acquire. Little "razoo" Phil has out in back of the office is the welcome for Old Sol. And Phil does things with this Phone-A-Call and we get some sales soon, we've got dozens of 'em already sold. Mr. and Mrs. Al Anderson, Schafer, back at the job after a little hiatus in town on a combined business-pleasure trip. Joel Delson, Record Merchandising Co., severs his relationship with the firm and selling his interest. The big week-end arrived for Mary and Kay Selke, Bill Luenhagen's Record Bar, as they prepared to make that San Francisco trip to Golden Nugget's annual Flamingo Hotel, Mary sporting a new shorty-hair cut for the occasion, all the while we've got she should have had her hair cut and you should get an earful of Mary trying to read an order for Spanish language disks. Bill Happey, presxy at Badger Sales Co. enthused no end with the reception given to the new Williams "Starlight." and ditto of course to Genco's "Golden Nugget" says Bill, "can't keep a sample on the floor." Al Silberman continues doing a whale of a job via the firm's ever expanding automatic merchandise line, with coin operated drink machines leading the way. Al reports that better's of many beverage are as interested in this six-trick "Soda Shoppers" as are operators. Ray Powers, Poe Duarte and Frank Dunkel busier 'n a pack of beavers too. Bill Schaeffer, San Joaquin Music Co., Bakersfield in town this week along with Ray Anderson from now famed "quake" city ... and they're all on dime play up that too. Jimmy Jackson, Palm Springs operator on Pico making the rounds of the distributors and jobbers. Winter season at the resort city is on its last leg now ... the gang over at Paul Laymon Co. report increased interest and business via their new Wurlitzer Model 1606 phonograph, Says Charlie Daniels, there's many an operator who finds just the need for a 48-selection phonograph, and we've sure got a honey. Charlie doesn't quite agree with Jimmy Wilkens desire for deep sea fishing; being an Indiana boy from way back, he goes in for the fresh water variety. Ed Wilkes jumping all over the place showing the many visiting ops the new Wurlitzer 1608 ... and Randy and Red doing big business. their chores are over, alas they say they'll smell the stuff forever. Dale Cooper in town this past week from Riverside.

Jack Simon just about set the expected arcade season rush with a complete line of reconditioned and reworked amusement pieces. We, with Abe Chapman devoting a majority of his time to the wonderful work over at Mt. Sinai Hospital, Jack's penchant for man-sized lunches seems to have shaded into the office one day and immediately on saying that Lloyd Mangrum will cop the $35,000 Las Vegas Masters golf tourney. Oscar Totdlor Jr., made the trip to LA this past week—all the way from Banning. Lots 'n lots of ops agree wr us urging the cut in price of Spanish language disks. Hank Trockin, Mintonhe Magy Co., thinking of removing the gent's room for awhile so that the carpenters can complete their job of redecorating. We noticed two new nails driven into some plywood this week. George Mahum doing a terrific job for the firm via their operated home phonos. It's a beauty too.

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

TOLEDO, OHIO—Mrs. Rose Bennett started in this industry in 1936 as a bookkeeper for one of the outstanding distributors in Ohio at that time. She worked in the branch office of the firm in this city of Toledo. Headquarters of this distributing firm was in Cleveland. At that time she was Miss Rose Knollmiller.

In 1938 she married Ted Bennett and, as Mrs. Rose Bennett, continued in the distributing business with her husband.

She was fortunate that same year of 1938 to obtain the exclusive factory distributorship for the products of Bally Manufacturing Company.

Since then, this has been her one and only distributorship. She has continued along with the products of Bally Manufacturing Company for these past 14 years.

"There were good years and there were lean years," Mrs. Bennett reminisces, "but," she says, "they were all thrilling and exciting years.

"What's more," she exclaims, "they were happy years.

"The reason for that," she says, "is because it is a pleasure to work with the people in this industry."

She continues, "There is no doubt in my mind that any woman can be successful in this business. Just as successful, if not more successful, as they could be in any other business.

She claims that the people in this industry have all been "very lovely" to her. That they have accepted her not just as a woman, but another person with whom they are doing business, and with whom they meet and do business "on an equal basis."

Mrs. Bennett says, "This is just the same as any other business. You've got to be able to give and to take. You've got to know how to merchandise whatever you have to sell.

"And," she claims, "a refreshing, wholesome, happy and pleasing personality is of inestimable value for any woman who wants to be successful in this, as well as in any other business.

"The people with whom I have dealt, and with whom I deal daily in this industry," she reports, "have always shown every woman the very greatest respect.

"Their word is their bond as far as all dealings are concerned.

"I have dealt for years over the phone with people whom I only know by their voices and," she says, "whom I have never yet met, and wouldn't know, even if they walked into my place right this minute.

"This," she claims, "is proof in itself that the people in this industry, if they are treated fairly and honestly in every way, will treat any woman who enters into this business with the same fairness and honesty, even if they personally never meet with her."

In 1945 Mr. and Mrs. Bennett purchased their present two story building at 814 Summit Street and moved their distributing business to this building.

In 1949, Mr. and Mrs. Bennett purchased a farm just 25 miles outside of Toledo. They have made this farm their home. Ted Bennett spends most of his time on the farm these days managing its operation while Mrs. Bennett drives to Toledo each day to supervise their distributing business.

"There is one statement I wish to make to any and every woman, as well as to everyone else who desires to enter into this industry.

"That they quickly adopt an old, tried and true adage, Mrs. Bennett says, "which is, to my way of thinking, one of the most important for anyone who wants to succeed at all in this industry.

"And that is," she emphatically states, "honesty is the best policy.

"I believe that anyone who wants to be successful in this industry, who wants to reach a position of respect and enjoy a share of security, should most definitely impress on their minds, 'honesty is the best policy.'"

Mrs. Bennett feels certain that any woman with a pleasant personality, with the will to work and work hard, with some business and merchandising ability, with a true desire to succeed, with honesty as her policy, will definitely succeed in this industry.

In this regard, after her 17 years in the industry, starting out as a girl bookkeeper in 1936 and progressing her way up to her present affluent position in the field, Mrs. Rose Bennett concludes:

"As long as a woman who wants to enter into this industry realizes that she will have to work just as hard in this business as in any other, that she will have to forgo some personal pleasures for success, she will find that the people in this industry will help her in every regard.

"It is, then," Mrs. Bennett says, "entirely up to the woman herself to succeed in this industry for she will have all the help she'll need."

"It's What's in THE CASH BOX That Counts"
THE "20 YEAR CLUB"

"Leave it to Bill Gersh and Joe Orleck to do something like this. It should have been done long ago."

Frank Q. Doyle
Harmon Enterprises, Inc.

A new compilation of the members of the coin machine industry who have joined the "20 Year Club" was published in the March 14 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 March 14 issue, a large number of additional applications have reached this office. We shall publish these names in a forthcoming issue.

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

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

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

Dear Joe:

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

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

NAME ________________________________
FIRM ________________________________
ADDRESS ________________________________
CITY ___________________________ ZONE STATE ________________________________

Date I entered the C. M. Business __________

Also Send Membership Card For __________

(Enclose Names, Firms, Addresses and when they started)

EASTERN FLASHES

In the spring of 1953, coinmen with equipment set in outdoor locations, arcade owners as well as operators, ran into the most devastating number of rainy week-ends. Although it is still early in the season, those coinmen who now depend upon the whims of lady nature, have had a break. We've had record breaking rainfalls—but, fortunately, this moisture has all been during the week, and week-ends have been exceptionally fine, sunny and warm. With the large amounts of kiddle rides set in outdoor spots, more coinmen than ever before now cast an anxious eye at the skies. Let's hope the weatherman treats us kindly.

Phil and Mae Greitzer, who opened their batting practice range in Brooklyn, get a tremendous start this past wee-end. The batting cages were going at full capacity from early morning until late at night. As yet, the boys have not opened off days, just real high powered promotion and advertising for their opening, which is due in a few weeks, . . . The music ops still bothering Joe Young of Young Distributing, to let them take his floor phone line asking for samples. . . . Max Hurvich, Birmingham Vending Co., Birmingham, Ala., gets into the big city late Tuesday (April 7), then on Wednesday rushes out to the airport for his 2:15 P.M. flight to London. Max and his maus will spend 3 months traveling through the Continent, as well as Israel. Instead of flying back, they will take a leisurely boat trip. . . . Charlie Wertherimer, who runs the wonderful arcade "Mardi Gras" in Boston, Mass., once again at Mike Monroe's. Another New England arcade owner, Charlie Freeman of Revere Beach, Mass., also orders a load of machines from Mike.

Meyer Parkoff, Atlantic-New York Corp., off to Washington, D. C., with his wife and children for a short sight-seeing trip. Harry Rosen at the office to direct the music ops who come in to talk business phone. . . . Joseph Richmond Products Corp., Brooklyn, returns from a long successful road trip, during which he lined up key distributors throughout the country for the firm's "Mighty Mike." While riding through Florida, Joe had what could have been a tragic auto accident. Fortunately, the only evidence, is a few scatches on his car. Governor Dewey vetoed on April 4 a bill which would eliminate the operation of any vending machine for "drugs, medicines, or devices." In rejecting the measure, the governor said there had been no showing "that any loss of revenue from street vending is either desirable or necessary."

With Hymie Rosenberg on the road, Charlie Katz keeps the office humming at National Kiddie Rides, Inc. . . . Al Simon, Albert Simon, Inc., doing a sensational job with Chico's "Double Scoop Bowler" expects the delivery of the factory's new kiddle ride in a week or so. . . . With Irving (Kempy) Kemper, Ray purchased a 1000 Market in Miami Beach, restocking, Barone Cygher, head of the firm, takes time out to visit customers throughout this area. . . . Games ops gobbled up every new United shuffle game "Liberty" delivered to Dave Simon. The theater trucks pulled up and like the magician's bird in a cage, the games disappeared so quickly one wondered if they ever were there in the first place. . . . Hope the games ops soon can solve their current problem. . . . We finally got a promise from Hymie Koepel of Koepel Distributing. As soon as the spring rush by ops for their reconditioned phone leas, Mr. Van Wie of a well known and unconditioned phone or coin store in town can be delivered. . . .

NEW ORLEANS NOTES

The boys at Dixie Coin are all up in the air after receiving their first sample of the new A.M.I. S-10-25 selection wall box now in production. Ed Holley said "everybody who has seen it is unanimously enthusiastic about its looks and versatile dependable mechanism which can be used on any AMI 40 or 80 selection. . . . Harold Bergeron's wife still on the critical list at Touro Hospital. . . . Earl and Millie Garver off to Miami for a few days of a vacation. . . . North Louisiana operators made John Pentecost's first trip there through a big success. John is the new salesman for AMI and Dixie Coin in that area. Paul Bartness, another Dixie Coin salesman, calling on operators in town. . . . The smiling face of Mrs. Barbara from Barcelona's Amusement up and down Baronne Street saying the boys at John Records in town visiting. . . . Glad to see Paul Geno of Amite, La., again, and delighted to see the bandage on his arm getting smaller. Paul had quite a time with that arm.

Mc Carran and Dirksen Bills are not the only two that will be presented. ASCAP is expected to come up with a few more. This time in the House of Representatives. When all the dust has settled down and all singers down, it will be found that all of the bills will be completely similar. Reprints of the appeal to Sen. Dirksen which appeared here, 4/11 issue, are bing sent out to those who did not get a chance. Mike asked for $100 for his list.

It’s now 12 full months since the games boom started and, instead of slackening, the boom grows greater each day. Some claim this is the biggest boom in amusement machine history. Latest donations of free juke boxers: Bert Bondioli of B & B Novelty Co. to the Summer School (Board of Education No. 47) and a donation to Board of Education’s Social Center.

Harold Baker’s letter in defense of bell mfz in Illinois, which appeared in Chicago American (4/6), was very well written, many here believe.

A1Alvin Mencuri, who appeared in the Wasp, St. (4/6), and showed continued good progress for the firm with new building expected to add 50% to production potential. Wire received asking where to buy newtrecs. Direction: Since our advice he has no fears for continued growth and prosperity of coin. He points to loss on stock market, reported to be better than $5 billion; plus near in many small defense plants of loss of work due to Korean picture. Data plus stores, already in effect, due to lowered food prices; possible deflation coming sooner than expected, perhaps in July. Claims all this still isn’t add too anything like the depression of the “terrible thirties.” And that’s when, he claims, this industry was actually started on its way. So whatever economic softening may come, people will not forsake the economical entertainment, which is best offered to them by coin operated machines of all kinds.

Dick Hood down to Ft. Lauderdale, Fla. Fred Morris of Evans buster is one armed paper hanger with the itch. And Les Rickel of Evans says, “Trying to meet the demand for our phonos.”

Commen who returned from Harold Lieberman’s Minneapolis gala opening reported it to be terrific affair. Over 100 being fed buffet lunch every day. Judy Lynn of Coral disks and “Top Banana” show on hand. Also other stars. Jack Nelson, Herb Oettelinger, Bill DeSelm, Al Mason, and many others from the city.

Retired By Greenstein also dropped in to say hello to one and all. Jack Nelson gave a very swell dinner for Harold Lieberman, Norton Lieberman, and his wife. The name is Lester Bagnel, Ed Ratafack, Al Mason, and many others.

Letter from subscription office claims he has no fears for the future.

To give you some idea of what ASCAP gets from music: Charge to wired music is $2 per year. ASCAP says it collects $50 every first 100 the operators take in, before wiping off expenses, overhead, etc. Ralph Nicholson of Bally hustles in from Indiana to meet Phil Weinberg in St. Louis at Jack-O-Lantern’s Rock-Ola phone. Nate Feinstein saw his office at Atlantic Music for the first time since his heart attack this past year. He is feeling much better. Taking it very easy. Mr. and Mrs. Dave Gottlieb to New York to bow down the way for Sam London of Milwaukee who’s on his way to Europe. From there the Gottliebs go to philly to attend Bar Mitzvah of Joe’s son. Later Gottlieb returns from Miami Beach all tanned and healthy looking and back on the phones for “Quintette.”

Meanwhile, Alvin Gottlieb advises, “I’m a stretcher case.” Seems that Al has been a week-end gardener. Also bowls on Monday nites. Between both, he’s still as stiff as a rail.

Frank Mencuri, who’s in his office one day and out two, tells about fact of having just produced new products and trying to meet the avalanche of orders. “Big Bronto” Frank reports, “is still the top seller.”

In the recent reports, Al Silberman, who tried every angle to sell the city in past months, must have had fun when they read that Chicago now has largest park mounting installation in the country. Over 27,000 already installed and a total of 13,457 4-colors, 24-month, $300,000. This report says 24-month, 2,500 for $100. What a deal.

Chicago’s phonos are all loaded up with Giglies. All the boys are coming in for them. Believes this is the way to go. Gigi tells us, “He’s a real booster for ‘The Cash Box’ in every way.”

Chi’s phonos blowers are all surprised that Gigile Distros lost first place too. Saw all past month to Discos Records. (What a matter Jerry Schuman?)

Just take a look at the Mervor Delort of Discos did this past week. Lamplasted the pins for a 400 series; and Decca’s Dom Raddita helped out with a 500; so Decca took 3 games from Melody Manjuin and Carl Latino bowling 514 Coral took 3 from Giglee. Oddity: Frank Tutumse of Decca bowled these in a row: 157, 158 and 159. Johnny Owens bowled a sizzling 500 but it wasn’t good enough with the Martin Personal Bowler 83 on 5th. We took 2 from Genovas.

Charles Lintt and Tony Galgano with 472 took the measure of ABC. Two of their stars, Gillie Nyla and with 421 (high for the women) and Mabel Mink in with 403, helped Star knock off ABC No. 2 for 3 games.

Isabella Osmena was conspicuous by her absence from the bowling since she was in New York. She decided to order to the bench for the next few weeks with a very bad ankle. Ben Coven came up with a new cleaner (Coven’s Cleaner) which is great. Nice comment from a house and good, ops. It’s being introduced in non-breakable, spray bottle. Paul Hassert tied down a $1,000 cash prize at Keyney as big news gets all ready to break, while Roy Guiffroy and John Connington, both, were there with big scores. Lute Coven owned one.

Al Stern, founder of the “Edgewater Heart Fund” memorial to George D. Mohrman who died at 79 in a one-year die from heart attacks. That’s one every minute of day. Help? Send in your contributions now. They are pouring in at William sitting at his desk busily allocating each day’s production of the 5000. DeLancey’s Deluxe Baskey has the record breaking big orders. Grand article in this month’s issue of “Bally.”

Bill Boosberg of New Orleans, “Famous Hobby-Horses.” Credit Herb Jones, editor, a scoo comment on the fact that, in the weekly issue of the paper every Sunday, the “I owe it all to Bally.” Like Art Weinand’s, “The perfect funny man for the salesman of the future” in this past week’s issue of “Exhibit Supply’s New Bulletin.”

The guy who made his wife feel sorry for the gal who lost her hairpin in her car. There are 20,000 taverns in Illinois. Would you say that all of them have juke boxes? (Experts claim that about 85% have phonos.) What do you think?
WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will make trip to inspect in Chicago; interested parties should contact Mr. J. B. Temple, 184 Windsor Street, Hartford, Conn.

—WANT—Will buy all year round and pay top prices. No lot too large or too small. No more than 50-cents per square inch. Call or mail. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Unison 1-7500.

—WANT—A.B.C.’s, Broadway, Bright Lights and Keeney Holidays. Advise quantity and best price. REX COIN MACHINE DISTRIBUTING CORP., 821 S. ALlANA STREET, SYRACUSE, N. Y. Tel.: 8-2652.

—WANT Will pay cash dollars for Kiddle Rides, Bally Champion Howards. Will buy entire collection. Kiddle Rides on location. REDD DISTRIBUTING COMPANY, INC., 250 MICHIE STREET, ALLENTOWN, MASS.

—WANT—Kiddle Rides, Exhibit Bronco’s, Bally Champion Horses. MERIT INDUSTRIES, 542 W. 34 ST., CHICAGO 21 ILL. Tel.: Englewood 4-9204 and Englewood 4-9202.

—WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating condition, number, model and price. TANDY 1432 BALBOA STREET, VAN Nuys, CALIF.

—WANT—Two- Four- or Six-Player Shuffle Bowling Games; Geno Shuffle Target; 22-foot National or Rockola Shuffle Board; Exhibit Piano Express; 100-Record Seeburg. WILLIAM A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel.: Plinkirk 3-1810.

—WANT—Used Juke Box records, popular, hillbillies, and polkas. Can use all the 45 rpm records you have. Any quantity. Will pay highest prices. Give full details in first letter. F. A. WIEDEL, 2410 N. ORCHARD ST., CHICAGO 14, ILL. Tel.: Divinity 8-3996.

—WANT—Wurlitzer 1017, 1217; Seeburg 100 A & B; AMI 980; AMI Hideaways and Wall Boxes Heavy Hit; Bally Late 1 Ball F. P. Metal. Write stating condition, number, model and price. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

—WANT—Latest model cigarette machines. Can also use Colon, Super-Trend and other drip machines; also want hot coffee vessels. Please give quantity, models, condition and price wanted in first letter. F. A. WIEDEL, 2410 N. ORCHARD ST., CHICAGO 14, ILL. Tel.: Divinity 8-3996.

FOR SALE—Ready for location. C.C. King Pin $125; Geno Heli and Bryant $125; Dresser $125; $323.10; $75.00; $65.00; $45.00; $35.00; $25.00. FUTURITY $25; 2 Double Action $50; 2 United Leader $50 each and 6 Automatic machines. Will trade Wall Boxes clean -$100.00. AUTO- MASTERS CO., 601 PENNSYLVANIA STREET, EVANS- VILLE, INDIA.

FOR SALE—Different—Saloon type coin operated 65 note player piano; banjo effect; Seeburg approximately 35 years old. Beautiful mahogany completely refinished. All 50 some odd bellows recovered by professional church organ specialist; like new. Will trade or sell for any location. 40 tunes included. WILLIAM A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel.: Plinkirk 3-1810.

FOR SALE—New and used Seals; Send for our special price list on new Seals and Bargain list on used Seals. J. W. SULLIVAN SPECIALTY CO., SORPONTA, GA.

FOR SALE—Fastest premiums for playing up on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don’t sell stores. Write for our descriptive price list. HASTINGS 540, 5431 CHICAGO AVE., MILWAUKEE 13, WIS. Tel.: Blaemound 8-7600.

FOR SALE—United Allies: $5 425, $375; $36.50; $17.50 each; large pins $240; 6 Player $240; 6 Player with Formica and large pins $690; 7 Player $940; 6 Player Super $350. CLEVELAND CO., 3411 CLAYTON STREET, CLEVELAND, OHIO. Tel.: 2021 PROSPECT, 69-17 LIVINGSTON, 15, OHIO. Tel.: Tower 1-6715.

FOR SALE—Had some good equipment ready for a quick change; phonographs, pinballs, bowlers, etc.—how about you write an ad to attract a few sales? We offer "The Cash Box" prices. What can you use? ED. WARD DISTRIBUTING SERVICE, BOX 400, DOUGLAS, WYO.

FOR SALE—Frolie—Ready for location—$495 ea.; Conley Island, Atlantic City, Bright Spot; Write: George W. Conley, 633 East 63rd St., Cleveland $1000; LAKE CITY AMUSEMENT COMPANY, 4533 PAYNE AVENUE, CLEVELAND 3, OHIO. Tel.: HEnderson 1-7577.

FOR SALE—Extra Clean Five Balls; Seeburg $50; Packard $50; Kutten $50; Player $50; $45.00; $35.00; $30.00; $25.00; $20.00; $15.00; $10.00; $5.00; $2.00. FUTURITY $25; 2 Double Action $50; 2 United Leader $50 each and 6 Automatic Machines. Will trade Wall Boxes clean $100.00; AUTO- MASTERS CO., 601 PENNSYLVANIA STREET, EVANS- VILLE, INDIA.

FOR SALE—1 United A B C $125; 1 United B C A $125; 1 United B A C $125; 1 United D $25; Futurity $225; 1 Double Action $50. 2 United’s Leader $25 each and 6 Automatic machines. Will trade Wall Boxes clean $14 each. AUTO- MASTERS CO., 601 PENNSYLVANIA STREET, EVANS- VILLE, INDIA.

FOR SALE—United: 6 Player Super $375; $375; $375; $375; $375; $375; $375; $375; $375; $375; $375. Will trade or sell for any location. 40 tunes included. WILLIAM A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel.: Plinkirk 3-1810.
FOR SALE—Ready for Location—Ballys, Atlantic City, Coney Islands, 10 Islands, etc. 15 ft. wide, 25 ft. long. Send 5c postage stamp. Bally Co., 2513 N. 22nd St., Philadelphia, Pa.

FOR SALE—Seeburg M100A phonographs, thoroughly reconditioned and finished. Return and operate like new phonographs $95; Seeburg M100A, $125; Seeburg M110A, $175; Seeburg M125A, $225; Seeburg M135A, $275. Send 5c postage and $5 C.O.D. for list. Seeburg M100A, 125 W. 3rd Street, Williamstown, Pa. Tel.: 23326 or 2164.


FOR SALE—Refundable sale of machines. Contact us before you buy. Bring your own machine to examine. Some machines are branded. Ami Distributing Corp., 338 Bryant Street, San Francisco 7, Cal.

FOR SALE—Seeburg ML249, $147 M149, $146 M115, $134 M454, $9, 100 M139, $80; Wall-Box 3-2-W-1 L 50c; $12.50; Wall-Box 50c. Seeburg ML249, $147. Ami Distributing Corp., 2320 W. Main St., Richmond 2, Va.

FOR SALE—Wall-Box Walls $4 ea.; Wall-Box 302 S5 ea.; Wall-Box 302 W5 ea.; Photos and Machine 5c ea.; Rock-A-Box 50c ea.; Golden Gate, National, $1 ea.; Wall-Box 5c ea.; San Francisco 2, Cal.

FOR SALE—Make offer on following high grade machines, three reconditioned—3 Double Headers; 1 Skee Alley; 1 Skee Shuffle; 1 Speed Bowler: Seeburg ML249, $147; Bowl-O-rama, E. T. & L. Distributing Corp., 4539 St. Louis Avenue, St. Louis 15, Mo.


FOR SALE—New type five ball machine. Three different games can be played on same machine. Strictly legal machines do not lose player appeal. Coin Machine Exchange, 723 Southport Drive, Shreveport, La.

FOR SALE—1000 Seeburg High Serial Number $675; Ami "A1" $325; Ami"A2" $350; A.I. Coin Hit Parade & Stand new $175; United Official Bowler $325; United Premium Bowler $375; Perfection Deluxe Bowler $425; Seeburg $575. Bally Co., 2513 N. 22nd St., Philadelphia, Pa. Tel.: 23326 or 2164.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania Distributor for pinball machines. Chicago Coin, Keene and Bally, Wurlitzer, Mallory, Rock-Ola, Pat, Brunswick, etc. 235 W. 3rd Street, Williamstown, Pa. Tel.: 23326 or 2164.

FOR SALE—Seeburg ML249, $147 M149, $146 M115, $134 M454, $9, 100 M139, $80; Wurlitzer 3020 $50; Wall-Box 3-2-W-1 L 50c; $12.50; Wall-Box 50c. Seeburg ML249, $147. Ami Distributing Corp., 2320 W. Main St., Richmond 2, Va.

FOR SALE—Seeburg ML249, $147 M149, $146 M115, $134 M454, $9, 100 M139, $80; Wurlitzer 3020 $50; Wall-Box 3-2-W-1 L 50c; $12.50; Wall-Box 50c. Seeburg ML249, $147. Ami Distributing Corp., 2320 W. Main St., Richmond 2, Va.

FOR SALE—Machinist Afternoon $450; For sale or trade $500+; Mike Bruce's Photo-Mats $95; A.I. Coin Hit Parade $425. Bally Co., 2513 N. 22nd St., Philadelphia, Pa. Tel.: 23326 or 2164.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: Ami; United; General; and others. TARAN DISTRIBUTING INC., 3401 N. 36th St. MILWAUKEE, Wisc. Tel.: 3-7648.

FOR SALE—United Steeplechase $29; Come 92 $25; Island $14; Touchdown $24; Williams Spark Plug $250; Hayburner $245; Sea Jockey $245; Write for low prices on pins, bingo arcade games, Lehigh Distributing Co., 3000 W. 21st Street, PHILADELPHIA 30, Pa.

FOR SALE—Empresses; Thrones; , '49 and '40 Standards and Deluxe; Classics; W1156 Wall Boxes; 600'; Conv. Machines $250; Shuffle Scales; Arcade Equipment; Misc. Pinballs. SOUTHSIDE VENDING, 303 N. SCYCAMORE ST., PETERSBURG, VA. Tel.: 349.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you call. Genco Distributing Co., 1222 CARSON ST., PITTSBURGH 3, Pa.

FOR SALE—Chicago Coin Band Box $20; Wurlitzer 1100 $275; Super Twin Rotator $50; Chicago Coin Baby $75; Chicago Coin $75. Chicago Coin Distributing Co., 822 PENNSYLVANIA VENDING COMPANY, 1222 CARSON ST., PITTSBURGH 3, Pa.

FOR SALE—Coney Islands $335; Atlantic Cities $425; Universal Five Star $75; Kenee-Lite-A-Line $95; Exhibit Bows; Used Machines $35.60 C.O.D. Allied Distributing Co., 706 MILWAUKEE AVE, CHICAGO, ILL.
FOR SALE—One Stop Record Service. Large stock of major, independent 45’s, 78’s, Popular, Rhythm, Blues. We ship anywhere at cost plus 10% record. LOMBARDI RECORD SHOP, 2227 W. MADISON ST., CROWN RECORD SHOP, 3737 W. CHICAGO AVE., CHICAGO, I.L. Tel: SACRAMENTO 2-5050.

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

FOR SALE—100 Record Seeburg 45 (write); 1250 Wurlitzer 45 $425; 600 Wurlitzer $50; Double Reader $50; Ski Alley $75; Williams Super World Series $250; Exhibit Six Shooter $160; Dale Gun $50. V. YONTZ SALES CO., BYESVILLE, OHI0.

FOR SALE—Bally Atlantic City; Palm Beaches; Frolics; and Beautys. Also, floor sample Chicago Coin Bowl-A-Ball and all late Gottlieb 5-ball used games. If interested, call, write, or wire. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel: Canal 8318.

FOR SALE—Quartette $160; Minstrel Man $90; Globe Trotters $135; Mermaid $95; KO’s $45; Seeburg wall boxes $5; All in A-1 shape. STARK NOVELTY CO., 2429-27th, N. W., CANTON, OHIO.

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

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

FOR SALE—Bomber $40; Judy $45; King Pin $50; Buttons & Boxes $32.50; Thing $32.50; What’s My Line $49.50; Tri-Score $35; Harvest Time $35; Knock Out $45; Punchy $40; Fighting Irish $40; Gin Rummy $42.50; Spring Time $85; Bit Hit $165; Shug Fest $140; Whiz Kids $105; Hits & Runs, Geno, $55; Canasta $25; Boston $39.50; 49 Majors $27.50; Jennie $50; Turnover $32.50; St. Louis $32.50; Red Shoes $60; Tornado $22.50; Hit Parade $27.50; South Pacific $49.50; Shanty Town $62.50; Moreno $22.50; Bank-A-Ball $35; Mardi Gras $27.50; Rainbow $22.50; Just $21.50; Play Tune $30; Freshie $42.50; MON-ROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEV-ELAND, 14, OHIO. Tel: Superior 1-4600.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. WINTERHAUS, 3726 KESSEN AVENUE, CIN- CINNATI, O. Tel: MONTANA 5000-1.

FOR SALE—Terrible deal on brand new 5-cent out machines; its capacity, Distributors and Operators write for deal on accepted sensational Kiddie Rides. Finest guaranteed reconditioned phonographs of all types; low prices. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVENUE, ELIZABETH, N. J.

MISCELLANEOUS

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, J-1560; the Cash Box Chicago, III., DEarborn 2-0045; The Cash Box, Los Angeles Calif., WEbster 1-121.

NOTICE—Mailing list of more than 11,350 active coin machine operators and distributors in the United States. Shows types of machines operated. $25 per copy. State listings 15c per name. L. W. WHIPPLE, P. O. BOX 125, MATTHEWS, N. C.

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

NOTICE—“O.P.S. Off.” Hawley Dime Converter Kit for old style and new style Packard Boxes. 25 Lots, $1.25 ea.; Samples $1.50. Contains Dime Glass, Dime Bushings, parts for re- jector. Dime Bushings available, 25c ea. HAWLEY DISTRIBUTING, 2720 W. PICO BLVD., LOS ANGELES, CALIFORNIA.

Do you know any better reason why you should subscribe to The Cash Box today?

THE CASH BOX
26 WEST 47TH STREET
NEW YORK 36, N. Y.

Enclosed find my check for $15 for a Full Year (52 Weeks) Subscription.

NAME ______________________________

FIRM ______________________________

ADDRESS ______________________________

CITY ______________________________ ZONE STATE __________________________
**Staff**
The help needed to operate a route. AMI juke boxes make few demands on manpower, reduce operating costs.

**Bars**
Top spots for the Model "D" as are all locations where this friendly juke box invites top play.

**Notes**
AMI operators pay these off fast. The man with a Model "D" earning money for him meets his obligations easily.

**Sharp**
The distinctive sign of the AMI operator.

**Double Sharp**
Sign of the operator whose route is 100% AMI.

**music lesson for Operators**
Signs and symbols used in music which have a special significance to the operator of AMI juke boxes

**Flat**
Something the AMI operator never is!

**Hold**
Holding a spot is easy for the operator with the Model "D" that gets a firm grip on patron and location alike.

**Repeat**
The sign that means repeat or play again to every musician—and to every patron of the Model "D".

**Rests**
What every AMI operator does nights.

**Swell**
The enthusiastic comment of everyone who owns, operates and collects from the AMI Model "D".

---

The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.

**AMI Incorporated**

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

www.americanradiohistory.com
How To Use "The Confidential Price Lists"

(Also Known As the "G. M. L. (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 quarter "The Confidential Price Lists" can only feature the market prices as they are quoted. The "Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted in the past week, regardless of how much they may seem to be out of line. Some prices do not change for months, "The Coin Small 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 to work with. Prices may be very widely divergent. Someone on the West Coast may feel certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quality, and condition of equipment must be taken into consideration. (Some equipment, however, being 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"report each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows:

First price listed is lowest price quoted for the week; second price listed is highest quoted price.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No changes from last week
5. No quotations last 2 to 4 weeks
6. No quotations last 4 weeks or longer
7. Machines Just Added
8. * Great Activity

To order FROM PHIL Dawson—
1. WM Wall Box...
2. M1 Model A '46...
3. M1 Model B '48...
4. M1 Model G...

Buckley

4. Wall & Bar Box O.S. ...
5. Wall Bar Box N.S. ...

Mills

4. Panorama ...
5. Throne of Music ...
6. Empress ...
7. Aramis ...
8. Panorama Peek (Com) ...
9. Conv. for Panorama Peek ...

Packard

4. Pla Mor Wall & Bar Box ...
5. Manhattan ...
6. Model 7 Phon...

Rock-Ola

4. Playmaster '56 ...
5. Phon-O-Matic '46 ...
6. 1424 Phon-O-Matic '45 ...
7. 1426 Phon-O-Matic '47 ...
8. 1312 (Rocket '51) ...
9. 1413 ...
10. Magic Glo (1428) ...
11. 1001 Wall Box ...
12. 1001 Wall Box 3 ...
13. 21 Stepper ...

Wurlitzer

4. 758D ...
5. 708D Colossal ...
6. 780D ...
7. 950D ...
8. 1011 Hideaway ...
9. 1100 ...
10. 1250 ...
11. 3011 Wall Box ...
12. 3012 Wall Box ...
13. 3025 Wall Box ...
14. 21 Stepper ...

Miscellaneous

1. ChiCoin Band Box ...
2. Chicago Coin Hit ...
3. Rintemar ...
4. Williams Music Mike ...
5. Evans Consumption

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ke) Keeneey; (Un) United; (Wm) Williams.

14th Year of Publication
70th Consecutive Week's Issue

The Cash Box Page 52 April 18, 1953

[Image]
Manufacturers New Equipment

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

METEOR MACHINE CORP.
- Meteor Flying Saucer $795.00
- Meteor Pony Boy $575.00
- Meteor PT-Boat $80.00
- Meteor Rocket $795.00

ROCK-OLA MFG. CORP.
- "Fire-Ball" 120 Selection, Mod. 1486... $1,065.00
- Model 1545, 5c-10c-25c Wall Box $110.00
- Model 1538, 5c-10c-25c Wall Box $95.00
- Model 1036, 5c Wall Box, 23 Wire $39.50
- Model 1424 Playmaster $440.00

NAYE SCHNEIDER, INC. (NASCO)
- Atomic Jet (Airplane Ride) $995.00
- Aqua Jet (Boat Ride) $995.00
- Tank $395.00

SCIENTIFIC MACHINE CORP.
- Scientific Space Ship $3195.00
- Scientific Ocean Liner $1395.00
- Scientific Pokerino $379.50
- Scientific 34-Line $379.50
- Scientific Pitch Master $2000.00

J. P. SEEHRUG CORP.
- M100C (Select-O-Matic "100"phonograph)...
- HM 100C (Select-O-Matic "100"
- 3W1 Wall-O-Matic "100"
- MRVC1 Master Remote Volume Control
- CVS4-8" Wall Speaker "Ivyor (Teardrop)
- CV64-8" Restored Speaker
- PS612 Power Supply
- ARAI-L6 Auxiliary Remote Amplifier
- AVC4 Automatic Volume Compensator Unit

UNITED MFG. CO.
- Clover Shuffle Alley $625.00
- Cascade Shuffle Alley $695.00
- Regulation Shuffle Alley $995.00
- Cabana $690.00

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

WILLIAMS MFG. CO.
- De Luxe Baseball $479.50

THE RUDOLPH WURLITZER CO.
- Model "1400" Phonograph $1,200.00
- Model "1400" Phonograph $1,200.00
- Model 1500 Phonograph $1,200.00
- Model "1600" Phonograph $1,200.00
- Model "1650" Phonograph $1,200.00
- Model 4651 5c-10c-25c Wall Box $475.00
- Model 5281 Wall Box 5c-10c-25c $475.00
- Model 5100 8" Speaker $475.00
- Model 5110 12" Deluxe Speaker $475.00
UNITED'S
CASCADE SHUFFLE-ALLEY

NEW NEW NEW

10TH FRAME FEATURE

FAST ACTION!
FAST PLAY!

HIGHEST SCORE FEATURE
PLAYER WRITES NAME ON BACK-GLASS

STRIKE OR SPARE FLASHER LIGHTS

CAN PICK-UP 7-10 SPLIT
FORMICA PLAYBOARD

SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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

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

Bally SPACE-SHIP
new exclusive DIVE-DIP-ROLL-SWING action
captures biggest play, insures biggest profit

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

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

Ride the CHAMPION
TO BIGGEST PROFITS
IN HOBBY-HORSE CLASS
Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in the CHAMPION class?

IT TROTS!
IT GALLOPS!

FINANCE PLAN
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS