Eddie Fisher receives congratulations from Hugo Winterhalter on his first public appearance after being released from the army. Eddie, who was discharged on April 9, opened at the New York Paramount on April 10 with Hugo taking time off from his RCA Victor duties to conduct the orchestra. Eddie’s latest Victor record, just issued, is “I’m Walking Behind You” and “Just Another Polka” with Winterhalter doing the backing on both sides.
Only phonograph with 120 Selections!

Only phonograph with the single-button Line-O-Selector

Only phonograph with revolving record drum

ROCK-OLA

The only Phonograph with 120 Selections

"Available in 2 models for either 78 RPM or 45 RPM Records

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

EASTERN

BAILIE DISTRIBUTING CO. 647 South West St., Syracuse, N. Y.

EASTERN VENDING SALES CO., INC. 940-42 Linden Ave., Baltimore, Md.

HACOLA DISTRIBUTING CORP. 265 Franklin Blvd., New York

D. D. LAZAN COMPANY 1635 Fifth Avenue, Pittsburgh, Pa.

MUSIC & TELEVISION CORP. 1119 Commonwealth Avenue Boston 15, Massachusetts

5 & K DISTRIBUTING CO. 2014 Frankfort Avenue Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC. 1200 North Ave., Elizabeth, New Jersey

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

DIXON DISTRIBUTORS 2808 Southern Blvd., Youngstown, Ohio

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

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

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

SAVAGE NOVELTY COMPANY 601 Third Street, Buffalo, Wisconsin

SUPERIOR SALES COMPANY 1307 Second Ave., Des Moines, Iowa

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

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

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

SOUTHERN

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

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

CAPITOL MUSIC COMPANY 133 E. Amite Street, Jackson, Mississippi

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

FRANCO DISTRIBUTING CO. 24 North Perry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO. 301 Edgewood AVE., S. F., Miami, Fl.

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

SOUTHERN MUSIC CORPORATION 2828 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO. 418 Margaret St., Jacksonville, Fl.

SOUTHERN MUSIC DIST. CO. 503 W. Central Ave., Orlando, Florida

FRANK SWARTZ SALES COMPANY 515-A Fourth Ave., So., Nashville, Tenn.

WERTZ MUSIC SUPPLY CO. 1039 E. Cary St., Richmond 13, Virginia

NORTHWEST

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

SOUTHWEST

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

BORDER SUNSHINE NOVELTY 2109 N. Fourth Street

Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY 722 North West Ninth

Oklahoma City, Oklahoma

FT. WORTH AMUSEMENT COMPANY 1210 S. Main Street, Ft. Worth, Texas

FRONTIER AMUSEMENT 2020 Myrtle Avenue, El Paso, Texas

PAUL W. HAWKINS 339 East 7th Street, Tucson, Arizona

RUTHERFORD ENTERPRISES 608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO. 446 N. Main St., San Antonio, Texas

WESTERN

H. B. BRINCK 823 East Front Street, Butte, Montana

DAN STEWART COMPANY, INC. 2667 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC. 140 E. Second, South, Salt Lake City, Utah

MODERN DISTRIBUTING CO. 3222 Texas Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY 2647 Telegraph Avenue

San Francisco, California

“Available in 2 models for either 78 RPM or 45 RPM Records

“Only phonograph with 120 Selections!

“Model 1936

The Industry's Greatest Phonograph Achievement”
For years now, publishers have publicly and privately bemoaned the fact that sheet music sales have been going steadily in one direction: downward. But unlike the leaders in other businesses, when their industry is being threatened, publishers have failed to take any constructive steps not only to increase sheet music sales but even to keep them from slipping any further.

One of the basic problems is the inability of people in the music business to take any concerted action whatsoever. Each one is conducting a private campaign not only in competition with everyone else, but actually within a wall that keeps him from joining in with other music people even where it is to his own benefit.

Every publisher admits that the main profit in the publishing business comes from the sale of sheet music. If a tune has a big hit sale, that means plenty of extra dollars. If a tune doesn't sell sheet music, even though it may be a hit from the public's point of view, the publisher isn't going to get rich on it. Therefore it would seem that for their own sense of survival, publishers should at least make some effort to work together to increase sales.

How can this be done?

Many ways.

Take the rack order. That has gone down steadily from the point where it meant 180,000 copies to today where it is about 75,000. If you observe the shops of dealers who handle sheet music, for the most part you'll find the rack hidden in some corner where no one can get at it. If a customer asks for a particular song, and if it's in, the shopkeeper will sell it to him. But there is no effort made to merchandise the sheet music and if the copy isn't in stock at the moment, it is likely that the sale is lost forever.

Now wouldn't it be smart for publishers to agree, through one of their various organizations, to deduct perhaps a penny or two from each copy of sheet music that gets a rack order to see that dealers are properly serviced, to have men who can check on the stock of dealers, make sure that the racks are in hot spots and in general keep sheet music before the public at all times?

Some publishers may say that the percentage of profit on sheet music gets smaller and smaller all the time and deducting another penny or two may be unbearable. But when the rack order meant 180,000 wouldn't it have been better to have started deducting this to keep the volume up than to have let it slip to 75,000? Certainly more than double the volume would have more than made up the extra expense.

Besides the need to keep racks well serviced and properly merchandised, there are many other things that can at least be tried. Every juke box is constantly promoting music. It promotes and sells records—and the next logical step is for it to promote and sell sheet music. Perhaps tie-ins can be made with juke box operators, and record distributors, who sell to them, in order to promote sheet music in a dynamic, sales producing manner. We don't know whether this is practical or feasible but certainly it is an area that should be explored by publishers and it is they who should take the initial steps to examine the problem and see whether any project can be worked out.

Then there are the established merchandising mediums that are not being exploited. Every shop that sells records is a potential sheet music agency. Why then don't they handle sheet music? Sure you can easily name a dozen reasons. But the answer is that publishers, as a group, must make it worthwhile for these stores to stock sheet music and this can only be done on an industry-wide basis.

In the face of falling sheet music sales, publishers don't have to lie down and die, saying in effect “There's nothing that can be done about it".

There's plenty that can be done about it.

If the combined brains of the music industry, which has given America so much great entertainment, can't solve a problem like this, then we are facing a pretty sorry state of affairs.

But we know they can solve it.

The important thing to remember is that this problem cannot be tackled alone. It involves all the efforts and all the brains of the entire music business.
MY ONE AND ONLY HEART

Perry Como
20-5277 (47-5277)

THE BELL RINGER

WILD HORSES / I CONFESS
Perry Como
20-5512 (47-5152)

DEAR TORIDY / SERENADE
Sally Flanagan
20-5095 (47-5095)

HOW DO YOU SPEAK TO AN ANGEL / DOWNHEARTED
Tony Martin
20-5317 (47-5317)

APRIL IN PORTUGAL / PENNY WHISTLE BLUES
Tony Martin
20-5092 (47-5092)

SWEET THING / WHY COME CRYING TO ME
Brady Shears
20-5247 (47-5247)

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

A-L-U-DO-D-O-U-M / MOON
Ralph Flanagan
20-5237 (47-5237)

I'M WALKING BEHIND YOU / JUST ANOTHER POLKA
Eddie Fisher
20-5292 (47-5292)

MY SWEETHEART MAUDE / THERE'S A LOT OF FISH IN THE OCEAN
Dennis Day / Freddie Martin
20-5355 (47-5355)

LULLABY TO A BABY / THE BOYS IN THE BACK ROOM
Jack Jones
20-5039 (47-5039)

THE SONG OF MOULIN ROUGE / STREET OF SHADOWS
Tony Martin
20-5244 (47-5244)

HOW BEAR THIS / APRIL IN PORTUGAL
Tony Martin
20-5279 (47-5279)

LITTLE RED MONKEY / ANNA
The Three Suns
20-5246 (47-5246)

HIGH SCHOOL / IS IT ANY WONDER
Sub Whalin
20-5255 (47-5255)

COUNTRY WESTERN

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

YOU ALWAYS HURT THE ONE YOU LOVE / I'M GONNA LOSE MY MIND
Eddy Arnold
20-5190 (47-5190)

THE GLORY LAND MARCH / IN DADDY'S FOOTSTEPS
Hank Snow / The Jamborees
20-5249 (47-5249)

BRIDGEWINGS / THE CANNONBALL YODEL
Elton Britt
20-5251 (47-5251)

A POOL SUCH AS THIS / THE GALE WHO INVENTED KISSIN'
Hank Snow
20-5054 (47-5054)

RHYTHM & BLUES

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

I'M WITH YOU / LAST STOP
The Robins
20-5262 (47-5262)

ALL NIGHT BABY / OH WHY
The Robins
20-5271 (47-5271)

TIPS FROM THIS WEEK'S RELEASE

TWO LOVERS
USKA DAARA - A TURKISH TALE
Eartha Kitt
Rags Winterhalter / Henry州keorch.
20-5284 (47-5284)*

WHAT A CRAZY GUY
Duchy
20-5284 (47-5284)*

THERE IS A TAVERN IN THE TOWN
Wally Cox with Orchestra directed by Bernard Green
20-5378 (47-5378)*

WALTZ OF PAREE
PARADISE - PARADISE
Hans Eberlin / The Hi Jinx
20-5285 (47-5285)*

LE SORDON
Eddy Duchin
20-5286 (47-5286)*

RUBY
(Theme Melody from the film "Ruby Gentry")
20-5286 (47-5286)*

* 45 rpm cat. nos.
Mighty talented lads these deejays. Bud Shurian (WARE-Ware, Mass.) and Eddie Hubbard (WERN-Chicago, Ill.) writing columns for their local newspapers. Oliver, 2300 Wabansia Avenue, Chicago, running a booklet every two weeks for disk jockeys, called D-J Liners. Check full of quickie gags that should liven any show. Many top jocks already subscribe to it. Jim Shurian visited with Hal Murray on WIRE-Kalamazoo, O. Last week she was amazed to see a huge bunny rabbit walk into the studio during the intermission. Jack Cardwell and Tom Jackson (Tom ‘n’ Jack) enceasing a new show on WKAB-Mobile, Ala. The station is running a two hour schedule of live shows every Sat night featuring Curtis Gordon (RCA Victor), Billy McGhee (Imperial), Jack Cardwell (King) and Luke McDaniel (Trumpet). Joe Grant and Roberta Quinan visited Jerry Ray (WWEZ-New Orleans, La.) recently and put on a wonderful show. Fly in the elephant, however, was the camera. After spending much time getting just the right poses the camera “goofed” and they shot blanks.

* * *

Pic of the week—Bob Drews (WAAF-Chicago, Ill.) dotes for a few moments from his “Detecto With Drews” program, 10 a.m. to 12 noon each day, to give blood to the Red Cross. Bob, while giving his blood, gave his audience a drop by drop report, emphasizing how simple it is to give blood and how little time it takes even the busiest business exec. Bob’s great gesture won over many blood donors for the Red Cross in the Chi area. In addition to 2 TV shows, a zillion hours per week of airtime, Howard Miller now doing full hour shows (for the first time on NBC) over Chi’s WMAQ. Jack Garrett (WQRC-Vincennes), ex-musician from Philadelphia, uses quite a bit of chatter about artists, tunes and composers. So get busy publicity men. Send in your bios and tune data to Jack. Says Carl J. Swanson (WRUN-Utica, N. Y.): “First I want to tell you that since you started listing my top 10 Hobbily and Western tunes in The Cashbox I have received letters from artists all over the country, I realize the importance of The Cashbox and it should be a bible to radio stations and jukebox operators everywhere.” Swanson records under the name “Mr. Sunshine” for MGM-Records.

* * *

When Herb Kessler had his Four Aces recording in Nashville last week he and the boys threw a party for local deejays. Among those present were B & B jockeys Bill Fields and Bill Powell of WSOK-Nashville. This action established a precedent in that area and quite possibly for the South. The invites were extended with the full cooperation of the other jocks. It is said the National Association For The Advancement of Colored People contemplates national publicity. Larry Rainie’s Kent recording of “There Nothing Left To Do (But Cry)” was selected by a panel of Helen O’Connell, Tito Guizar, tenor pro Jack Kramer, Bill Goodwin, Linda Darnell and Sue Wagner as a “hit.” Selection took place on Peter Potter’s Hollywood “KNXT-TV Show.” Lee Leonard (WLOW-Norfolk, Va.) has started a new gimmick on his afternoon show, “Star of the Week.” It features one artist for a half hour period of the show daily for one full week, with complete biographical background and lots of spins for the artist’s records. First artist to be so honored was Buddy Morrow followed by Frank Sinatra. Evelyn Robinson (Sugar Bay’s baby sis) emerged in the April 3 “Search For The Belle Of The Borough” semi-final sessions over Leigh Kamman’s 1290 Club (WVY-New York). Chris Miller does the all night show at WSRS-Cleveland. “Lightnin’ Bug” is the R & B segment at the same station.

"It's What’s in THE CASH BOX That Counts"
MITCH MILLER ORCHESTRA

**“ORIENTAL POLKA”** (2:25) [Robert Mellin Music] Stan Free-
man works on the Harrisonport and does a fine job as he goes through an
interesting and different type of item with a sensational Mitch Miller set-
ing. Mitch does wonders on this polka with the oriental sound.

**“JUDE MADERA”** (2:40) [Robbins Music] The Miller aggre-
gation goes out with French horns and a beat rhythm on a thrilling
number with a catchy melody. Stan adds color with the harpsichord.

**EDDIE JERIS ORCHESTRA**

**“THE PIG GOT UP AND SLOWLY WALKED AWAY”** (2:20) Bill Cobb does a terrific vocal
job on a novelty polka set up by Eddie Jeris and the boys. The tune is cute and
the lyrics very funny. This could catch on all over.

**“BOOM BOOM POLKA”** (2:13) [Columbia] Columbia does a
betting instrumental treatment of an inviting and lively polka. Each verse of this piece is
happy and full of rhythm.

**THE NORMANIES**

**Sorer (708) 65-708**

**“EVERY DAY I FALL IN LOVE”** (2:08) The Normanies unite
with Fred Norman and his orchestra and together they lift through an
interesting, jump oldie. Their harmonica is terrific.

**“MOMENT OF A LITTLE RED HEN”** (2:45) A
Hen crows opening to a cute jump bounce that the group eases through in a
polished manner. Their sound is fine with the female lead
handling the tune fittingly.

**DICKIE VALENTINE**

**Singer (1325) 13-1302**

**“BROKEN WINGS”** (2:34) [Shapiro Bernstein Inc.] Dickie Valen-
tine sends in, a tender and caring manner, a pretty ballad that's heart-
warmed. The full strings of Roland Shaw's orchestra combine with his
opening at the N.Y. Para-
mount Theatre, could do the same
with his lovely version of the bal-
dad, "I'm Walking Behind You." He
delivers the tune in his straight
forward real manner that needs no
description. It's a sure hit. The
superb backing is by Hugo Wint-
chester. One listen to the other half
tells you that this could be another
second sided smash for Eddie. "Just
Another Polka" is a lively polka item that is something different for the
lad. His fans are sure to go wild about both ends.

**ANN LEAF AT MINNASH RECORD**

**Ran (1916) 45-1196**

**“IN A LITTLE SPANISH TOWN”** (2:53) [Peist Music] Ann sends a pretty waltz version of a
wonderfully melodic tune as she glides along at the organ. She picks
up the tempo to a Latin beat and then a
jump. Solid listening.

**“TAMBO”** (2:30) [Leisu Music] A fast moving bouncy to a familiar
motley dance really dances along
under the controls of Ann. The pre-
sentation is a juicy acquisition for
organ fans.

**JEAN PERRY & TED HERBERT ORCH.**

**Merrel (10505) 45-10505**

**“TOO MANY PARTIES”** (2:29) [Peist Music] A pretty waltz item in
the sentimental vein is prettily voiced
by the sweet Jean Perry voice. The
pleasing arrangement is smoothly
oked by Ted Herbert's orchestra.

**“WRITTEN GUARANTEED”** (2:30) [Alamo Music] Jean zips it
up on this end as she glides her all on a
noirtly jump item. The thrust and ork
do very well together with a piece
that's perfect for hooring.

**THE CASE BOX**

**DISK IN THE WEEK**

**“I'M WALKING BEHIND YOU”** (3:04) [Leisu Music]
**“JUST ANOTHER POLKA”** (2:59) [Frank Music]
**“MY DEAR DARLING”** (3:05) [Bill & Range Songs]
**“JUST ANOTHER POLKA”** (2:11) [Frank Music]
**“WHEN A WOMAN LOVES A MAN”**
**“MIERLOU”**

**SONNY CURTIS**

**Singer (60954) 45-60954**

**“DO NOT FOR YOUR”** (2:56) [Belasco & Shelley-Copyright owners] A full and strong
introduction leads into a pleasing vocal portrayal of a pretty ballad by Sonny Curtis with the Don Costa orch. assisting.

**“I'M NOT SORRY”** (2:51) Jack Gold Music The songstress shows his talent on this tune. The artist can really put another pretty romantic item. The results are pleasing.

**JOHNNY DESMOND**

**Singer (60978) 45-60978**

**“DANGER”** (3:07) George Pax-
ton Music] An eerie emotional
type of number set to the theme music from the mystery television program
"Danger" gets a potent reading from Johnny Desmond. The Latin like
styles helps color the side. Real dif-
ferent. It looks like the big one John-
ny Desmonds going for on this
half too as he jumps through an
oriental sounding novelty. Interesting.

**BETTY CLONEY**

**Singer (101) 45-101**

**“A GUY O'N'THE YEAR”** (2:41) [Adventure Music] A novel ditty with a cute bounce is voiced by Betty
Cloney. The cute tune and lyrics could catch on with all the publicity the song has had.

**“YOU'RE THE ONE”** (2:38) [Adventure Music] The sentiment-
ality in the thrus voice comes across as she glides a pleasing ballad. Dick Jacobs and his men do the backing.

**JIMMY YOUNG**

**Singer (1315) 45-1315**

**“I'M NOT VERY LUCKY”** (2:57) [Box & Cox] Jimmy Young has
a strikingly mellow and wonderfully
well controlled voice as he glides over a sentimental ballad with a lovely
lyric. The public is really going for the effect.

**“BANCIN' WITH SOMEONE”** (2:30) [Valdata Music] Roland Shaw's orch backs Jimmy on this lovely
current walk ballad that's making a
hit for top honors. Jimmy's side should get spins although it's a bit too late to be the “Hit” record.

**MARIE RAPP**

**Singer (7009) 45-7009**

**“WHEN A WOMAN LOVES A MAN”** (2:38) Marie Rapp gives out with a sucy vocal in her sucy and
stylish manner of singing. The bluesy number is in the mood music that
could catch on and make noise.

**“WHEN I'M WITH YOU”** (2:30) Ellis Larkins and the Trio give
this a romantic night club set-
ning as she tells a sad story in a sen-
imental manner.
The Cash Box, Music

April 25, 1953

ZODIAC
THE SIGN OF THE STARS

Records
SPREADS MORE "SUNSHINE"
FOR OPERATORS, DISK JOCKEYS & DEALERS...

The Exciting Voice of

NORMAN B. ROCKS

singing

"SOMEBODY WONDERFUL"

and

"YOU SHOULDN'T HAVE KISSED ME THE FIRST TIME"

ZODIAC - 102

"HELLO SUNSHINE"

ZODIAC - 101

RECORD CO.
501 MADISON AVENUE
NEW YORK 22, N. Y.

DISTRIBUTORS IN ALL KEY AREAS
READY TO SERVE YOU.

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

www.americanradiohistory.com
THE CASH BOX: SLEEPER OF THE WEEK

"THE BREEZE" (2:35) [Leeds Music]
"I CAN'T LOVE YOU ANYMORE" (2:37) [Leeds Music]
TRUDY RICHARDS & EDDIE WILCOX ORCH.
(Doby 821; 42-821)

TRUDY RICHARDS
- Operators all over the country have been trying to get the Kay
  Starr version of "The Breeze" for their boxes. While all the requests
  were coming, Eddie Wilcox set up an ideal arrangement for
  Trudy Richards on Derby and the results are absolutely amazing.
  Anyone unaware of the events would swear that the vocalist
  on this platter was Kay Starr. Trudy has a terrific voice and she
  delivers with everything on this stellar platter. The organ
  and rhythm in the back-up is tops. "I Can't Love You
  Anymore" is the dubsing on the flip side which features
  Trudy's sachet vocal on a moderate tempo ballad. She does
  a pretty job of putting across the convincing manner. The top half
  should give her a big name. It's a natural to catch loot.

"THE HO HO SONG" (2:37)
[Arbee Music]

RED BUTTONS
(Columbia 39981; 39981)

- After struggling for years as most comedians do, Red Buttons
  was finally noticed and he got his big break with his own TV show
  on CBS. When luck turned his way, so did millions of television fans
  all over the country. His comical "I love You" and "Like Hee's," and
  other expressions like "Strange Things Are Happening" and I don't
  Like You" have all become household words. The young comedians
  all put his funny talk onto their sides of his record "The Ho
  Ho Song." and "Strange Things Are Happening." With Elliot
  Lawrence and his orchestra in the back-up, the two sides novelty
  bouncer could catch on and become a big hit. The melody
  on either side is cute and Red's fans ought to take the platter
  in a big way. The novelty should catch coins in the boxes too.

"PIZZA POLKA" (2:13)

MAE WILLIAMS
(Tempo 1292; 45-1292)

- The top grade standard that does an absolutely tantalizing job on
  a sultry tango. The tempo and weird sounding polka rage may be
  taking the country. The tempo label sends up a strong con-
  tender for polka honors in Mae Williams' exciting new novelty,
  "Pizza Polka." Her voice is lively and the lyrics are rib tickling.
  All types of Italian foods are mentioned in the comical happy item.
  The background support by Bill Hill and his orchestra is full of
  zip and vigor. The side really moves and everyone seems to be
  having a good time. The rhythm slows up on the lower end and puts
  feeling into a slicky number which she sends up in a low sexy voice.
  "Oh Brother! shows the versatility and talent in the thrash's, chirping.
  She puts a pack of oomph into the smooth delivery. Both sides have it.

BENNY GOODMAN ORCHESTRA
(Decca 862; 45-862)

"WHAT A LITTLE MOONLIGHT CAN DO" (3:88) [Decca Music]
That great rhythm sound of Benny Goodman's crew is back again on
a solid jump orking with the fine thrum, Helen Ward, handling the
vocal. Benny's footing on the stick is top grade.

"NEVER SAY NEVER AGAIN" (2:57) [Brem-
man, Van, & Conn] Helen and Benny do another smooth performance
in a light and pleasing manner. This side jumps along at a quick pace.

LEO FULD
(Mercury 70120; 70120 x 45)

"ZIGANY MELODY" (2:56) [Arbee & F Music]
Leo Fuld goes all out on an interesting number that he
boasts out both in English and Yiddish. Grishe Pavlowich has
some amusingly amusing way of doing this fast moving piece
that has a limited appeal. Great in right location.

"YAASS" (2:00) [Southern Music]
With Bruce Campbell and the orkestra he tells this song in a
story in a cantorial manner and jumps into an exciting Horn tempo.
Both sides should go solid in the right spots.

TOMMY EDWARDS
(MGM 11492; K-11492)

"TAKE THE CHAINS FROM MY HEART" (3:01) [Millen Music]
Tommy Edwards does a terrific job in his own soft and warm
manner of delivering a lovely tender ballad. The tune is sentimentai
and the treatment ultra pretty.

"PAGING MISTER JACKSON" (2:40) [Bennett Music]
LeRoy Holmes' orchestra makes a jump beat for
Tommy's waxing of a novelty jump. The number takes a blues feeling
fills itself along happily.

ELAINE CARVEL
(Mercury 70122; 70122 x 45)

"LOVED AND LOST" (2:40) [Mills Music]
The fine new voice of Elaine Carvel shows all its color on
her first release for the label as she gives spirit and soul to a sultry tango.
She has a strength to her voice that appeals.

"THEN SOMETHING HAPPENED TO ME" (2:40) [Fredrick Music]
Dick Shores gives the chip a fine setting for her
to cruise on a soft and sentimental ballad. The tune
is kind of heavy.

FRAN WARREN
(MGM 11494; K-11494)

"A PUPPET ON A STRING" (2:40) [Hyde Park Music]
Fran Warren who is doing such a bang-up
job at New York's Palace delivering
in her talented manner a pretty tune that
has a fine melody. This one might happen
for the label.

"CHALLENGE YOU" (2:23) [Bennett Music]
The thrum gives out with another
number that has a pleasing and
heart-felt treatment. This dream
rustled ballad is a fitting kin side.

THE CASH BOX, Music
Page 8
April 25, 1955
THE BREEZE
THAT'S BLOWING
UP A STORM
TRUDY RICHARDS
with Orchestra Under Direction of
EDDIE WILCOX
SINGING
"THE BREEZE"
(THAT'S BRINGING MY HONEY BACK TO ME)
DERBY RECORD 823
b/w "I CAN'T LOVE YOU ANYMORE"

Records Inc. Hollywood, California
New York City
NEW YORK:
Larry Newton of Derby looks like he really hit it with Trudy Richards’ version of “The Bronze”. Both Larry and Trudy are off on a DJ and operator tour that will go as far west as St. Louis to promote the song. Peggy Lee has done so well that her La Vie En Rose engagement, that her original two-week contract has been extended for one week. Sammy Kaye is planning a new feature on his TV show to be called “The Record Story”. It will deal with the background of Sammy’s records that have reached a million or more.

Bob Holley, who has joined the ad firm of Laughlin, Wilson, and Brant, and Bob, who has some clients among record artists, will continue to supervise their night time shows. It’s a girl. Their second song is by Paul Brown. Pop’s the ace record exploder. — Lori Taylor, Brooklyn songwriter has been signed by Sidney Ahern, the management and publishing deal. A national buildup is in the offing. It’s reported that Segar Records is negotiating with Ahern. Bobby Brien has a record deal. — Jeri Southern, who just completed a five-week engagement at the Black Orchid in Chicago, went back to the room with a three-shot pin to pitch hit for Harry Belafonte who has a threat alignment. — Henry Okun has taken on Dolly Dawn for record promotion, plugging her current Joliet Jail disk “Oodle-I-Ay”. — By Retter, director of promotion at BMI, on his way to the coast, taking along the very valuable manuscripts of original songs which will be exhibited at the Broadcasters Convention at the Biltmore Hotel in L.A. — Pauline revealed at her terrific showing at the Stagecoach Inn in Hackensack, N. J. that they will return to the Paramount Theater in N. Y. in May.

CHICAGO:
Jolsonconvolved Norman Brooks got his big break this past weekend when Lou Irwin flew in from Hollywood and signed the kid to a contract while Norman was singing in Milwaukee. Dynamic Lou phoned at the last moment and got the kid all excited over the boy when he read about him in Cash Box and when, especially, the last week’s Front Cover of The Cash Record (a story devoted to “Mr. Sunshine”). Norman will next appear in a movie, according to Lou. And, knowing Lou, this is but the first start on the road to ‘way up on top. In fact, when Lou phoned he advised he hadn’t yet had any time to try and get in a few hours of shuteye, since he was flying back to Hollywood at 3 in the Monday morning. “But,” said Lou, “I’m happy. The kid’s just as great as you guys think The Cash Box said he was.” — Hear that when Harry Meerson was in town he was in a hush-hush session with Lou Douglas. And, oh, yes, a gal called Joni James. Over at Universal. — Tip off to us to listen to Bob Gardner’s four sides she cut for Decca. Herb Kessler postcards from Nashville; “The Four Aces are here on a recording session. Everything going great.” — Someone popped up with an ad for the other day they claim’s a “natural” for Eileen Barton. — Chi song boys advise that Barney Ross’ spot in Hollywood (cross the street from NBC) is becoming meeting place for all Chicago boys. (Aside: Good luck, Barney.) — Heard too many times at Mike Fritzel’s; “So where’s all the royalty?” — Springtime packages to follow the great new B&G song along the same trail: Frankie Laine, Vie Damone, Frank Sinatra, Tony Martin, Don Cornell, Doris Day, Patti Page, Teresa Brewer, Dinah Shore and Sunny Gale. A clean list. — Cocktail party this past week (4/14) for Al Saber and his first disk, “Love Me, Love Me”, at gasteruin, jumpin’ Lynn Burton’s Steak House by new Master label and Bud Brandon. Sassagoodtimehardyball. — Ernie Rudy, formerly of Sammy Kaye’s orchestra and the Melody Mill with his own orchestra. Very, very good, too. — Artie Shaw plin’ in for a one night 5/22. — Johnnie Ray to see a jammed house for “Be a Juke Box Night” at the Trianon. — Dick Jurgens plin’ em at the Aragon. — Buddy DiVito opens at the Silver Cloud. — David LeWinter did a commercial with over 20 men which should be sold as a single.

LOS ANGELES:
One of the biggest pop disk to break in a long time is the indie “Say You’re Mine Again” recorded by the Three Tenors and Ginni Green of Allied Records. Tune has every major platter in the country rushing wax. — Gordon Walk of Sunland distrib firm maintains its hit streak with another one in the top ten lists via Silvana Mangano’s “Anna” on MGM. — Hear that among several indie labels to go back to the old $1.05 price. — Glenn Wallach, Capitol prey, asked to Denver for the opening of Boyd Distributing Co.’s new office. — Hal Cook, national sales chief of the Cap firm, due at the West Coast offices momentarily. — Benny Strong opening at the Ambassador a huge success, with thrust Lucien Boyer shelling the spotlight. — Russ Morgan follows the Harry James gang into the Palladium. — It’s possible that some of those fabulous Las Vegas prices being tossed around are more talk than reality. — Dave Lee—the Sonny Boy woman’s a favorite, preparing her big motion picture role, Doris Day set for a Broadway musical tagged “Lucky Me”. — We don’t know a soul who dares leave the TV sets open Monday night. What’s the line up? — Pert Teresa Brewer working over at Paramount Pictures as a “Seattle” extravaganza. You’ll never know she has a brood of her own, with that sweet girl look. — Capitol Records, one of the strongest of the majors in the long hair field, with Georgie, the Pittsburgh, Indianapolis and St. Louis Symphony orks etching under their banner. — Could New Orleans be replacing the other of the met cities as the citadel of music? Tons of a & r men always at the Jung Hotel down there. Can’t wait for the Benny Goodman caravan to roll into town. And we’re not alone in that.
THANKS TO THE DISK JOCKEYS AND OPS, Essex HAS 2 SMASH HITS

BILL HALEY
and the HALEY COMETS

playing and singing

“CRAZY MAN CRAZY”

b/w

“What’cha Gonna Do”

ESSEX 321

80,000 Shipped 1st 10 Days—
Over 20,000 on Back-Order!

DICK LEE

with the incomparable arrangements and conducting of

MONTE KELLY

singing

“All I Want Is A Chance”

b/w

“The Show Is Ended”

ESSEX 322

Predicted by the Top DJ's to be the BIG BALLAD OF THE YEAR!

Essex RECORDS

Manufactured & Distributed by
PALDA RECORD CO.

8445 LYON ST., PHILADELPHIA 47, PA. • REGANACE 3-5250
NEW YORK—Buddy Basch, New York music man, recently published six-foot three, hefty "Tiny" Markle (Program Director of WAVZ, New Haven) around New York taping shows. Getting the huge "Tiny" into the tiny car of Basch's proved the toughest part of the whole week-end.

TWO TOP HITS! EDDIE IN A NEW FIELD...

**Jackie Dean and the McDonald Sisters sing**

**THE Human Touch**

**and DRIFTING ALONE**

ODÉ 1610A 1610B

6631 Sunset Blvd.
Phone: HO 9-0231
Hollywood, Calif.

DISTRIBUTORS: SOME TERRITORIES STILL OPEN, WRITE, Wire, Or PHONE

"It's What's IN THE CASH BOX That Counts!"
Desmond Goes All Out
On New Disk, “Danger”

NEW YORK—Johnny Desmond is giving his record of “Danger” a pro-
motion campaign that could get him a job as an executive in any of the
Madison Avenue ad agencies.
He waited patiently until he found the song that he believed would give
him a chance to explain not only his voice but his talents as a press agent.

The song is “Danger” written by the new Melody Tony Trotta. It is
based on the theme of that CBS-TV show, Johnny’s record, but it’s for Coral.
He played the record for Charlie Rus-
sell, the producer of that CBS-TV show, Johnny saw its possibilities and
agreed with Johnny that he should make his dramatic debut on the April
28th “Danger” show where he will also introduce the song by singing it
on SKEETs.

Johnny then called Eddie Jaffe who as a friend bad assisted him in get-
ting the publicity as a GI Sinatra, which made him $2,000 a week as a name
as soon as he got out of the Army.
Jaffe outlined a mutual endeavor for Cecil & Presbrey, the agency for
the “Danger” sponsors; Coral Records. This Music which publishes the
song and the CBS-TV publicity department.

The campaign will include a kit of records, photographs and publicity of
Johnny and the show going to every TV critic in the country to get them
use advance publicity and to watch the April 28th show. Cecil & Presbrey
have written a letter to each of the more than 40 CBS stations that
carry the program asking them to do whatever they can to plug both the
record and the show.

Coral sent window strips to each music store plugging the record and
Johnny’s appearance on the show.

Desmond, who is on the ABC “Breakfast Club” five times a week in
Chicago, is using his weekends to visit cities from Denver to New York on
which personal appearance tours which will get in some hefty drum-
bating for both “Danger” TV and “Danger” the record.

“This is one song,” says Johnny, “that I can accurately say we’ve worked
on!”

Cocktails For Al Saber

CHICAGO—Cocktail party given by
Master Records and Bud Brandom for
Al Saber, at Linn Burton’s Steak House.
This past weekend, did much to bring
attention to the young singer.
His first wading, “Love Me, Love Me,”
backed by the oldies, “What Is
There To Say?,” is reported to be
already receiving attention.

Representing Master were Marvin Kember, Bandmy, Burton Saber, and
David LeWinter of Pump Room fame.
Platter spinners in attendance were
Jim Lounsby, WJJD; Bill Wells, WBEM, WIND; Harvey Hogan, WCFL; Jay Smith
and Al O’Brien of WOPA, and others.

Also present were Bud Brandom, publisher of “Love Me, Love Me,”
Rocky Roll, Bob Devere, Dick LaPalm.

Chicago music men expressed the hope that Saber, well known vocalist
with David LeWinter’s Pump Room orch., would click big on his first disk.

THERE’S WHAT’S IN THE CASH BOX THAT COUNTS
Guy Mitchell Named Public Relations Consultant For Mercury

CHICAGO—Art Talmadge, vice-president of Mercury, announced this week that the Guy Mitchell disc firm had been hired to do public relations for the disc company. Mrs. Kaye, as its public relations consultant.

She will arrange for national capacity conducting publicity campaigns on a national basis. Miss Kaye's whole staff will be at Mercury's disposal.

Her first assignment is to introduce Richard Hayman, the eastern national A&R head to the trade.

One of Frances Kaye's accounts is Patti Page, for whom she handles sales relations.

**Audiovox To Introduce "SES" Sound**

NEW YORK—Audiovox Records, the Raymond Scott-Dorothy Collins and Leonard Wool newly formed independent disc firm, will release its first sides early in May. At least some of the initial releases will feature the use of the "Sound Enhancement System"—a Raymond Scott development. Scott, as well as being the creator of "SES", has been writing computer programs for orchestras and special record material for Dorothy Collins.

Hersh Signed As Promotion Man For Triple A

NEW YORK—Sol Brown, business manager of Triple A Records of Cleveland, the firm that started the "Oh Happy Day" disk, while in the same way this week that he had reached a vacation deal with the firm's distributors, said that Bernie Hersh has been signed as new promotional head in an all-out effort to increase sales on a national basis.

It is understood that Hersh has been provided an additional number of shares in the growing organization.

Before signing with Triple A, Hersh was primary promotion man for Dan Howard.

"It's What's in THE CASH BOX That Counts"
DOUBLE YOUR MONEY BACK

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

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

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

Read the first four issues.

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

YOU CAN'T LOSE!

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

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

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

FIRM .
ADDRESS .
CITY . . . . ZONE . . . . STATE .
SIGNED .

"It's What's in THE CASH BOX That Counts"
LONG RUMORED new Canadian Indie record firm tees off with its first releases scheduled for May 1st. Arrow is the name of the new label. Jack Kingston, formerly record buyer for Capitol in Canada, topped off on Arrow with "Mother Dear Mother," his own composition published by Hill and Range, with Stu David, "In Daddy's Footsteps." Letter tune published in Canada by Empire Music who have assigned U.S. rights on this teaser (Cash Box, April 11th) to Hill and Range. Jack is backed on both sides of this first release that appears on CHML's "Jack Kingston Show"; the Kentucky Colonels and the Main Streeters. Other artists recorded on Arrow are Gaylord (Gordon Gapp), Bonnie Miller, Slim Gordon, Morris Bolyer (Canadian Ramblers) and The Hillbilly Jockeys. The latter group last recorded for the Ritter label and their smash platter on that label, "I Love My Rooster" and "I Love My Pillow" has been bought by Decoss who schedule it for U.S. release April 27th... Folk, Wholes and New Orleans established some kind of a record on the touring field... Horace Heidt packed the Maple Leaf Stadium, Toronto, April 12th. Capitol records demand disc pushers White Hairens are busy selling the product and getting the public dialed in on the acts due to tour Canada. The Rockin' Nites, Toronto, April 19th... RCA Victor.... pressing with

THE MODERNIERES

from its catalogs

CCKV's Hal Stubbins has made a lot of friends in the profession and gaining good program ratings for his interview shows from the Zebra lounge of the Elks. Shows have included such personalities as kicking off the A & R, men catch Fred Hill's new five-a-week morning show on Steinberg's Super Markets on CFQ... Strike vs. a music maker for the Steller field... Tennessee Ernie Ford's record show has top leadership through local broadcasts on CFFC. His Hollywood Lunch hour show hits the Montreal airwaves just before midnight and has built a heavy audience for Ernie and his pea picking friends.

ATLANTIC COASTING

Don Medico and his Canadians, who hit the National Network thirteen weekly with their CFFC surfer-time shows, busy making plans for another summer tour to the West Coast. Group's Apex records and network shows have made them one of the top growing Canadian folk groups. ... Toppers at CQCY, Charlottetown, Colonial Keith Rogers off to Toronto to attend Canadian Press Directors Meeting... Maritime radio folks busy making plans for their get-together in Amherst, Nova Scotia on May 22nd. This annual BMI Program Clinic lets all of the Atlantic Dees and librarians specialize and swap zebra chaffer. This year's Clinic being organized by Fred Lynds of Montreal's CCKV... We're glad to hear that one of the Stars will be appearing to record Tex Shaw. This Halifax performer has made a lot of friends in Newfound and the Maritime provinces and should be a good recording bet.

WEST COAST ROUNDUP

Kerry Read and his brother, the Aragon record stars, back in Vancouver after a successful tour. Kerry's first published number "My Home By The Fraser" still continues to draw requests on his personal dates... Victoria's songwriters seem to be coming into the limelight. Kerry is known to have a hit in his "When I'm In Love With You" and Cathy Southen's "Blue Jeans And Cowboy Boots" being considered for a Hollywood movie, Hill and Range's "In Daddy's Footsteps" with a heavy exploitation campaign by its publisher.

JOHNNIE RAY RETURNS FROM EUROPEAN TRIUMPH EARLY IN MAY

LONDON, ENGLAND — Johhnie Ray, the fabulous "Mr. Emotion," currently shattering all records in Great Britain, at the London Palladium and Glasgow's Empire Theater, will return early in May. His latest disc "Somebody Stole My Gal," has broken wide open all over the United States, and looks like his biggest selling record since the "Cry," which topped the 2,000,000 sales mark.

Johnny will be a busy guy when he returns, as his manager Bernie Lang has him booked solid for the rest of the year at some of the hottest concert and disc tastic fees in the history of show business. Two Twentieth Century Fox writers are travelling with the Ray entourage through Europe, to capture the unique Ray personality for the dialogue of his first film 20th's version of his life story, "All of Me." Ray and Lang have come a long way since that day some two years ago, when the Ray-Lang partnership was sealed by a handshake the only contract the two have ever had. The combination of Ray's amazing talents and Lang's managerial skill took only a few months to put Johnny on top of the show business ladder. The Ray-Lang team is scheduled as one of the greatest record, theater and night club attractions since Jolson's heyday.

To show their gratitude to the public, Johnny and Bernie recently set up the Johnny Ray Foundation for Hard of Hearing children, a nationwide organization set up to buy hearing devices for indigent hard of hearing children. Johnny has donated thousands of dollars to this cause, and spends his few offstage hours knocking himself out trying to raise money for his organization. Says Johnny, "I've jumped for four years in a world of silence, and I know the world has really accepts to be a hearing aid. If I can buy one single hard of hearing child to escape that ordeal, nothing I'm asked to do will be too much," Johnny's keeping that promise every day of his life.

BIG PUSH FOR "ALMOST ALWAYS"

CHICAGO—But Brandon reports favorable results already beginning to show up. "Almost Always" is proving to be a high push which firm has put on disk feature for the upcoming season.

Brandon claims he's receiving reports from dealers telling him that tune looks like a record which will pay big dividends in the coming months. Brandon says "in the meantime, Bud states, "because of all the favorable comments, we are going to go ahead with more push, still more push and put everything we've got behind this tune to make it the next 'The One' for Joni as well as for all other artists who are cutting the numbers.

Jockeys have jumped on the tune and they, as well as jockey box ops and dealers, are helping tremendously.

ANOTHER BMI PIN-UP HIT!

GOODBYE, CHARLIE, GOODBYE

Published by CARNABY RECORDERED BY KAREN CHANDLER (Coral) VICKY YOUNG (Coral) LINDA SHANNON (Coral) DOREN DAVIS (MGM) Nonexclusive license to RCA Victor

BROADCAST MUSIC INC.
SUCCESS OF "MOULIN ROUGE" SHOWS HOW PUBLISHER'S CREATIVENESS PAYS OFF

NEW YORK—The story of the success of "The Song From Moulon Rouge" reflects perhaps more favorably on Julie Stevens, member of the Belgian music world, than on any other person connected with the song. For Stevens' acceptance of the tune did not just involve someone's bringing him a great number and his recognizing it—difficult as that is in itself. But rather it involved great creative activity on his part for he took a raw piece of material and visualized it as a popular song.

The original lead sheet that was brought to Julie followed the exact line of the way it is sung in the film. It was overly long and lacked popular construction, but it had a basic theme which Stevens recognized as beautiful. The title at that time was also different. "It's April Again." First Stevens had to get the song down to acceptable size and still keep its haunting quality. Then he had to have a new lyric written. And this was no easy job. Then he had to get the title changed so that it would be associated with the film "Moulin Rouge." All this was taking place while he was negotiating with French agents, agents of the authors, agents of the film producers, record firms and lawyers of every description.

Before he had actually gotten all the strings pulled together, he had brought it to Percy Faith who immediately also saw its worth and wanted to do it. But the final negotiations, that of getting permission to use the title "Song From Moulon Rouge," weren't completed until the day that Faith actually recorded it and if permission hadn't come through in just time, the Percy Faith record might never have been made.

Now there are at least ten records of the tune with more on the way. This week it hits number 6 in The Cash Box best seller lists with its strength mounting constantly.

This can very well be the biggest song that Broadcast Music has ever published. It seems to us that Julie Stevens deserves to take a long, low bow for it.

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

Siegfried and Roy — The Magic of Love was performed by Siegfried and Roy at the Tropicana Hotel and Casino in Las Vegas, Nevada. This show is known for its extravagant and romantic performances. It combines magic and illusion with emotional storytelling, captivating the audience with their on-stage chemistry and impressive illusions. The show has been a staple at the Tropicana and continues to attract fans from around the world.
NEW YORK:

That's a cute item Mrs. Abramson and Ahmet Ehrtegan over at Atlantic Records tell about through Ruth Brown. The gal has a telephone installed in her car and when she is anywhere within one hundred miles of the New York office she calls in every five minutes. Herb Abramson, who turned from cutting records for Atlantic to cutting teeth for Uncle Sam's G.I.'s, now in Westbaden, Germany one full week and still hasn't added any new talent or appointments at all.

... Jack Bergman, who heads Tempo Distributors and Discovery Records pacted Joan Shaw and last week cut six of her original tunes for his new D/W label. Ben DeCosta, Miss Shaw's manager, handled the session. Juliee Records will release "My Mothers Lullaby" and "If It's True" featuring Dave Wilson, night club singer and pianist. ... Morty Shad (Jack Records) walking around with a smile that practically covers his face. His Bob Gaddy dialing of "No Help Wanted" took hold in Charlotte, N.C., New Orleans, La., Chicago, Ill., and spreading. ... Carl Lebow, a r a at Apollo, back at his desk, Carl was on a pleasure, business trip, Bess and Ike Berman (Mr. and Mrs. Apollo) excited about their second straight hit with the "51 Royals. They can't tell which is the side inasmuch as each end is stirring up action in different localities. "Help Me Somebody" and "Crazy, Crazy, Crazy" are the tunes.

Phil Urso, former tenor saxman with Woody Herman, signed with Savoy and cut four sides to be released soon. Savoy also held a session with Don Elliot's small combo for single release. These sides will also be combined with previous sides of Elliot's full line and will be released as an album. Ted Allen, assistant manager of The Record Mart, Nashville, reports that Ernie Young, Nashboro and Excello pramy, did a session with Boyer Brothers on Thursday, April 2. ... That's an interesting and colorful lineup put out by Barnhill Music, publisher of the new Five Bills Brunswick dialing of "Waiting, Wanting" and "Til Dawn and Tomorrow." ... George Goldner and Jack Waxon, Tico Records, busy cleaning up the new offices they move into shortly. Jack in a dast b zamówienia, how many golf balls he could have bought with what it's going to cost.

Bobby Shaad, head of the N. & N department of Mercury Records came up with a smash triple header when he released "Hittin' On Me" by Buddy Johnson; "She's Gotta Go" by The Ravens; and "You Let Me Love Grow Cold" by Dinah Washington, at the same time a couple of weeks back. All three diskings are stirring up quite a bit of action all over the country.

CHICAGO:

Much-travelled Marjorie Robinson of leading juke box firm, South Central Novelty, off on South American jaunt. For 6 weeks. ... Louis "Satchmo" Armstrong's rendering of "La Vie Ron" on Dave Garrowayne's early morning program (4/14) truly terrific. Still shows up walking. ... Current N. & N. sensation, we hear, is the new Benny Goodman Orch. ... Following his Ch success Harry Belafonte currently wowing 'em at St. Louis' Chase Hotel. ... Al Bencause (WGIS) reports RCA-Victor's "I Wanna Know" by the Du Doppers getting patienty requests. ... Len Chess just back from South's junket. Reports new one-loaf W.B. deal also is about to be signed over to Station KTHS, Little Rock, Ark. Jockey'd by Ray Barrett, formerly of WJWI, Shreveport, La. Shows set for 10:30-11:30 P.M. slot, Sponsored by Stan's Record Shop. ... Herbie Fields opened return engagement at the preview Lounge (4/14) for four weeks. Will stay. Herbie's constantly striving for something different in his progressive jazz, "Goose," as he puts it, "I'd like to develop something brand new, so that long after I'm out of the picture, people will hear a particular melody and say 'That's the brave new form of music.' ... Sounds like King Pleasure has himself another hit. His "Red Top" climbing fast. May duplicate his big clickeroo, "Moody's Mood For Love," which rode The Cash Box 'Hot Charla' for weeks. ... Paul Quinichette set to do a one-niter at the popular Pershing Ballroom, May 15.

LOS ANGELES:

Modern Records smash dialing of "The Honey Jump" may well go wild and pick up in the pop field. DJs throughout the mid-west are raving about the "Honey Jump" one. And agree that it is worthy of a "Honey Jump". Look for some of the majors to start chasin' on this one. ... Floyd Dixon in town for some wax session with Aladdin. ... Proof of the pudding in the rhythm and blues biz, is that those firms who have a fairly decent spiritual catalog are always riding high. ... The Smiley Lewis etching of "Play Girl" starting to take hold in the latter's home ground in New Orleans. ... Jimmy Warren's Los Angeles Music Sales has added another line via Rare Records. ... Eddie Ray, general sales manager for the company, reports that "Win-Head Willie" etching on Lennee Chess label. ... And still the Oakie biz, with four more indies jumping into the rhythm and blues hit this past week. ... Hear tell that the "Hound Dog" hassel may be settled out of court, but R&B is on the go and gang played to some engagement at the Tiffany recently. ... That Dolly Cooper etching on Savoy, "I Wanna Know" looks sure-fire hit material. ... And who puts more miles on a car than Irv Marcus ofPeacock! ... Little Willie G., who was "Lovering" climbing higher is back in the limelight. ... And we still insist that the guitar work on "Hound Dog" sounds a lot like Jenney's. ... Art Rupe's new label, now decorated by two "Oncars" via his "Lawdy Miss Clancy" winner in the 1965 Cash Box Music Poll, ... and Lloyd Price's latest "What's The Matter Now" looks like another big one.

"It's What's in THE CAS Box That Counts!"
"Hittin' On Me"
Buddy Johnson & His Orch.
70116

"She's Gotta Go"
Jimmy Ricks of the Ravens
70119

"You Let My Love Grow Cold"
Dinah Washington
70125

"Coming Up Strong"
8508 Sunset Blvd., Hollywood 46, Cal.

"Theme Song of Moulin Rouge"
Marshall Royal
70140

Dear Mr. Mister Operator:
please believe US

That "PLEASE BELIEVE ME"
WILL MAKE MONEY
FOR YOU

GETTING
VERY HOT!

"BEGIN THE BEIGUEN"
TINY GRIMES
Atlantic 990

HOUND DOG
Willie Mae Thornton
(Rescue 1612)

RED TOP
King Pleasure
(Rescue 423)

MAMA, HE TREATS YOUR DAUGHTER
MEAN
Ruth Brown (Atlantic 998)

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

IS IT A DREAM
Problem
(Red Robin 7114)

CRAWLIN' THE CLOVERS
(Atlantic 999)

YOU'RE MINE
The Cricket
(MGM 1348)

SOFT
Tiny Bradshaw
(King 4577)

HITTIN' ON ME
Buddy Johnson
(Mercury 70116)

SHE'S GOTTA GO
(The Ravens)
(Atlantic 70119)

GOIN' TO THE RIVER
Fats Domino
(Imperial 339)

PLAY GIRL
Smilin' L. Wells
(Imperial 334)

WOKE UP THIS MORNING
E. B. King
(Rescue 1611)

HITTIN' ON ME
Buddy Johnson
(Mercury 70116)

I DON'T KNOW WHY
Kermit Moore
(Specialty 456)

MIGHTY Long TIME
Sonny Boy Williamson
(Tripel 166)

I'M MAD
Willie Mae Thornton
(Chess 1538)

MAMA, HE TREATS
YOUR DAUGHTER
MEAN
Ruth Brown (Atlantic 998)

CRAWLIN' 
The Clovers
(Atlantic 999)

HOUND DOG
Willie Mae Thornton
(Rescue 1612)

MAMA, HE TREATS
YOUR DAUGHTER
MEAN
Ruth Brown (Atlantic 998)

DAUGHTER (THAT'S YOUR RED WAGON)
Swinging Sax Kari
(States 115)

BABY, DON'T DO IT
The "57" Rhythm
(Apollo 443)

CRAWLIN' 
The Clovers
(Atlantic 999)

SOFT
Tiny Bradshaw
(King 4577)

CAN'T I
Not "Kinda" Cole
(Capitol 3389)

HOUND DOG
Willie Mae Thornton
(Rescue 1612)

MAMA, HE TREATS
YOUR DAUGHTER
MEAN
Ruth Brown (Atlantic 998)

DAUGHTER (THAT'S YOUR RED WAGON)
Swinging Sax Kari
(States 115)

BABY, DON'T DO IT
The "57" Rhythm
(Apollo 443)

CRAWLIN' 
The Clovers
(Atlantic 999)

SOFT
Tiny Bradshaw
(King 4577)

CAN'T I
Not "Kinda" Cole
(Capitol 3389)

HOUND DOG
Willie Mae Thornton
(Rescue 1612)

MAMA, HE TREATS
YOUR DAUGHTER
MEAN
Ruth Brown (Atlantic 998)

DAUGHTER (THAT'S YOUR RED WAGON)
Swinging Sax Kari
(States 115)

BABY, DON'T DO IT
The "57" Rhythm
(Apollo 443)

CRAWLIN' 
The Clovers
(Atlantic 999)

SOFT
Tiny Bradshaw
(King 4577)

CAN'T I
Not "Kinda" Cole
(Capitol 3389)

HOUND DOG
Willie Mae Thornton
(Rescue 1612)

MAMA, HE TREATS
YOUR DAUGHTER
MEAN
Ruth Brown (Atlantic 998)

DAUGHTER (THAT'S YOUR RED WAGON)
Swinging Sax Kari
(States 115)

BABY, DON'T DO IT
The "57" Rhythm
(Apollo 443)

CRAWLIN' 
The Clovers
(Atlantic 999)

SOFT
Tiny Bradshaw
(King 4577)

CAN'T I
Not "Kinda" Cole
(Capitol 3389)
The Top Ten Tunes Netting Highest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>RED TOP</td>
<td>King Pleasure (Prestige 821)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>HOUND DO&quot;</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>MAMA, HE TREATS YOUR DAUGHTER</td>
<td>Karl Brown (Atlantic 986)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>BON' DO GONE</td>
<td>Ruth Brown (Atlantic 906)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>THE HOUND</td>
<td>Ruth Brown (Atlantic 906)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>DAUGHTER (THAT'S YOUR RED WAGON)</td>
<td>The Clovers (Atlantic 909)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>BE TRUE</td>
<td>Ruth Brown (Atlantic 906)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>PLEASE BELIEVE ME</td>
<td>The Clovers (Atlantic 909)</td>
<td></td>
</tr>
</tbody>
</table>

in PHILADELPHIA

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>NINE BELOW ZERO</td>
<td>Jefferson, Johnson (Mercury 7016)</td>
</tr>
<tr>
<td>CRAZY, CRAZY, CRAZY</td>
<td>The Clovers (Prestige 823)</td>
</tr>
<tr>
<td>ONE ROOM COUNTRY SHACK</td>
<td>The Clovers (Prestige 823)</td>
</tr>
<tr>
<td>OFF THE WALL</td>
<td>Little Walter (Checker 722)</td>
</tr>
<tr>
<td>HITTIN' ON ME</td>
<td>Walter Johnson (Mercury 7016)</td>
</tr>
<tr>
<td>GOIN' TO THE RIVER</td>
<td>B. B. King (Peeack 1612)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>B. B. King (Peeack 1612)</td>
</tr>
<tr>
<td>MAMA, HE TREATS YOUR DAUGHTER</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
</tbody>
</table>

in LOS ANGELES

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOKE UP</td>
<td>B. B. King (Peeack 1612)</td>
</tr>
<tr>
<td>GOING TO THE RIVER</td>
<td>B. B. King (Peeack 1612)</td>
</tr>
<tr>
<td>GOD DON'T LIKE IT</td>
<td>B. B. King (Peeack 1612)</td>
</tr>
<tr>
<td>SHIRLEY, COME BACK TO ME</td>
<td>B. B. King (Peeack 1612)</td>
</tr>
<tr>
<td>TEE CAT</td>
<td>B. B. King (Peeack 1612)</td>
</tr>
<tr>
<td>THE BLUES CAME ROLLIN' IN</td>
<td>B. B. King (Peeack 1612)</td>
</tr>
<tr>
<td>MAMA, HE TREATS YOUR DAUGHTER</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>MAD BLUES</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
</tbody>
</table>

in ST. LOUIS

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEAR CAT</td>
<td>Rufus Thomas (Sun 183)</td>
</tr>
<tr>
<td>RED TOP</td>
<td>King Pleasure (Prestige 821)</td>
</tr>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>SHACK</td>
<td>Mercury (Prestige 823)</td>
</tr>
<tr>
<td>SOFT</td>
<td>Tiny Bradshaw (King 4377)</td>
</tr>
</tbody>
</table>

in SAN FRANCISCO

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>CAN'T I</td>
<td>Ruth Brown (King 4377)</td>
</tr>
</tbody>
</table>

in NEWARK

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>CAN'T I</td>
<td>Ruth Brown (King 4377)</td>
</tr>
</tbody>
</table>

in MEMPHIS

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>CAN'T I</td>
<td>Ruth Brown (King 4377)</td>
</tr>
</tbody>
</table>

in DALLAS

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>CAN'T I</td>
<td>Ruth Brown (King 4377)</td>
</tr>
</tbody>
</table>

in NASHVILLE

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>CAN'T I</td>
<td>Ruth Brown (King 4377)</td>
</tr>
</tbody>
</table>

in CINCINNATI

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>CAN'T I</td>
<td>Ruth Brown (King 4377)</td>
</tr>
</tbody>
</table>

in HARLEM

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>CAN'T I</td>
<td>Ruth Brown (King 4377)</td>
</tr>
</tbody>
</table>

in NEW ORLEANS

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>CAN'T I</td>
<td>Ruth Brown (King 4377)</td>
</tr>
</tbody>
</table>

in LOS ANGELES

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>CAN'T I</td>
<td>Ruth Brown (King 4377)</td>
</tr>
</tbody>
</table>

in ST. LOUIS

<table>
<thead>
<tr>
<th>HOUND DOG</th>
<th>Willie Mae Thornton (Peeack 1612)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M MAD</td>
<td>Willie Mae Thornton (Peeack 1612)</td>
</tr>
<tr>
<td>CRAWLIN'</td>
<td>The Clovers (Atlantic 909)</td>
</tr>
<tr>
<td>LET ME GO HOME, WHISKEY</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>NOT ANY MORE TEARS</td>
<td>Ruth Brown (Atlantic 906)</td>
</tr>
<tr>
<td>CAN'T I</td>
<td>Ruth Brown (King 4377)</td>
</tr>
<tr>
<td>THE CASE BOX</td>
<td>AWARD OF THE WEEK</td>
</tr>
<tr>
<td>--------------</td>
<td>------------------</td>
</tr>
<tr>
<td>&quot;OFF THE WALL&quot; (2:41) [Barton]</td>
<td>LITTLE WALTER (Checker 770)</td>
</tr>
<tr>
<td>&quot;TELL ME MAMA&quot; (2:38) [Barton]</td>
<td></td>
</tr>
<tr>
<td><strong>LITTLE WALTER</strong></td>
<td></td>
</tr>
<tr>
<td>- In the last six months Little Walter established himself as a definite star with his &quot;Juke&quot; and &quot;Sisid Hour.&quot; Now comes his third release on Checker, &quot;Off The Wall,&quot; and in it the lad repeats his lush harmonica playing that creates his individualized sound. Tune is a medium tempo rhythmic bounce that is steeped with life by the playing of the morh organ virtuoso. Add to the general excitement is some tingling string booting. The flip deck is a fast moving Little Walter dishing up a vocal and a bit of harmonica for a solid end. Walter excitedly sings &quot;Why can't you be true? When I came in, I went out that back door.&quot; Reports already show this end making noise in some sections. We lean to the upper deck. This is a two sided natural.</td>
<td></td>
</tr>
</tbody>
</table>

| THE SKYLANES |
|--------------|------------------|
| "THIS MAY BE THE LAST TIME" (2:44) Lead works himself into a frenzy on this stimulating religious number. |

<table>
<thead>
<tr>
<th>Rhythm 'n Blues REVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;OPEN THE DOOR&quot; (2:32) [Progressive]</td>
</tr>
<tr>
<td>&quot;BIG LEG MAMA&quot; (2:55) [Progressive]</td>
</tr>
<tr>
<td><strong>VANN WALLS and THE ROCKETS</strong></td>
</tr>
<tr>
<td><strong>Arraonic</strong> 998</td>
</tr>
<tr>
<td>- The talented piano man, Vann Walls, teams up with a new vocalist, The Rockets, and the combo seems to have hit the combination. The boys chant a slow blues with a polish and appeal. Lead singer pleads, cautions and bawdishes his baby to open the door and let him in. He promises not to stay out late &quot;no more.&quot; Vann Walls' deft pianoing adds much to the pleasure of the etching. Lyrics are touched with humor and the total novelty effect makes this a side that should out last all ages. The flip deck is a rhythmic quick bounce that is highly effective as the boys pick up that solid bounce in style. Vann Walls again comes through with his keyboard trimming and this end could take off on its own.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THE CASE BOX</th>
<th>SLEEPER OF THE WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;SINCE I FOUND THE LIGHT&quot; (2:57) [Savoy] The Ward Singers belt out a spirited and fast moving religious number. The group chants movingly and with excitement. A good gospel dish.</td>
<td></td>
</tr>
<tr>
<td>&quot;I JUST CAN'T MAKE IT MYSELF&quot; (2:56) [Savoy] The Ward Singers etch a slow tempo religious tune on the flip deck. The singers get a good sound and inject zest into their rending.</td>
<td></td>
</tr>
</tbody>
</table>

| BOB GADDEY |
|--------------|------------------|
| "NO HELP WANTED" (2:41) Acuff-Rose) This is a strong deck. The tune is hit in pop and western, and this one could create excitement in R. B. Gaddey and his Alley Cats send you with this version. |

| LES HARRIS |
|--------------|------------------|
| "NOBODY ELSE BUT YOU" (2:50) [Crestwood Music] Harris delivers a slow exciting romantic lounge. The chanter proclaims his love in stirring fashion. |

| BILL FORT |
|--------------|------------------|
| "LIFE'S LIKE THAT" (2:42) [Leon Publ.] Bonita Cole tells of the varied ways of life in a semi-rasus style set to a slow blues tempo. Bill Fort's orchestra supplies the background music. |

| JIMMY McCracklin |
|--------------|------------------|
| "SHARE AND SHARE ALIKE" (2:41) [Leon Publ.] Jimmy McCracklin and his orchestra dish up a slow rhythmic blues in appealing fashion. Vocalist as hot and together the aggregation blends for a potent plate. |
| "SHE BELT TOO GOOD" (2:39) [Lion Publ.] The flip is an exciting and rhythmic bounce. Jimmy brings forth a happy sound as he sings. |
Essex Records Opens New Plant & Offices

PHILADELPHIA—Dave Miller of Essex Records has announced the opening of his new pressing plant and offices in the former Crescent Theater Building in this city. Ten presses are now working with more coming in. Capacity of the plant will be 20,000 records per day. Miller also said that he has facilities for milling his own compound.

Miller reported this week also that two of his releases are creating a great deal of excitement. One is the Bill Haley waxing of “Crazy, Crazy Man” on which he estimates he has shipped 40,000 with 20,000 back-ordered. The other is the new Dick Lee record of “All I Want Is A Chance.” Miller reports terrific disk-jockey reaction with orders beginning to pour in.

Savoy In EP Field

NEW YORK—Herman Lubinsky has announced that Savoy Records has gone into the EP field featuring blues, jazz and standards from its catalogue with great success. Releasing 16 pieces, Savoy reports the shipping of 48,000 of this release. Lubinsky is upping the releases of EP to 60 and is planning to do 150 a month.

To further enhance the deal for his distributors, he is making the price 8% lower than his competitors.

Victor R & B Disk Hits

NEW YORK — RCA Victor has come up with what could develop into one of the strongest R & B disks it has had in a long time, “I Wanna Know,” by the Du Droppers, has stirred up quite a bit of action in Washington, Philadelphia, Detroit, New York, Pittsburgh and Chicago according to reports coming in.

“I Love Melvin"

NEW YORK—In a smart publicity move last week, MGM sent around one of the lovely show girls from “I Love Melvin” to promote the album. In the left column, she is shown, from top to bottom, with Jerry Marshall of WNEW; Don Russell of Dunont TV; and The Continental of WMGM. In the right column: Ted Brown of WMGM; Bob Austin of The Cash Box; and Jack Lucy of WINS.

Contactmen Changes:

Shiffman, Fein, Sadoff In New Positions

NEW YORK—Several changes took place among contactmen in New York firms last week.

Jack Shiffman was appointed by Gene Aberbach of Hill and Range to head a new BMI music firm which Hill and Range is forming. Shiffman has been with the Aberbach publishing companies as a contactman for the past 4½ years. He has worked on many hit songs and having expressed his desire to work on his own, he has been given this opportunity. As yet, no name has been selected for the firm.

Last week also, Hal Fein, who had been professional manager of Republic and World Music for four years, left to join Happy Goday in Goday Music on a partnership arrangement. Fein will be responsible for mechanicals on the east coast while Goday will concentrate on the west coast.

First recorded tunes to be worked on will be a Gordon Jenkins release of “One Wild Cat” and a new Dolly Parton record currently breaking out on Jubilee “Oodle-I-Ay.” At Republic Music meantime, plans for expansion are being set with a new general professional manager to be announced shortly.

Finally, it was announced last week that Bob Sadoff had joined Theodore Presser Music, one of the oldest music firms in the business with headquarters in Philadelphia. The firm had been specializing in educational and standard music. Sadoff will handle the pop division placing several songs of his own as well as those from the catalogue.

George Paxton Acquires “11th Hour Theme”

NEW YORK—George Paxton of Paxton Music announced the acquisition this week of the theme song of The Late Show, heard on CBS-TV, “The 11th Hour Theme.” An interesting aspect attached to the buying of the song was that calls had been coming into Paxton’s office for copies for some months and he wondered why. In checking, he found that the song was owned by W. Paxton Ltd of London and the label on the record was Paxton Records.

Disks being set include Tony Mattola on MGM and Bill Snyder on Decca.

Wicks On Goodman Tour Flack

NEW YORK — Publicity for the Goodman-Armstrong tour, which has gotten off to a fast start, is being handled by Virginia Wicks while advance road work is being done by Nat Shapiro.

“Just Released”

EDNA GALIMON COOKE
“AMEN”

“HE’S SO GOOD”
Republic #7040
Republic Recording Co.
Nashville, Tenn.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS.”

THE CASH BOX

Philadelphia.

THE CASH BOX

Philadelphia.

THE CASH BOX

Philadelphia.

THE CASH BOX

Philadelphia.

THE CASH BOX

Philadelphia.
Bandleader Sammy Kaye receives a Pan-American citation from Hernan- 
ado Ramirez, executive director of the Latin American Chamber of 
Commerce for cementing good relations 
with Latin America with his recording 
"Dance Of Mexico." Peggy Powers, 
vocalist with the Sammy Kaye orchestra, 
whose real name is Maria Carmen de la Cruz de Diaz de Zamor de 
Montoya, joins in the presentation.
Congressman Introduces Bill For Annual National Hillbilly Day

WASHINGTON, D. C.—Congressman Arthur Winnstead of Mississippi has recently introduced a bill in Congress to officially designate May 29th of each year as National Hillbilly Day.

The bill is now in the hands of a committee consisting of William McCloud, Ohio; George Medor, Michigan; Laurence Curtis, Massachusetts; Frank L. Chif, Kentucky; Woodrow W. Jones, North Carolina; Byron G. Rogers, Colorado.

It is the belief of Congressman Winnstead that such a day should be set aside in honor of the thousands of singers and composers who promote this type of music, the only real, down-to-earth American music in existence.

Cliff Rogers, nationally known disc jockey, song writer and promoter of hillbilly music for the past 30 years, made a special trip to Washington, D. C., to talk to Congressman Winnstead and to lend his support to the proposed plan. Cliff is pictured with the Congressman in his office looking at a portion of the hundreds of pieces of mail received when an appeal was made to WHHK listeners in Akron, Ohio to support the idea.

Everyone interested in having this bill passed is urged to appeal to any of the above mentioned Congressmen.

Valley Signs Darrell Glenn, Texas Star; First Disk To Be Issued May 1

NASHVILLE, TENN.— Darrell Glenn, youthful Texas star of television and radio, has been signed as a recording artist by Valley Publishers, and the new Knoxville recording and publishing firm will release his first record about May 1.

The 17-year-old Texan is winner of a Bob Wills amateur talent contest for the states of Texas, Oklahoma, Kansas and Louisiana. He was the star of his own radio show over WACO in his home town of Waco, Texas, when 15 years old. He now is a regular on the Bewley Barn Dance weekly TV show, WBAP, Fort Worth, and is a frequent performer on Big D Jamboree of Dallas.

Darrell is the son of Artie Glenn, of the Rhythm Riders, and does the vocals on tunes written by his father, with the Rhythm Riders providing the musical accompaniment. First Glenn release by Valley is "Crying in the Chapel," a song of the "Peace in the Valley" type, backed with "Hang Up That Telephone," a novelty number.

The record has been previewed by three of the nation's top-ranking disk jockeys and they unanimously predict an outstanding career for the 17-year-old "veteran." Valley has received orders from Texas for the Glenn record three weeks in advance of the pressing date, and a chapel and stage setting are being constructed in Fort Worth for a television special scheduled for the release date of "Crying in the Chapel."

Darrell, in addition to being Bob Wills' protege, has been given a helping hand by some of the nation's top artists, including Hank Thompson, Tex Ritter, and Sons of the Pioneers. He has been hanging around his father's band since a mere toddler. His father spent a year in writing "Crying in the Chapel," the song Darrell does for Valley.

Darrell is a senior at Tech High School, Fort Worth. He has been active in sports in junior high school, participating in football, baseball and track. He now has foreseen sports to apply himself seriously to the study of the guitar and reading music.

The Rhythm Riders who give him backing in the Valley release include Billy Hudson, guitarist; Royce Can- n, pianist; Ray Yates, rhythm guitarist; and Artie Glenn, bass.

Eddy Arnold To Play The Sahara In Las Vegas

LAS VEGAS, NEV.—Eddy Arnold heads an all-star western musical production at Hotel Sahara in Las Vegas May 5-18. Selection of the RCA-Victor recording artist for the important Haldorado celebration time is in line with the Sahara's policy of presenting America's top names in show business.

Sahara's orchestra is working on music of the songs which made Eddy Arnold famous, and guests during May 5-18 will hear the complete array of his hits. Several acts and the hotel's dancing line will follow a show theme supporting the ballad singer.

On hand will be The Dickens Sisters, Hank Garland, Roy Wiggins and others.

Current releases on RCA-Victor by Eddy Arnold include "You Always Hurt The One You Love," "I'm Gonna Lock My Heart," "Moonlight and Roses," and "The Missouri Waltz."

Eddy Arnold is one of the nation's great recording artists to date having sold approximately 20 million disks. As a radio star he is currently heard on 618 stations coast to coast. His "Eddy Arnold Show" has been sponsored by Purina Mills for nine years.

The Cash Box, Music
April 25, 1953

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

LADDER OF Best-Sellers FROM Kino and Federal RECORDS

THE GLOBE TROTTERS SATAN TAKES A HOLIDAY DARKTOWN STRUTTERS
1118 and 45-1188

BONNIE LOU SCRAB OF PAPER DANCIN' WITH SOMEBODY
1213 and 45-1133

TOMMY PRISCO LOVE FOR LOVE HOW I KNOW
1175 and 45-1178

Folk/Western

BONNIE LOU SEVEN LONELY DAYS OUT OF RICHMOND
1192 and 45-1192

WAYNE RANEY BETRAYED WALTZ FALLING
1187 and 45-1167

JIMMIE OSBORNE NAG, NAG, NAG I'M SCARED TO GO HOME
1193 and 45-1133

CHARLIE GORE & LOUIE INNIS (YOU AIN'T NOTHIN' BUT A FEMALE) HOUND DOG
1312 and 45-1212

Rhythm/Blues

TINY BRADSHAW STRANGE
4577 and 45-4377

ROY BROWN GAMELIN' MAN NOTER MOUND GROVES IN TOWN
4577 and 45-4677

WYNONNE HARRIS WASN'T THAT GOOD MANA YOUR DAUGHTER'S DONE LIE ON ME
4620 and 45-4620

Federal

LITTLE ESTHER HOUND DOG SWEET LIPS
12728 and 45-2126

LITTLE WILLIE LITTLEFIELD K. C. LOVING FEELIN' AT MIDNIGHT
12110 and 45-12110

DISTRIBUTED BY King RECORDS INC.
"THE CASH BOX" 
FOLK & WESTERN BEST SELLERS

1. KAW-LIGA 
   Hank Williams (MGM 114416; K-114416) 
2. NO HELP WANTED 
   The Cardinals (Mercury 70066; 70063 x 45) 
3. YOUR CHEATIN' HEART 
   Hank Williams (MGM 114416; K-114416) 
4. A FOOL SUCH AS I 
   Hank Snow (RCA Victor 20-5034; 47-5034) 
5. I'LL Go ON ALONE 
   Webb Pierce (Decca 28534; 9-28534) 
6. THAT'S ME WITHOUT YOU 
   Webb Pierce (Decca 28534; 9-28534) 
7. DON'T LET THE STARS GET IN YOUR EYES 
   Webb Pierce (RCA Victor 20-5034; 47-5034) 
8. EDDY'S SONG 
   Eddy Arnold (RCA Victor 20-5034; 47-5034) 
9. Goin' STEADY 
   Faron Young (Capital 2259; F-2259) 
10. LAST WALTZ 
    Webb Pierce (Decca 28534; 9-28534)

"THE CASH BOX"
FOLK & WESTERN BEST SELLERS

1. KAW-LIGA 
   Hank Williams (MGM 114416; K-114416) 
2. NO HELP WANTED 
   The Cardinals (Mercury 70066; 70063 x 45) 
3. YOUR CHEATIN' HEART 
   Hank Williams (MGM 114416; K-114416) 
4. A FOOL SUCH AS I 
   Hank Snow (RCA Victor 20-5034; 47-5034) 
5. I'LL Go ON ALONE 
   Webb Pierce (Decca 28534; 9-28534) 
6. THAT'S ME WITHOUT YOU 
   Webb Pierce (Decca 28534; 9-28534) 
7. DON'T LET THE STARS GET IN YOUR EYES 
   Webb Pierce (RCA Victor 20-5034; 47-5034) 
8. EDDY'S SONG 
   Eddy Arnold (RCA Victor 20-5034; 47-5034) 
9. Goin' STEADY 
   Faron Young (Capital 2259; F-2259) 
10. LAST WALTZ 
    Webb Pierce (Decca 28534; 9-28534)

MOON MILICAN
(King 1947)

"THEMEATISMOOGIE" 
(2:21) [May-Kay] Moon Milican's catchy rhythm makes this bluesy pop tune a hit. The sax and trumpet in the bridge add to the unique sound.

"DOCKET TO THE MOON" 
(2:23) [Jaye & Cee] The melody is catchy, with a nice rhythm that's perfect for a dance number.

"WICKED LOVE" 
(2:32) [Tenn. Music] The lyrics are memorable, making this a popular choice in the dance clubs.

"I'M JUST A LUCKY GUY" 
(2:32) [Tenn. Music] The voice is smooth, and the melody is simple yet effective.

"YOU HAVE MY HEART NOW" 
(2:31) [Peer Internat. Corp.] Billy Walker's voice is warm and inviting, making this a favorite among fans.

"MEXICAN JOE" 
(2:41) [American Music] Walker's voice is perfect for this Mexican-style song, adding to the cultural experience.

"DEEP DOWN IN MY HEART" 
(2:41) [M & M Music] The melody is simple and catchy, perfect for a dance number.

"THE CASH BOX"
FOLK & WESTERN BEST SELLERS

1. KAW-LIGA 
   Hank Williams (MGM 114416; K-114416) 
2. NO HELP WANTED 
   The Cardinals (Mercury 70066; 70063 x 45) 
3. YOUR CHEATIN' HEART 
   Hank Williams (MGM 114416; K-114416) 
4. A FOOL SUCH AS I 
   Hank Snow (RCA Victor 20-5034; 47-5034) 
5. I'LL Go ON ALONE 
   Webb Pierce (Decca 28534; 9-28534) 
6. THAT'S ME WITHOUT YOU 
   Webb Pierce (Decca 28534; 9-28534) 
7. DON'T LET THE STARS GET IN YOUR EYES 
   Webb Pierce (RCA Victor 20-5034; 47-5034) 
8. EDDY'S SONG 
   Eddy Arnold (RCA Victor 20-5034; 47-5034) 
9. Goin' STEADY 
   Faron Young (Capital 2259; F-2259) 
10. LAST WALTZ 
    Webb Pierce (Decca 28534; 9-28534)
Cari Story and his Rambling Mountaineers, veteran quartet group for Mercury, will take the first season for Columbia on May 11th in Nashville. Story's group is currently heard over WAYS Charlotte, N. C. and features Claude Boone, Red Rector and Ray Atkins.

Jim Reeves (Abbot) has the Red River Round-Up dj show over KWH, Shreveport, Monday through Friday from 11:30 P.M. to 1:00 A.M. Reeves, a featured artist on the Louisiana Hayride did a guest spot on Cowtown Round-Up a few weeks ago and Dean Turner over KWBC on April 17th and on April 18th guested on the Big "D" Jamboree, KRLD, in Dallas.

Red Sovine (MGMC) is now featuring Slim Suterry, formerly of WMT Cedar Rapids, Iowa, Johnny Hayes, Hank Cabra and Ray Luckie. Darroll Glenn (Valley) is now being featured on the Bewley Flour and Seed Barn Dance Show over WRAI in Fort Worth, Texas. It is understood that Jeannette Hicks, soloist on KWKE did a session for Dan Law and records will be released on the Okeh label. Johnny Harris, promoter of Odessa, Texas will have Eddie Hill (Decca) for the annual Rodeo celebration at Monahans, Texas on May 8th and 9th. Jerry Rowley, Port Arthur, Texas is being featured as soloist with the Johnny Horton group.

Tillman Franks reports that Jerry Glenn, 12 year-old RCA Victor artist now has his new release out, called "I Chimed Jesus First". The youthful Victor artist does guest spots on the Louisiana Hayride. O.K. (Mac) Makela, manager of Slim Whitman (Valley) reports that Whitman has just finished a highly successful tour of several states in the South, including a sold-out appearance at Symphony Hall in Boston. Makela reported that Whitman set a new record at Providence, Rhode Island. Whitman's tour was promoted by Jim Small, WCOP, Boston. The Imperial artist is set for a West Coast tour around May 1st with MGM.

Johnnie & Jack (RCA Victor) and Kitty Wells (Decca) are set to guest on the Big "D" Jamboree this Saturday (April 25th) after group's appearance at the annual Jamboree in San Diego, according to artist's manager, Franklin More. Stan Lewis, of Stan Lewis Record Shop, Shreveport reports that Claude King on Art Rupe's Specialty label is finding a very good sales market in his area with his dashing of "Got The World By The Tail". King is featured on the CBS portion of the KWKE Louisiana Hayride. Doris Land, 474 Clinton Street, Macon, Georgia is now fan club president for Del Wood the Republic label's keybord artist. New fan club president for Johnny Horton (Mercury) is Dot Barnhart, Hughes Springs, Texas. Club president for Leno & Oscar is Regina Carr, 1912 Adelina Avenue, Nashville, Tennessee.

Word from Ray Atkins, folk & western dj at WAYS in Charlotte, N. C. says station will go TV in September. Atkins also says Merrell Moore's "Red Light" is taking in his area. Host Raube and Carley Herndon, featured with Slim Whitman band did a session for themselves recently on the Imperial label. Bill Horne, sales rep for Gramophone Enterprises of Dallas is doing a good job of promoting folk and western music in his territory. Mary Waterns, Morning Director at the record department at Buckley's Record Shop in Nashville, says that response to their one stop service has been excellent. Tom Perryman, DJ at KSLJ, Gladewater, Texas is now doing three hours of folk and western music from 5-12 Monday through Friday. Perryman has been with the station for four years and books and promotes the folk artists who visit their territory.

The Carisles, handled by Tillman Franks, are still riding the popularity crest with their hit of "No Help Wanted" now being covered in three fields of the original country discing, the pop field and the rhythm and blues field. Group's latest release "Knothole" is now showing up.

Hil Durham, WROL in Knoxville, Tenn., reports that Tabby West's new waxing of "Pretty Little Dotson" is meeting up with the approval of the fans in the station's broadcasting range.

Pvt. Faron Young was in Nashville for a few hours April 7th. He came for a recording session with Capitol. Faron cut four records. The first to be released is entitled "What's The Use To Love You" - "I Can't Wait." Faron was recently in New York where he appeared on the Army Talent TV show. It was at his colonel's and major's suggestion that he participated in the show. He sang "Goin' Steady" with a backing of a twenty-one piece orchestra. Not only did he bring down the house—but the audience voted him first prize. As a prize, Faron was taken on a whistle-stop trip of New York where he visited the best night spots and cafes. During this round of clubs, he met many big name celebrities. He will soon be transferred to Washington, D. C. where with his own group of country and folk artists he will cut for Armed Forces Recruiting Shows.

It was a wonderful gesture on the part of the fellows who participated in the "One Night Only" benefit show for Cousie Joye. Easter Sunday. The show netted approximately $6,000.00. Present for the show were Ernest Tubbs, Red Foley, Moon Mullican, Webb Pierce, Hank Snow, Duke of Paducah, Ken Marvin, Ray Price, Eddi Hill, George Morgan and many others.

Webb Pierce is on a two weeks tour of New Mexico and Texas. Attendances at these personal appearances have been record-breaking and the tour has proven very successful. Much of this success can be attributed to the vocal of "I Haven't Got The Heart" - "The Last Waltz." Saturday, April 18th, Webb will be guest star at the Annual Dance at Louisiana State University in Baton Rouge.

Dick Jockeys present at the Opry Saturday (April 11) were Bob Neal, WMPS, Memphis, Tennessee, Connie B. Gay, WARR, Arlington, Virginia, and Bill Lowery, WGST, Atlanta, Georgia.
EVERYDAY MILLIONS OF PEOPLE LISTEN TO THE MUSIC OF THEIR CHOICE PLAYED ON...

Select-o-matic

MUSIC SYSTEMS

EVERYDAY Select-o-matic MUSIC SYSTEMS ARE SETTING NEW STANDARDS OF PERFORMANCE IN TENS OF THOUSANDS OF LOCATIONS

Seeburg DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. Seeburg Corporation
Chicago 22, Illinois

THE MOST WIDELY PUBLICIZED MECHANISM FOR THE PLAYING OF RECORDED MUSIC

100 SELECTIONS AT THE PHONOGRAPH

100 SELECTIONS ANYWHERE IN THE LOCATION

www.americanradiohistory.com
WASHINGTON, D. C.—The Government announced that it is not signing any more contracts for the purchase of copper “for the present.” This action was taken, it was said, to “prevent added strain” on the present market. Copper is not in “too plentiful supply,” it was stated. Copper supplies became tight after the decontrol by OPS. Foreign supplies are currently selling at 35c to 36.5c a pound, compared to 27.5c before the decontrol action.

NEW YORK, N. Y.—Two rags to riches stories of coin machine empires are told in the April 6 issue of Investor’s Reader, a business publication. Articles are picked high by Robert Z. Greene of Rowe Corp. and Jacob Berein of ABC Vending.

NEW YORK, N. Y.—The upward trend in prices apparently has been recognized and accepted by the buying public for some time. According to an article just presented in the New York Times on April 10, in line with the steady rising cost of newspaper publishing there has been an increase in the number of 6, 7, and 10 cent daily newspapers a drop in the number of those selling for a nickel, 2 cents or 5 cents a copy. An increase with ten years ago only four daily papers are now selling for 2 cents a copy and only 33 for 3 cents. An increase of from 150% to 500% in ten years. Machine operators, facing the problem of raising prices in view of increased costs, are now moving in that direction.

NEW YORK, N. Y.—Further proof that nickels are no longer nickels. The New York City subway system, whose nickel fare was the subject of many long and acrimonious political hassles, and which finally capitulated and went to a dime when no longer able to sustain itself on the income from the devalued five cent piece, now faces the prospect of a sixteen to eighteen cent fare. This is a report made public by the Mayor’s Committee on Management. Add to this the prediction of President of the City Council, Rudolph Halley, that the fare will eventually reach 25 cents.

LONDON, ENG.—The problems of the common are not local but international. While operators in America are fighting the McCarran Bill it seems a similar ASCAP type attempt is being made in England to persuade the Government to abolish the copyright at present vested in the manufacturers of records. A Committee, set up by the Board of Trade to review the whole field of Copyright law recommended that the law should not be changed.

Representatives of this publication have had many ask, “Who’s next?”

Referring, of course, to the presentation: 1) McCarran Bill, and 2) Dirksen Bill.

Similar bills. Similar thoughts. Similar purpose.

With but the slight exception that the McCarran Bill (now before the Senate’s Committee on the Judiciary as is the Dirksen Bill also before this Committee) eliminates the owner of one juke box from paying DOUBLE TAX FOR THE SAME TUNE, both Bills are introduced for the purpose of amending the “Copyright Act of 1909” so that juke box owners will no longer be excepted from paying royalty for the use of copyrighted music.

Senator Dirksen (Rep., Ill.) lists his bill as a “request bill”. Which, it is reported, was requested by some “friend” of the Senator.

In the meantime, ASCAP (American Society of Composers, Authors and Publishers) has been very frank in stating that they are sponsoring the McCarran Bill, introduced into the Senate by Sen. Pat McCarran (Dem., Nev.) on February 27, 1953.

The reason that representatives of this publication have been facing so many questions from juke box owners is due to the fact that this is all becoming somewhat confusing.

It seems there simply must be ready some bills to be introduced into the House of Representatives too!

“After all,” as these men ask, “would ASCAP overlook the House of Representatives which they have never before done?”

This all, then, results in the belief that there simply must be more bills (probably similar to the one introduced by Sen. Everett M. Dirksen of Illinois) all ready to be presented.

“If there are,” juke box owners ask representatives of this publication, “wouldn’t it only be sporting of ASCAP to tell us in advance?”

As one of the nation’s juke box leaders says, “The more the merrier”, and adds “but wouldn’t it be nice if ASCAP would tell us now, a little bit in advance, just how many more bills will be presented, in the House of Representatives as well as in the Senate?”

As far as the nation’s juke box owners are concerned, regardless of the number of bills that have been, and will yet be presented, either into the Senate or into the House of Representatives, as predicted: This 83rd Session of the Congress is going to see some very lively action; viz: ASCAP vs Juke Box Owners.

We wonder how ASCAP will explain, to whatever Sub-Committee of the Committee on the Judiciary in the Senate and/or the House which may be named to hold Open Public Hearings on the bills, the DOUBLE TAX FEATURE of all the bills so far presented.

Surely it will be interesting listening to ASCAP report that they, ASCAP directly, receive absolutely nothing from the juke box owners who use recordings featuring their copyrighted tunes.

Then how will they answer the fact that: ASCAP is the collective collection agency of the ASCAP publishers and writers who already receive royalties directly from the recording companies? (All know these royalties are added onto the price the juke box owner pays for the recordings).

Therefore, ASCAP (which IS these very same ASCAP publishers and writers, or twist it the other way, ASCAP publishers and writers ARE ASCAP) ARE ALREADY OBTAINING ROYALTIES for their copyrighted music.

This isn’t the point here. What would be very nice would be if ASCAP would tell the juke box industry who’s bill is going to be presented next—and the next—and the next—and the next.
It's got more
ON THE BALL

That's why you get more
IN THE CASH BOX

Not only does the Wurlitzer Fifteen Hundred have more on the ball—it mixes the fast ones with the slow ones, the 45's with the 78's. No other phonograph will do it.

It puts a selection of 104 tunes solidly over the plate and the customers love it.

If you want to get into the big league locations... and stay there... make your pitch with the Wurlitzer Fifteen Hundred.

See your
WURLITZER DISTRIBUTOR

Wurlitzer FIFTEEN HUNDRED

WURLITZER MODEL 1650
A compact 48-selection, straight 45 RPM phonograph priced to pay the operator a real profit. Available as Model 1600 playing 45 or 78 RPM records.

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

"It's What's in THE CASH BOX That Counts"
YOU'RE IN THE "CLEAN-UP SPOT" WHEN YOU GO TO BAT WITH GOTTLIEB'S

GRAND SLAM

• ROTATION SEQUENCE 1 to 9: when numbers 1 to 9 are hit in rotation, one to six numbers LIGHTS for REPLAYS! As play continues, REPLAY LIGHT TRAVELS TO ANY ONE OF THE OTHER BUMPERS!
• When "A", "B", "C" ROLL-OVERS are made, TWO BOTTOM "HOME RUN" ROLL-OVERS LIGHT UP FOR REPLAYS. ROLL-OVERS "A" and "C" LIGHT ADDITIONAL CONTACTS FOR SUPER-HIGH SCORE!
• 4 HOME RUN TARGETS!
• BALL IN KICKOUT HOLE awards HIGH SCORE and puts a MAN ON BASE. Hitting any of the HOME RUN TARGETS brings in men on base for additional runs.
• Men on any two bases light up SPECIAL ROLL-OVER for REPLAYS!

SUPER-HIGH SCORE to 7 MILLION!
3 "POP" BUMPERS!
2 SUPER-POWER FLIPPERS!

THE HARDEST HITTING, MOST COLORFUL PERFORMANCE EVER ON A PLAYING FIELD!

WHAT A HIT!
GRAND SLAM! EARNINGS WILL MAKE IT YOUR ALL-TIME "GAME OF FAME!"

ORDER FROM YOUR DISTRIBUTOR NOW!

THRU THE COIN CHUTE
NEW ORLEANS NOTES

Zoë Clemmons of station WDSU-TV reports Mrs. Hank Williams (Hank's mother) will be here to present trophies to the local disk jockies who plugged Hank's last song. . . . It is reported Joe Delaney was on T.V. last Sunday. Could Joe, who is a law student at Tulane U., have been discussing Napoleonic law: "Tulane Close-Ups" is a weekly program. . . . Mrs. A. W. LeBlanc was in town making the rounds and buying records. Mrs. LeBlanc is the owner of Lake Charles Automatic Music Co., Lake Charles, La.; Visitors included Gerome Caso, Oakland, La.; Ed Bahry, Donaldsville, La.; Mr. Geneco, Amite, La.; Mr. Ross Vito, Plaquemine, La.; It's being rumored that Mary and Frank Catalanotte are knitting tiny garments. Frank is the very efficient serviceman with Johnny's Amusement. . . . Lawrence Lagarde, Tae Amusement manager, out with a bad strep throat. . . . Bob Tanner, Delta Music Sales, back from a recent trip to Atlanta, Ga.; Clinton Willmann joined the bookkeeping department of F.A.B. Amusement. . . . Larkin Etheridge, super F.A.B. salesman, has been transferred to Alexandria, La. With Alexandria as his home base, Etheridge will be centrally located for his sales territory. . . . Williams Manufacturing Company's new DeLuxe Baseball game receiving a good reception from the ops who have seen it. . . . United Shuffle Alleys and Chicago Coin's New Shuffle "Tenth Frame Double Score Bowler" in great demand. . . . In to buy records was Mr. Halbert of Halbert's Amusement in Ponchatoula, La.

Lovely and versatile Nicky Ochoa expected in town soon. Nicky, daughter of Mr. & Mrs. Bob Burno of Gramophone Enterprises, once owned a record shop, was a lady deejay, and sings with the best. . . . Crowds flocking to the Penny Arcade to see the fifty year old Seeburg coin-operated ragtime piano. The piano is a mechanical marvel and works wonderfully well after so many years. . . . Shoon of Shoons Novelties, Reserve, La., tells us he has installed a music box and wall boxes in the beautiful Town House Grill. . . . Many familiar faces and music people were seen at the Grand Ole Opry last week at the Municipal Auditorium. . . . Frank Mancuso, his wife and three daughters made a pretty picture on Easter Sunday. Easter baskets were carrying Easter baskets. . . . Bob Buckley and the Air Line Cigarette Service celebrated the first successful year in business on April 14. Congratulations.

"It's What's In THE CASH BOX That Counts"
Nationwide Survey Shows Distributors Backlogged

Busier Than Ever But Can't Get Enough New Equipment To Stem Growing Backlog

CHICAGO—From the east to the far west, from the deep south to the north, distributors continue to report growing backlogs of orders for new equipment.

One western distributor reports, "We're busier than we've ever been, but we just can't get enough new equipment to stem the growing backlog of orders we already have on hand."

An eastern distributor says, "I could use railloads of new games, but I am only getting dribs and drabs of what I actually need."

A midwestern distributor claims, "This dearth of new machines is hurting us all the way down the line. It not only holds up all trade which we have made, but it's forcing us to practically halt business."

Another distributor in the north central states says, "Naturally we could use just as many machines as our factories can ship us. But, what hurts most, is the fact that when we do ship, we get such a small quantity, and always expect many more machines than we get, that we just get ourselves in trouble with too many of our customers."

A distributor in the deep south says, "I've just stopped taking orders for some of the new products we represe..."
Labor Shortage Holds Back Greater Games Sales

CHICAGO — The labor shortage here, one of the most acute in the country, is holding back what would probably be all time high sales for games of all kinds, according to executives of the leading game factories. Newspapers here reported that they had set new high marks for classified "want ads." The Chicago Tribune reported that it had reached the highest usage mark in its history for such advertising.

Manufacturers have been plagued by the labor shortage. They have tried almost everything to get help to keep games rolling from their plants in a more continuous stream.

Distributors who are complaining, one noted factory executive stated, have no idea of the extent of the labor shortage here.

"Skilled help," he continued, "is almost impossible to obtain."

"In fact," h e said, "we are at the point where we are happy to get even the most untrained help and attempt to do whatever we can with these people in an effort to step up production."

As the trade knows some factories here have gone on six day work schedules in an effort to catch up with their orders.

With the Spring and Summer season getting under way with a rush, orders have come thru in larger numbers than even the manufacturers anticipated and this, too, has had its effect.

"It's almost impossible, with the present labor shortage, to guarantee any of our distributors that we will fulfill their shipments on any specified time," one well known factory head stated.

Others say that, as long as the labor shortage continues, they will simply have to work with whatever help they now have in an effort to fill whatever number of orders they possibly can as fast as they can.

McALESTER, OKLA. — Skipper Wilson, 6, son of Cliff Wilson, Wilson Distributing Company, Tulsa, charges bandits on his trusty steed, the "Champion" Ballyhorse. Retail food stores are proving gold mines for operators of kiddy rides.

"It’s What’s in THE CASH BOX That Counts"
AN ANSWER TO LOCATION OWNERS WHO ARE ASKING OPERATORS

"Why 10c 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 to the 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 the entire 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 phonographs.

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) there was 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 expenses.

But, the automatic phonograph operator, regardless of these stunning increases in all costs of his supplies and his overhead expenses, continued to charge only 5c. per record play. He was losing money. He was becoming desperate. He tried 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, and 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 even and, perhaps, if the public continued to play the automatic phonographs as much as they used to, he might even show some profits.

There is no stockkeeper who hasn't also been forced to raise the prices of his merchandise. Not once, but twice, but, many, many times, since 1934.

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

Today, the automatic music operators, because television has cut deeply into their home audience, 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 to actually forced, to charge 10c. per record play, 3 plays for 25c.

In short, at 3 plays for 25c, which means 8 and 1/3 cents each 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 living 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 phonos is important to their careers. They are working with the record manufacturers to constantly produce better recordings of great popular tunes, 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 hard 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, Parts, Supplies</td>
<td>Up 200%</td>
</tr>
</tbody>
</table>

GENERAL LIVING COST INCREASES SINCE 1934

<table>
<thead>
<tr>
<th>Category</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food, Clothing</td>
<td>Up 200%</td>
</tr>
<tr>
<td>Daily Newspaper</td>
<td>Up 150%</td>
</tr>
<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>
**In The Event You Overlooked The Article On The Opposite Page (Appeared April 18 issue)**

**We Print It Once Again**

**DOZENS OF REQUESTS for THOUSANDS OF REPRINTS RECEIVED THIS PAST WEEK**

Here's What Some Ops Say:

"... The Cash Box has done some great things for the operators in the past—but the page 'Why 10c Play' is the greatest! It will be the most powerful weapon in educating both locations and juke box patrons as to why we must get a dime. Please send me 5,000 reprints for my own operation as well as for the members of the Music Guild of New Jersey."

Ed Burg
RUNYON OPERATING DIVISION Newark, N. J.

"... The full page on Page 40 of the April 18th Issue of The Cash Box is a wonderful piece for the operators who are trying to convert to ten cent play.

"You can always depend on The Cash Box coming up with help for the operators as we know you understand our problems.

"We are taking the liberty of running a full page ad in several daily newspapers and using this full page in The Cash Box to help to educate the public and the location owners of our problems in reference to ten cent play.

"We would like to have about 1,000 reprints so that we can mail them to our customers, and the Guild."

Hiroh de La Vez
HIRSH COIN MACHINE CORP. Washington, D. C.

"... We sincerely believe that this article should be circulated throughout our best urban locations. We would therefore appreciate your sending us several hundred copies of this article for that purpose.

"Again we would like to commend you on the quality of this work. Thank you for your cooperation.

DAVIS DISTRIBUTING CORP.
Albany, N. Y.

**WIRE or PHONE FOR FREE REPRINTS**

(State Quantity)

**THE CASH BOX**

26 WEST 47th STREET

NEW YORK 36, N. Y.

(Phone: JUdson 6-2640)

---

**Big money-maker Everywhere**

Amazing PHOTOMAT*

Your Best Investment for Steady Profits, Year After Year

Delivers a set (3"x5") of two fine large portraits in 50 seconds. Also delivers set of four or six portraits.

For complete details mail coupon today

**Gentlemen:**
Without obligation, send details on amazing Photomat.

**Name:**

**Address:**

**City**

**State:**

---

**N. C. Legislature Introduces Bill To Eliminate Vending Mach. Tax**

A bill to eliminate the North Carolina tax on all vending machines except those which dispense soft drinks was introduced in the State Legislature (March 21) by Senator Carl T. Hicks of Greene and others.

The proposed legislation would require distributors to continue paying a distributor's tax of $100 on cigarettes and drink machines and $25 on food dispensers and weighing machines, but would eliminate a per-machine tax of $5 for machines handling cigarettes and other tobacco products, 50 cents for 1-cent food dispensers, $1 for 5-cent food dispensers and $2.50 for weighing machines. The present tax of $15 per soft drink machine would remain in force.

Senator Hicks said the purpose of the bill is "to promote the sale of farm products by making it more profitable to use vending machines."

The measure also would eliminate county and municipal license taxes on the merchandising machines.

---

**It's What's in THE CASH BOX That Counts**
Depreciation Problems Can Be Halted By Sen. Frear's Bill (S. 298)

Bill Now Before Senate Finance Committee Will Allow Businessmen To Arrange Own Depreciation Schedules

WASHINGTON, D. C.—Businessmen can arrange their own depreciation schedules if Senator J. Allen Frear's bill (S. 298), now before the Senate Finance Committee receives a favorable hearing, and is passed.

The many inequities in depreciation schedules which now exist throughout all industries will, if this bill becomes law, be cured for once and all time.

Though some officials of the Treasury are against its passage, on the theory that it would cut down taxes, the majority of the nation's business men, as well as the Senate Small Business Committee, are in favor of the bill.

The bill (which has been reproduced in The Cash Box) points out that the average businessman can set up his own depreciation schedule to depreciate his capital investment equipment "within a reasonable period of time."

He will simply notify the Internal Revenue Bureau in his area the time limit he desires to place on depreciating his equipment.

Those businessmen in favor of this bill point out that it may mean lower tax dollars in the beginning, but that once equipment is depreciated, the tax dollar will again come back.

In the juke box industry there has long been complaints regarding the various different depreciation schedules existing about the country. There have been arguments advanced with regional offices of the Internal Revenue Bureau to show that some depreciation schedules are completely inequitable.

Amusement games men, even more than the juke box owners, have been complaining of these inequities for sometime now.

They point out that the two year depreciation schedule on games, which schedule exists in some areas, is absolutely out of line, because the average game is long out of their hands within six months.

The cure for the industry exists in Senator J. Allen Frear's bill (S. 298). The bill should receive the complete support of everyone engaged in the field.

Letters to Congressmen and Senators regarding favorable voting on this bill have been urged for sometime now.

Meeting Dates Of Music Operators' Associations

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

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

27—Central States Music Guild, Inc.
Place: 805 Maria Street, Pekoria, Ill.

May 13—New York State Operators' Guild
Place: Nelson House, Poughkeepsie

14—Music Operators of Northern Illinois
Place: To be announced.

19—Westchester Operators' Guild Dinner
Place: Bill Reiber's Restaurant, Elmsford, N. Y.

Schools At Lieberman Music

MINNEAPOLIS, MINN.—The Lieberman Music Company, this city, with the cooperation of AMI, Bally and United, held service schools on April 6, 7, and 8 for the operators in the Minneapolis area. (Complete story and names of operators who attended appeared in The Cash Box 4/18/53).

Shown above in the upper left picture is Al Mason of the AMI service school; upper right—Bill DeSelm, and Herb Gettinger of United and Harold Lieberman at the chow table; lower left—Henry Brown of Bally; and lower right—Service men and operators who attended the schools.

Edgewater Heart Fund Gains And So Does Nate Feinstein

CHICAGO, ILL.—Some months back Nate Feinstein of Atlas Music Company, this city, was stricken with a severe heart attack and immediately confined to the Edgewater Hospital. The prompt attention accorded Nate at the Edgewater resulted in his recovery and Feinstein was soon sent home to convalesce. At the hospital and home, Nate was the constant recipient of letters, cards and gifts from co-workers from all over the country who read about his illness in The Cash Box.

This week The Cash Box received the following letter from Feinstein.

"I have just come to the office as I am now allowed to be here for 2 hours a day. Next week it will be one-half days. Ultimately, I hope to be back in the regular routine soon.

"My reason for writing is to thank you for your kindness in writing to me when I was in the hospital and for the courtesy of keeping me informed with The Cash Box during all this period.

"Eve and I both want to thank you for your good wishes and incidentally I am enclosing a check for the Edgewater Heart Fund. Needless to say, it is a noble cause for which you are so valiantly working and such good work and such a good cause must ultimately wind up successful."

Do YOU Sneak A Fast Look at The Other Fellow’s Copy Of “THE CASH BOX”? IF YOU DO—SEE PAGE 45
1. **THE EDGEWATER HEART ASSOCIATION**

"What Does It Mean To You?"

An Open Letter From AL STERN

It is your association—for you—your family—relatives—friends—associates—it is non-profit.

Its objectives—to fight and continue fighting the number one killer of all humanity—heart disease! Through medical research and heart surgery—work toward reduction of the staggering human toll.

Our aim—to share with every community the newest developments—in heart surgery as it is being done now at the Edgewater Hospital—to make available a very expensive film entirely in color, covering all phases of our new heart surgery technique to any recognized medical group anywhere.

All contributions are deductible! We urge every operator—jobber—distributor—employee of the industry we represent to forward your donation now!

Your contribution will help support this magnificent work, and while money should be the smallest part of this great humanitarian endeavor—lack of contribution—would necessitate discontinuation of our work in this field.

Therefore, the warmest hearted—most charitable minded—group anywhere—the coin machine industry—should and must with justifiable pride support to the fullest extent possible the Edgewater Heart Association created for—and dedicated to reducing the sickening toll of death from heart disease which now stands at "one every minute" over 750,000 annually.

Please write your check now, make it payable to EDGEWATER HEART ASSOCIATION, and forward it to any of the following destinations:

**THE CASH BOX**

**NEW YORK OR CHICAGO**

**EDGEWATER HOSPITAL**

5700 N. ASHLAND, CHICAGO

**DR. IRA L. SCHNAER**

109 N. WABASH AVE., CHICAGO

**WORLD WIDE DISTRIBUTORS**

2330 N. WESTERN AVE., CHICAGO

---

2. **FIVE-BALL SPECIALS**

- **WILLIAMS**
  - Deluxe Baseball
  - Breaks all Profit Records
  - RIGHT OFF THE RACK! New<br'ils are a pitcher controlled by manually operated button. Redline 2-3 room baseball action. Man-in-the-middle actually runs box. 5-100. 12x12. Single Entry Can Play.

**MISCELLANEOUS**

- **FIBEBURG BASEBALL** $225.00
- **2ND BASEBALL WINNER** $55.00
- **ROBBY TUFT KING** 150
t
- **SALLY UNSESELLE RAYS** 95
- **LETHAL MORTAR-SCONE** 49

**WILLIAMS MUSIC MITE** (NEW) 145

---

3. **THE ONLY GENUINE Deluxe FOSTICA Tops**

For United Shuffle Games

1 to 5 $15.00 ea.

1 to 10 $12.50 ea.

11 to 25 $10.00 ea.

25 or Over $9.50 ea.

Prices include Special Gags.

---

4. **EDGEMON**

**BINGO GAMES**

**ONE-SALLS**

- **Bally Bright Spot** United ABC, Very Clean $295.00
- **Bally Cleat** United ABD, Very Clean $215.00
- **Bally Forfeits** United BC, Very Clean $453.00
- **Bally Bright Lights** United DBC, Very Clean $213.00
- **Bally Palm Beach** Ultra Clean $410.00

---

5. **ARCADE EQUIPMENT READY FOR DELIVERY**

- **Bally Big Bang** MS N. 4120
- **Bally Big Bang** MS N. 4120
- **Bally Big Bang** MS N. 4120
- **Bally Big Bang** MS N. 4120
- **Bally Big Bang** MS N. 4120

---

6. **MONROE COIN MACHINE EXCHANGE, INC.**

2423 PAYNE AVENUE, CLEVELAND, OH

A Weekly Column by AL SCHLESINGER

- **As I See It**

During my tenure as president of the N. Y. State Skill Games Board of Trade in 1956, it was apparent to me that this was too unwieldy an or- ganization to help the local operators. The associa- tion had members scattered in most every city from New York to Buffalo. The aims and pur- poses of this association were fundamentally to be watch on for the entire industry in this state. While keeping tabs on state legislation, and sup- plying stories to the various news services were worthwhile endeavors, it did not cover the day to day problems of the operators scattered all over the state. We had at that time a legal adviser but no business manager, which could be to help the local operator with the various problems he had at that time. Hence, the association died a natural death.

Since then we have learned that organization of operators should start with local associations at the bottom level. either, city by city or county by county. Then, and only then, should a state convention be set up with representatives from all the various local associations. In New York City there is a Pinroman Assn., a Cigarette Operators Assn., and a Game Operators Assn. Outside of the city we have the Westchester Operators Club, Sullivan County Operators Assn., the N. Y. State Operators Club, and an Assn. at Buffalo, N. Y. To this writer’s knowledge there has never been a local Association in the northern part of New York State between Watertown and Plattsburgh. There is avail- able at this time a man who has had experience in operating arcades. Karl Engeldinger, former business manager for the N. Y. State Operators Club, is now recreating from an illness at Saracen Lake, N. Y. He could be of great assistance and help to the operators in northern N. Y. State if they desire organization. Should the operators in this territory desire more information, I trust they will not hesitate to contact me.

As I see it, operators, here is your opportunity to get together and e-mnulate the abuses that have eat into this business over the years. There is plenty of nothing like organization for smoother operating, better income, and last but not least, the opportunity to create real good-will with your customers and your fellow operator.
Mutoscope '53 "Photomat" In Full Production

Two Shifts Going; Deliveries In May

LONG ISLAND CITY, N. Y.—William Rubbin, president, and Horbert Klein, sales manager of International Mutoscope Corporation, this city, report'd this week that its 1953 model of "Photomat" is now on the production line, with shipments starting in May.

"We are very busy with the '53 'Photomat'”, stated Klein. “Our factory is running 2 shifts to take care of our production, as we are most anxious to get the machine to our customers our machines are rapidly as possible. It was necessary to get 2 shifts going as there are many backlogged orders as well as current demand for the '53 'Photomat'.

“The '53 model will include many new advances over the last model, which will be beneficial to the operator. The Mutoscope 'Photomat' has gained an enviable reputation over the years, but, like any progressive firm, we are constantly studying ways and means to bring the trade the top photo machine. The '53 model meets this standard of the newest, latest and greatest in automatic photography.”

Moroccan Coinman Visits International

PHILADELPHIA, PA. — Marcel Vandervyver, a native of Belgium, operating machines in Morocco, spent several days in this city visiting with Abe Witsen and Sol Groentemann at International Amusement Company. Vandervyver will then go on to Chicago to visit at the coin machine factories.

Attention: Members “20 Year Club”

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

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

DALLAS DOINGS

With the springlike weather we have been having in Texas and the recent rains the coin machine business as well as the distributing business is better than it has been in years. . . . We are sorry to learn that Jack Sprott of Temple is back in the hospital. He is having difficulties with the Injuries he suffered a couple of years ago when he turned his Cadillac over. He is in Scott Hall. . . Harold Strange’s wife is in the same hospital with Mr. Sprott, his boss. Harold has been handling the business while the boss recovers. He says that when he gets Jack and his wife out of the hospital he is going to go there for a rest. . . The Record Mart has opened a record department in the M. E. Moses downtown location. We wish Jack Michaelson and his partner Arthur Rubin as much success with it as they have had with the Record Mart. . . And speaking of record shops, W. M. Neffs of Gilmer is opening a record and appliance store. He was in Dallas this week getting ideas for the new venture. . . Tommy Chatten of Commercial Music is among the early fishermen to make the trek to Lake Texoma. He went out this weekend but says it was cold and he caught only one fish. It would hardly be worth mentioning except that the fish was a whopper, a twenty-four pound catfish. . . From over Fort Worth we hear that Walter Thamsh is doing a good business and improving his route. . . Things are looking up for Vincent Lopez. . . E. C. Stanley says the business is good for him. . . Ralph Claybrook, one of the biggest operators in Fort Worth, is keeping his route in tip top condition with new equipment. We hear that Jimmy Browning has had illness in his family. He is with Big D. Music you know.

“IT'S WHAT IN THE CASH BOX THAT COUNTS”

NATIONAL REJECTOR INSTRUCTS NAVY

ST. LOUIS, MO. — National Rejectors, Inc., this city, have a unique service for Navy personnel. Since soda vending machines utilizing National coin handling equipment are placed aboard most navy vessels, care and maintenance of these machines are important. National Rejectors, Inc., world’s largest manufacturers of slug rejectors and coin handling equipment, provides instructors to teach navy personnel how to repair and maintain National equipment. This enables the vending machines aboard ship to be in continuous operation, serving sailors efficiently while out at sea.

The Navy school is part of a country-wide program. National has set up service centers in Long Island, N. Y., Chicago, Atlanta, Dallas, and Los Angeles to give maintenance help and instruction to vending machine operators.

See above are Russ Pealy, Atlanta branch manager for National Rejectors, Inc., Instructing Navy Personnel at a school held in Norfolk, Virginia.

FOREIGN BUYERS!

top manufacturers top equipment are your assured guarantees for Satisfaction and Profit!

We represent the nation’s leading manufacturers and carry the world’s largest stock of beautifully reconditioned Pin Games, Kiddie Rides, Music Machines, Arcade Equipment and Allies.

Write for FREE Price List and Parts and Service Manual.

INTERNATIONAL AMUSEMENT COMPANY
144 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel: 81 4-7712)
The Woman's Viewpoint
of the Coin Machine Industry

BEACON, N. Y. — "Of course a woman can succeed in the Coin Machine business" says Gertrude Browne. "It is a business that requires patience, hard work, attention to detail and organization."

Paramount Amusement Company was the first firm started in 1928 by Gordon Browne. Later the name was changed to Paramount Specialty Company; then to Paramount Distributors; and then incorporated in 1946 under Paramount Vending Corporation. Altho associated from the very beginning, Gertrude Browne took over the business in 1949, and now is sole owner and runs the entire business herself with her employees.

The firm operated a large route of phonographs, pin games, shuffle games, scales, and some arcade machines during the summer season.

Originally a school teacher, Gertrude Browne resigned in 1944 to join the Paramount firm, which she eventually took over entirely in 1949. "In the teaching field, I worked thru the public school system, but entirely with handicapped children — therapy, rather than routine classroom procedure," she relates. "Each charge was individual. Now I carry this over to our locations and try not to regiment them, but consider each individually. It helps, I think. I liked my school work, but find Paramount's business much more fascinating."

"In dealing with locations, often a woman can do a better job than a man because she will be more patient and understanding. She will listen to their problems and generally get full cooperation from them because she has granted them time to express themselves.

"My big regret is that in some people's opinion our business is still a 'racket.' This is hardly true, for anyone who operates today knows that he honestly works for his income just as surely as the merchant or professional man."

"Loyal cooperation of the employees in your organization is the greatest asset any business can hope for, and this is especially pertinent to the person running a route of any size. I mention this because at this writing Paramount is fortunate in having exceptional individuals in the repair department and in the office. Looking back over the years I consider this of first importance."

"I know each location personally. This contact helps tremendously in most cases. There are and always will be problem locations as every operator knows—but these are in the minority."

"Courtesies is the general rule in this business. I would not hesitate to recommend working in this field to any woman who is interested. It surely holds more interest and variety than other accepted occupations that women generally follow."

"'Gentleman's word' is strictly binding I find. Now and then the exception may be charged off to a misunderstanding in conversation, but this is a rare occurrence."

"The woman who likes people can surely have a full life if she is active in a business such as ours. In no other field, that I can now think of, is there so many human interest stories to be encountered. Any operator can agree with me on this. I seldom leave a location that I haven't 'shared' some good or bad fortune with the proprietor, his wife or the help. I can never say my day is dull or empty—just the contrary."

Gertrude Browne points out two definite needs for all in the business: 1) Organization of operators, and 2) A training course or school for mechanics.

She is a charter member and officer of the New York State Operators Guild. "It has proved itself over and over again in our area," she relates. "We are helping each other instead of 'scrapping' and is so doing help ourselves most. We are 'friends,' and can discuss similar problems, gaining by procedure used by the other operator in dealing with his 'like difficultie's. We lean necessary parts or equipment. A difficult repair job often gets 'consultant' advice or help from other mechanics. The location is slowly learning that there is no more possibility of 'jockeying' one operator against the other. Organization has done a great deal toward taking the struggle and fight for existence from our occupation."

As to the school for mechanics, Gertrude Browne says, "This is a highly specialized field and even a 'gifted' mechanic will need much time to familiarize himself with the problems he will meet. An 'all round' training is the need to fill the demand for efficient help for the operator."

Concluding, Gertrude Browne states, "Again, I repeat I like the Coin Machine business. It is interesting, clean, challenging to the utmost and never gives you a 'dull moment.'"

OREGON BILL WOULD OK PINS

PORTLAND, ORE. — Oregon's House of Representatives passed (March 25) and sent to the Senate a bill that would make pinball games that offer "free plays" completely legal in the state.

Effect of the bill would be to nullify a ruling by former State Attorney General George Neuner that free plays are "a thing of value" and that pinball machines thus are of questionable legality under the state anti-lottery laws.

The measure approved by the House was House Bill No. 404, introduced by Rep. Earl Hill of Cushman. It was recommended for passage by the House judiciary committee, headed by Rep. Carl Francis of Dayton, who said the bill would be of financial benefit to cities by permitting them to impose taxes or licenses on the machines.

"It's What's in THE CASH BOX That Counts"
“SPACE GUN” BOOMS KIDDIE RIDE BUSINESS

The Perfect Companion To
All Kiddie Rides!

DESIGNED ESPECIALLY FOR KIDDIE BUSINESS!

Exhibits

ATOMIC-ACTION

SPACE

GUN

HERE’S ONLY A FEW OF THE HUNDREDs OF THE COLLECTIONS
REPORTS RECEIVED EACH WEEK

$26.00 PHOENIX, ARIZ. PER WEEK
$21.00 CLEVELAND, O. WEEKLY SPECIAL
$76.20 LORAIN, OHIO ONLY 10 DAYS
$37.00 NEW YORK CITY FIRST WEEK
$16.50 MIAMI, FLA. ONLY 3 DAYS
$31.00 SEATTLE, WASH. AVERAGE WEEK
$24.50 LOS ANGELES, CAL. AVERAGE WEEK AND BOOSTED UP ALL MY KIDDIE RIDE COLLECTIONS

NOW IN 4th PRODUCTION RUN—RUSH YOUR ORDER!

“SPACE GUN” BOOMS KIDDIE RIDE BUSINESS!

EXHIBIT SUPPLY

4218-4230 W. LAKE ST.
CHICAGO 24, ILL.

Upper Mid-West Musings

Many of the service men and operators who attended the three day service school at Lieberman Music Company thanked Harold Lieberman for bringing the schools to this area which enabled them to get the latest information on servicing their equipment. Bill DeSelm and Herb Oetinger flew to the Twin Cities Times, Thursday, December 20th, and were guests of the National Poster Company of Chicago. . . . Bob Ahoen of LaMour, N. D., managed to take some time off in order to make a trip to the Twin Cities to pick up needed supplies and records. He also checked up to see what was new in coin operated equipment . . . Bob Jackson, a well known weatherman, reported that he had a nice vacation and now that he got back on the job again. . . . Vince Jorgenson of Mason City, Ia., combined business and pleasure on his last visit to Minneapolis. . . . Art Haggens of Grand Forks, N. D., Red Wilbur of Duluth, Minn., Ray Thraen of Tracy, Minn., and Thomas Johnson, aieel, in the Hamline University Company, Mankato, Minn., were present and enjoyed the show. . . . Ralph Myers, Mitchell, S. D., made sure that his business trip to the Twin Cities coincided with the dates of the Sportsman Show in Minneapolis.

Charley Katz, National Kiddie Rides, tells how active he is handling orders here, while Hymie Rosenkrug keeps phoning and mailing in orders from firms he has been visiting throughout the country. . . . Hymie and Harry Koepell, Koepell Distributing, rabid baseball fans, keep their TV set going for the opening day of baseball—but it doesn’t stop them turning out those gillion reconditioned music machines. Joe Young very much enjoyed the award presented him by Dr. Jack Kaplan, past commander of the National Variety Artists Post #898 of The American Legion this past Saturday. The plaque reads for “outstanding exemplification of the qualities of True Americanism, Courage, Honor, Service, Leadership.” The honor was given Joe for his donations of juke boxes to service groups.

The editorial “An Answer To Location Owners Who Are Asking Operators Why 10c. Plays?” which appeared on Page 40 of the April 20th issue was reprinted once again in this issue. We received so many requests for reprints that we decided to reprint it again if it came up in the event it was overlooked. Operators were tremendously enthusiastic over this editorial explaining how to operate at a dime. Once again, in order to cooperate with the operator, as has been the policy since our first day, The Cash Box will send off cost of reprints. Wire or phone immediately the New York office, stating the quantity desired.

Joe Young and Abe Lipsky, Young Distributing, will appear as guests at the meeting of the Westchester Operators Guild meeting on Monday, April 20, at the Hotel White Plains, N. Y. They will speak with the members and display the new Wurlitzer 1650 phonograph. . . . We were shocked to learn of the death of Edmund (Ted) Mair, who died Wednesday, April 8. Ted had been ailing with a heart for the past months. During the war, Mair was president of Coin Machine Acceptance Corp. (CMAC). He resigned from this company to become president of Music Acceptance Corp. (MAC). These companies were deeply engaged in the financing of coin machines. . . . Abe Green, Runyon’s New Jersey branch, visits the New York office. Abe tells us the changeover to their new quarters on Runyon and Feedingtown Ave., will be completed by May 1. Irv (Kempster) Kempster, roadman for Runyon, back from his vacation in Miami Beach, and goes out on the road immediately to see his customers.

New equipment getting a big play at Mike Munves’, as well as reconditioned arcades. All the new machines, mostly kiddy rides of any kind, have been hitting the arcades owners, as well as Exhibit’s “Space Gun.” “If things keep on as they’re doing now” says Mike, “1953 will be our biggest year.” . . . Nat Cohn, owner of Acoustic and Acoustic, is all agog to supply the demand for their “Acoustic” type of kiddy ride. . . . Harry Rosen, Atlantic New York Corp. (Seaburg distrib) planning on a June visit to Miami. Meyer Parkoff, the other half of this team, however, is still uncertain as to when he’ll soon put into effect. . . . L. U. E. Local 466, C.I.O. (shuttle board union) holds its annual banquet and dance at the Latin Quarter on Sunday night, April 19. Jimmie Cagino, president, and Al Gilbert, vice president, worked hard on arrangements, as well as a souvenir journal. Start off the season, but both proved successful. Approximately 560 were in attendance for the regular shuffleboard games, their wives and guests are expected to be on hand. . . . We like the line in the Exhibit Supply “News Bulletin” this week—“Must check The Cash Box to find out what I have been doing lately. Gersh must have a crystal ball stashed away somewhere.”

Manchester, England—The officers of the Manchester and North-Western Section of ACA (Amusement Caterers Association), this city, have resigned and formed the Association of Automatic Machine Operators, according to a story in “The World’s Fair,” English coin machine publication. S. M. Morris, secretary, in a letter stated that the ACA has refused assistance to certain members owning juke boxes, because the “Association’s services are not available to any machines situated in shops, cafes, snack bars, hotels, etc.”

The object of the new Association is to cooperate with all operators of automatic equipment, regardless of the type of location where their machines are situated.

The chairman of the association is F. O. Batson.

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

Sure sign of summer: Exeja gathering round TV receivers to view the ball games... Top show at Chez featuring Lena Horn brings out columnin and their wives Satty nite. Caught enjoying themselves on this packed ware- house bill those ever so delightful Bill and Clive Gleich, Nate and Irene Gottlieb, Mr. and Mrs. Stan Levin... If all goes well there may be an MOA convention this fall... Heard around town, "So where's all the money?"... Board of Directors' meet of music ops' association, this past week, was a go... ASCAP, McCarran and Dirksen Bills... Bill O'Donnell of Bally's needs a set of asbestos ear muffs... Jim Guelchard back in business. With a wrought iron stand for TV sets. Over at Empire... Hope is that jive box ops will arrange for full day's collection's to go to "Edgewater Heart Fund"... Clipping from Memphis paper reads: "Johnny Long and his orch appearing at the Empress. Vocals by Clarence Camp".

Since dry desert air did so much good for Ray Moloney, some of the boys here getting together to buy Ray a burro, a prospecting outfit, and send him out into the desert. (One sure thing, Ray'll discover gold, where there was no gold in that desert before.) In case your copy of The Chicago Box has been getting to you a day late blame it on New York's postal chief. He took it all the blame publicly when N. Y. Chamber of Commerce made survey and showed him all mail was being delayed... Boys hearing George Jenkins voice on radio "How long have you been on the job?" Wide George claims it answers, "Some people say 'never'!"... Lots of action over at Ex- hibit as Frank Mencori publicly announces firm's new boat ride: "Sea Skate". Now in production. Shipments being made just as fast as possible... By the way, there's no way modeling with "Sea Skate" (and also with other Exhibit rides) is George Weinand. Lf 5 year old George doesn't say a word while they pose him thisaway and thataway. But, when he gets home, he cracks to Pop Art Weinand, "So where's my dollar for modeling?"... Those typewriters were removed from Tom Callaghan's office before he got back. Didn't want any- thing like work to interfere with Tommy, huh?

"Well, here it is", the way Paul Hurbach put it over at Kenney last week when he presented "Club Bowler". The game clicked quick and big, according to Paul. But Paul wishes he had pa- tient Ray Mc Ginnis, who's scoring himself into a beautiful tan on Miami's sunny golf courses... Stewart (What-A-Man) Mets, along with his relief pitcher, Carroll Strach- ota, of S&I, San Berrido, Calif., tremendously enjoying the dinner party given by Jack Nelson, who had Phil Weinberg and Art Garvey acting as relief pitchers for the huge part of the "Shopping" (and also with other Exhibit rides) is George Weinand. Lf 5 year old George doesn't say a word while they pose him thisaway and thataway. But, when he gets home, he cracks to Pop Art Weinand, "So where's my dollar for modeling?"... Those typewriters were removed from Tom Callaghan's office before he got back. Didn't want any- thing like work to interfere with Tommy, huh?

music boys have themselves lots of fun. Shouting and excitement the order of the evening. This past week Wm. Parade scored up 525 to help B & B Novelty take 2 games from ABC #1... R. L. Capone with a 545 (high for the man) sparked Melody in 5 wins from Coral. (And Charley Michaels howled and howled. But, it didn't go good and Tony Genevieve, who bowls for Oemens, used to be a box fighter 'way back... Southpaw Norbert Delort (454) and Dom Radosta (523) whooped Decca thru for 2 from ABC #2... Millie Niland got all hopped up over Paul Brown's return, scored 415, and Star took 2 from Gillette... Regardless of Tony Genuite's 593 his team lost 2 to Atlas... "Johnny Oemens came thru with a 502 to help his team take 2 from Columbia. If Isabelle Oemens would have been there they would have beaten Columbia for 3 games for sure... Next season will see Ben Coven sponsoring a team. May Ray Ondolfi and Jack Paschke, too... Word up from St. Louis that Jackie Rosenfeld's big Rock-Ola party pulled in over 200 people. J. Raymond Bacon, Kurt Kiever and Jack Barahash present from Rock-Ola factory. Archie LaBeau and his son, George, also present from St. Paul. Affair was tremendous success. Plenty orders taken for new Rock-Ola phonos... Harry Brinck of Butte, Mont. in town this past week... Bud Ajax of Puget Sound Novelty, Seattle, also here, and showing off his gorgeous 12 year old dotter, Carol. Joe Villars of the Amusement, New Orleans, writes for info on "depreciation". (Have you written your Senator and Congressman to back Senate Bill 289 which will allow you to optionally depreciate your equipment yourself in reasonable period of time?) More and more music ops writing their Congressmen and Senators: to help squash both the McCarran and Dirksen Bills .. C. A. (Shorty) of Okla City in town visitin' about... Lottie Berman of Indianapolis and Bill Marmer of Zinzinnati also around... Ray and "Smooks" Williams up from Dallas seein' that Cheezalco has to offer which ain't like Texas.
THE
"20 YEAR CLUB"

"I think this is an excellent idea."
Bert B. Davidson
Rudolph Wurlitzer Co.

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)

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

WANT—Postwar phonographs wanted. All makes. Will pick up. BEIRMAN DISTRIBUTING COMPANY, 4142 W. TENTH AVENUE, NEW YORK, N. Y.

WANT—Your used or surplus records, all speeds, 45's our specialty. We buy all year round and pay top prices. We pay more than $1.00 No more than 10% blues. We pay freight. BEACON SOUND, 821 N. MAIN STREET, PROVIDENCE, R. I. Tel: UNION 1-7500.

WANT—A.B.C.'s. Broadway's, Bright Lights, Bright Spots, 6 Player Aladdin. Shuffleboard machine. Will buy entire route of Kiddie Riders on location, REDD DISTRIBUTING COMPANY, 298 LINCOLN STREET, ALLSTON, MASS.

WANT—Will pay cash dollars for Kiddie Riders, Bally and other pinball machines. RELIABLE COIN MACHINE CO., 184 WINDSOR STREET, HARTFORD, CONN.

WANT—We buy dealers surplus stocks. Operators we pay the highest price for used records from 3 to 6 months old. Top prices paid for 45's. Call or wire: C & L M CO., 2648 TACOMA, WASH.; FRANKLIN SQ., L. IS., N. Y. Tel.: Tilden 4-0940.

WANT—500, all types, Five Ball Flipper Games. Send list, state names, quantity, condition and lowest price in first letter. BADGER SALES CO., 2251 WEST PICO BLVD., LOS ANGELES, CALIF.

WANT—We buy new and used records all year round. Highest prices paid for 78's and 45's. No quantity too large or too small. We also buy brand new LP's (33-1/3 RPM) in quantity. Write or phone. AB ABEL, FIDELITY DISTRIBUTORS, 666-10th Ave., NEW YORK 36, N. Y. Tel.: JUdson 6-4568.

WANT—Operators and Distributors who are interested in adding American Pinball machines to their present route, steady year round income. For free fliers and complete data write SCHWARTZ DISTRIBUTING CO., 1800 S.W. 17th STREET, MIAMI 45, FLA.

WANT—Walt Whitman, Bright Lights, Bright Spots, 6 Player Aladdin. Shuffleboard machine. Will buy entire route of Kiddie Riders on location, REDD DISTRIBUTING COMPANY, 298 LINCOLN STREET, ALLSTON, MASS.

WANT—All types of adventure equipment. Quote lowest price in first letter. Also, will sell shooting gallery, fully equipped or trade for music, arcade or pinball machines. RELIABLE COIN MACHINE CO., 184 WINDSOR STREET, HARTFORD, CONN.

WANT— indecision. WOULD ACQUIRE, Equipment, service and installation of phonographs. Ask for Dr. F. S. SCHNIEIDER, 128 W. 66th STREET, N. Y. C.

WANT—Music Mirrors, state quantity, condition and price. O'BRIEN, 348 THAMES ST., NEWPORT, R. I.

WANT—All types of arcade equipment. Quote lowest price in first letter. Also, will sell shooting gallery, fully equipped or trade for music, arcade or pinball machines. RELIABLE COIN MACHINE CO., 184 WINDSOR STREET, HARTFORD, CONN.

WANT—We buy dealers surplus stocks. Operators we pay the highest price for used records from 3 to 6 months old. Top prices paid for 45's. Call or wire: C & L M CO., 2648 TACOMA, WASH.; FRANKLIN SQ., L. IS., N. Y. Tel.: Tilden 4-0940.
FOR SALE—30 Williams Double Header Baseballs—working condition. $35 each uncrated. DAVE 1822 OLIVE ST., BALTIMORE, 28TH AVE., N.Y.C., N.Y. Tel: Clicker 4-5100.


FOR SALE—Seeburg M100A phonographs, thoroughly reconditioned and refinished. Look and operate like new phonographs $95; Seeburg 1146 Head, reconditioned, refinished $249; Seeburg 147M reconditioned, refinished $149; Seeburg H146 Hideaway reconditioned, refinished $115. DAVIS DISTRIBUTING CO., 1483 AVENUE, F. B. DISTRIBUTING COMPANY, INC., 5743 VICTOR ILL., SHREVEPORT, LA. 308 N. SYCAMORE ST., PETERSBURG, VA. Tel: 349.

FOR SALE—Shackelford Wax $6.25 case of 24; Crusader Horse, painted, like new $845; Chicago Coin Horse $60; Chicago Coin Shuffle Ball $60..respond records or flipper type pin game in trade. NATIONAL NOVELTY COMPANY, MERRICK, N.Y.

FOR SALE—Make offer on following bowling games—3 Super Twin Bowling Machines, 2 Three Lane Skoske Alley; 1 Shuffle, 1 Speed Bowler; and 1 Double Shuffle Alley. THE DISTRIBUTING COMPANY, 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel: Main 7851.

FOR SALE—Bowlette $25; Long Beach $325; Leader $300; Stars $365; Star Series $425; Star $40; Temptation $35; Trade Winds $25; The Flash $45; Trip Action $25. Plenty of other bargains. F. O. B. St. Louis. REEL DISTRIBUTING COMPANY, 1022 LOUIS AVENUE, ST. LOUIS 15, MO.

FOR SALE—America's finest reconditioned phonographs, new & used music accessories. Everyone of our reconditioned machines guaranteed brand new, no one offers the low price. Tell us what you need. Get prices before you buy. ANGOTY DISTRIBUTING CO., INC. 261 PURITAN AVENUE, DETROIT 21, MICH. Tel: University 4-0775.

FOR SALE—We are distributors in Michigan for AMI, Chicago Coin, Exhibit, Kenney, Genoa, Williams, & many of the old favorites. We have the largest stock of used games and parts in Michigan. Shackelford wax and accessories. MILLER—NEW MARK DISTRIBUTING CO. 42 FAIRBANKS ST., N.W. GRAND RAPIDS, MICH. Tel. 9-6332 and 2370. American—RD 8, TROY 8, MICH. Tel. Tyler 8-2230.

FOR SALE—12 Packard Wall Boxes clone $4.50 each; 1 United 3-4-5 $125; 1 Williams Super World Series $185; 1 Geno Double Action $550; 1 Geno Model 400 (5c) $225. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA STREET, EVANSVILLE 10, INDIANA.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Kenney and Ratliff. WILLIAMSPORT AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel: 2-3326 or 2-1648.

FOR SALE—Can you afford 92¢ per week to get ahead and stay ahead of all competition? For only 92¢ per week you can have a 40 word ad in this section plus a free faller 's (52 weeks) subscription to The Cash Box, "The Bible of the Coin Machine Industry." Send your check for $48 today plus your bill of goods for 40 weeks to: THE CASH BOX, 26 W. 47th ST., NEW YORK 19, N. Y. (Phone: JU 6-2640)

FOR SALE—15 New African $115 each; Metal Stamper, latest model $350; 5 Scientific Pokers, like new, each $75; Seeburg Bear Gun $225; Evans Ten Strike $50. MICHAEL'S COIN DEVICES, NATIONAL AMUSEMENT COMPANY, 14-35 W. 30th ST., NEW YORK. Tel: 2-3592.

FOR SALE—AMI "A" $300; "B" $400; "C" $450; Evans $350; 48 Wurlitzer Boxes $45. Get our prices on these and many more. Write for our list of $100 or over. Gotham "Caramus" $5.95; 9 pc. Pop-Com Set $1.15; Snack Boards clearance price $3.50. CENTRAL DISTRIBUTORS, 215 FRANKLIN STREET, FAYETTEVILLE, N. C.

FOR SALE—AMI "A" $295; "B" $495; "C" $495; Seeburg 100-78 $955. Many other games. Write for list. YOUNG DISTRIBUTING CO., 490 DIAMOND ST., BALTIMORE, MARYLAND. Tel: Mulberry 2110.

FOR SALE—New Smokeshop Machine (Write): New Rockola (Write) Turf King—New in Crate $295; Turf King—Used $245; Three Mechanical Horses (Thunderbolts) $575.46 each. EASTERN VENDING SALES CO., 490 LINDEN AVE., BALTIMORE, MARYLAND. Tel: Mulberry 2110.

FOR SALE—AMI "A" $295; "B" $495; Seeburg 100-78 $955. Many other games. Write for list. YOUNG DISTRIBUTING CO., 490 DIAMOND ST., BALTIMORE, MARYLAND. Tel: Mulberry 2110.

FOR SALE—Motion picture cars—2 Hillman "B" in working condition, both for one price. WILLIAM DAVIS & SONS, 1822 VLIET ST., CHICAGO, ILL. Tel: 3-7646.

FOR SALE—Chicago Coin Band Box $150; Wurlitzer 1100 $275; Super Twin Rotation $200; Scientific Batting Practice $65; Chicago Coin Hit Parade $65. A. P. SAUVE & SON, 7242 GRAND AVE., NORTH SHORE, DETROIT 4, MICH. Tel: Tyler 4-3380.

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 buy. UNITED, INC. 4227 WEST VIET ST., MILWAUKEE, WIS. Tel: West 3-3224.

FOR SALE—Complete line of used equipment on phonographs. Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI, Universal; Geno and others. TARAN DISTRIBUTORS, INC., 3401 N.W. 36TH ST. MIAMI, FLA. Tel: 3-7646.

FOR SALE—200,000-45 weeks). CHICAGO, ILL. Tel: 4-8421.

FOR SALE—5 Bally Spot Lites $275; Fr. Lys $395; United A. B. C. $105; Turf Kings $225; Winners $20; Champions $35; Finish $35. All Machines cleaned, checked, ready for location. MICKEY ANDERSON, 314 E. 11TH ST., ERIE, PA. Tel: 22-0964.

FOR SALE—AMI "A" $295; "B" $495; Seeburg 100-78 $955. Many other games. Write for list. YOUNG DISTRIBUTING CO., 490 DIAMOND ST., BALTIMORE, MARYLAND. Tel: Mulberry 2110.

FOR SALE—Spot Lites $275; A.B.C. $100; Zingo $125; Stars $325; Bright Lights $250; Frollo $450. AMI DISTRIBUTORS, INC. 928 MAIN STREET, WHEELING, W. VA. Tel: Wheeling 5472.

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

FOR SALE—Coney Islands $325; Atlantic Cities $425; Universal Five Star $75; Kenney Line-A-Lite $95; Skeel Alley $65. Frollo—write ALLIED DISTRIBUTING CO., 381 W. TWENTY-NINTH STREET, MIAMI 37, FLA.
FOR SALE—100 Record Seeburg 45 (write); 1250 Wurlitzer machine $425; 600 Wurlitzer $50; Double Header $50; Ski Alley $75; Williams Super World Series $250; Exhibit Six Shooter $160; Dale Gun $50. V. YOSHIKA SALES CO., BYESVILLE, OHIO.

FOR SALE—One Stop Record Service. Large stock of major, independent 45's, 78's. Pop, Rhythm, Blues. We ship anywhere at cost plus 5c per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3757 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Sacramento 2-5050.

FOR SALE—The old reliable Massengrill 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 — Bally Atlantic City; Palm Beaches; Frollees; 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—Seeburg 147 $99; Packard-March $99; Shuffle Alley Express $29.50; Genco Target $39.50; Viking Popporn Machine $79; Spares & Strike $149. AMERICAN VENDING CO., 2359 CONEY ISLAND AVENUE, BROOKLYN, NEW YORK.

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., 2429-7th, N. W., CANTON, OHIO.

FOR SALE—Terrific deal on brand new 5c but nut machines; 5 Ib capacity. Distributors and Operators write for deal on accepted sensational Kiddie Rides. Finest guaranteed re-conditioned phonographs of all types; low prices. SEACAST DISTRIBUTORS, INC., 1200 NORTH AVENUE, ELIZABETH, N. J.

FOR SALE—Bomber $40; Judy $45; King Pin $50; Buttons & Bows $32.50; Thing $32.50; What’s My Line $49.50; Tri-Score $35; Harvest Time $35; Knock Out $45; Punchy $40; Fighting Irish $45; Gin Rummy $42.50; Spring Time $35; Bit Hit $165; Slug Fest $140; Wiz Kids $105; Hits & Runs, Genco, $55; Canasta $25; Boston $39.50; 49 Majors $27.50; Jennie $50; Tumbleweed $35.50; St. Louis $32.50; Red Shoes $60; Tucson $22.50; Hit Parade $27.50; South Pacific $49.50; Shanty Town $62.50; Morocco $22.50; Back-A-Ball $35; Mardi Gras $27.50; Rainbow $22.50; Just 21 $15; Play Tune $30; Freshie $42.50; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, 14, OHIO. Tel.: Superior 1-4600.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Blimp and Phonographs for list. WESTERHAUS COMPANY, 3726 KESSEN AVENUE, CINCINNATI, OH. Tel.: MONTANA 5000-13.

MISCELLANEOUS

NOTICE—Mailing list of more than 11,500 active coin machine operators and distributors in the United States. Shows type of machine operated. $25 per copy. State listings 1¢ per name. L. W. WHIPPLE, P.O. Box 125, MATTHEWS, N. C.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JULIUS 6-2640; The Cash Box Chicago, Ill., DEARborn 2-0045; The Cash Box, Los Angeles Calif., WEBSTER 1-7121.

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.

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

APPRECIATE NOT missing any copies of this, (The Cash Box), as it is without doubt my business bible. I refer to it so many times that I cannot understand any operator NOT being a subscriber.

MRS. GERTRUDE BROWNE
Paramount Vending Co.
Beacon, N. Y.

If you are reading someone else’s copy of The Cash Box you miss its tremendous value—YOU CANNOT REFER BACK TO IT AS YOU NEED VITAL INFORMATION. You Need Your Own Copy!

Why not mail this coupon 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__________
Build Your Volume
Supermarkets operate on quick turnover, volume sales. So does the profit-wise AMI Operator.

Cut Your Overhead
Supermarkets simplify operations to cut wasteful expense, keep maintenance at a minimum.

Reduce Your "Down Time"
Supermarkets are open for business early and late, as is the dependable, trouble-free AMI.

Make Every Penny Count
Supermarkets buy smart, get top quality at reasonable prices, get the greatest net from every profit margin.

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

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

"It's What's in THE CASH BOX That Counts"
### This Week’s Used Machine Quotations

14th Year of Publication
707th Consecutive Week’s Issue

**How To Use “The Confidential Price Lists”**

*Also Known as the “C. M. L. (Coin Machine Industry) BLUE BOOK”*

**FOREWARD:** Many times, wide differences appear in the quotations of high and low prices of certain equipment. Like any true reporter “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 for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. “The Confidential Price Lists,” rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. “The Confidential Price Lists” reports each quotation exactly as it is made and 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 price quoted.

**EXPLANATION**

1. **Prices UP**
2. **Prices DOWN**
3. **Prices UP and DOWN**
4. **No change from Last Week**
5. **No quotations Last 1 to 2 weeks**
6. **No quotations 4 weeks or Longer**
7. **Machines Just Added**
   - *Great Activity*

### Number of Each Machine Owned

**Number of Each Machine Owned**
Value of Machines Here
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

**How To Use “The Confidential Price Lists”**

*Also Known as the “C. M. L. (Coin Machine Industry) BLUE BOOK”*

**FOREWARD:** Many times, wide differences appear in the quotations of high and low prices of certain equipment. Like any true reporter “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 for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. “The Confidential Price Lists,” rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. “The Confidential Price Lists” reports each quotation exactly as it is made and 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 price quoted.

**EXPLANATION**

1. **Prices UP**
2. **Prices DOWN**
3. **Prices UP and DOWN**
4. **No change from Last Week**
5. **No quotations Last 1 to 2 weeks**
6. **No quotations 4 weeks or Longer**
7. **Machines Just Added**
   - *Great Activity*

### Number of Each Machine Owned

**Number of Each Machine Owned**
Value of Machines Here
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

**How To Use “The Confidential Price Lists”**

*Also Known as the “C. M. L. (Coin Machine Industry) BLUE BOOK”*

**FOREWARD:** Many times, wide differences appear in the quotations of high and low prices of certain equipment. Like any true reporter “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 for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. “The Confidential Price Lists,” rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. “The Confidential Price Lists” reports each quotation exactly as it is made and 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 price quoted.

**EXPLANATION**

1. **Prices UP**
2. **Prices DOWN**
3. **Prices UP and DOWN**
4. **No change from Last Week**
5. **No quotations Last 1 to 2 weeks**
6. **No quotations 4 weeks or Longer**
7. **Machines Just Added**
   - *Great Activity*
### Pinball Games (Cont.)

<table>
<thead>
<tr>
<th>Number</th>
<th>Game</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Leaders (Un)</td>
<td>269.50</td>
</tr>
<tr>
<td>4</td>
<td>Leap Year</td>
<td>25.00</td>
</tr>
<tr>
<td>4</td>
<td>Line Up</td>
<td>35.50</td>
</tr>
<tr>
<td>4</td>
<td>Lite-A-Line (K 6/63)</td>
<td>95.00</td>
</tr>
<tr>
<td>4</td>
<td>Long Beach</td>
<td>225.00</td>
</tr>
<tr>
<td>4</td>
<td>Lucky Liner (Wm 5/50)</td>
<td>55.00</td>
</tr>
<tr>
<td>4</td>
<td>Lucky Star (Got 5/47)</td>
<td>25.00</td>
</tr>
<tr>
<td>4</td>
<td>Mad. Sq. Garden (Got 6/68)</td>
<td>95.00</td>
</tr>
<tr>
<td>4</td>
<td>Majors '49 (CC 2/49)</td>
<td>25.00</td>
</tr>
<tr>
<td>4</td>
<td>Major League Baseball</td>
<td>20.00</td>
</tr>
<tr>
<td>4</td>
<td>Manhattan (Un 2/48)</td>
<td>225.50</td>
</tr>
<tr>
<td>4</td>
<td>Majoretes (Wm 4/52)</td>
<td>115.00</td>
</tr>
<tr>
<td>4</td>
<td>Marbles (Got 5/50)</td>
<td>35.00</td>
</tr>
<tr>
<td>4</td>
<td>Marjorie (Got 4/47)</td>
<td>75.00</td>
</tr>
<tr>
<td>4</td>
<td>Maryland (Wm 4/49)</td>
<td>20.00</td>
</tr>
<tr>
<td>4</td>
<td>Merry Widow</td>
<td>25.00</td>
</tr>
<tr>
<td>4</td>
<td>Melody (B 47)</td>
<td>15.50</td>
</tr>
<tr>
<td>4</td>
<td>Mercury (Ge)</td>
<td>59.00</td>
</tr>
<tr>
<td>4</td>
<td>Mermaid (Got 6/51)</td>
<td>95.00</td>
</tr>
<tr>
<td>4</td>
<td>Minstrel Man (Got 5/51)</td>
<td>90.00</td>
</tr>
<tr>
<td>4</td>
<td>Monterry (Un 5/84)</td>
<td>10.00</td>
</tr>
<tr>
<td>4</td>
<td>Moon Glow (Un 12/49)</td>
<td>24.00</td>
</tr>
<tr>
<td>4</td>
<td>Morocco</td>
<td>22.50</td>
</tr>
<tr>
<td>4</td>
<td>Nevada (Un 10/47)</td>
<td>15.00</td>
</tr>
<tr>
<td>4</td>
<td>Niagara</td>
<td>145.00</td>
</tr>
<tr>
<td>4</td>
<td>Nifty (Wm 12/50)</td>
<td>89.50</td>
</tr>
<tr>
<td>4</td>
<td>Nudgy (B 47)</td>
<td>25.00</td>
</tr>
<tr>
<td>4</td>
<td>Nuisance</td>
<td>75.00</td>
</tr>
<tr>
<td>4</td>
<td>Oklahoma (Un 6/49)</td>
<td>15.00</td>
</tr>
<tr>
<td>4</td>
<td>Old Fashioned (Got 1/50)</td>
<td>79.50</td>
</tr>
<tr>
<td>4</td>
<td>Old Hilltop</td>
<td>150.00</td>
</tr>
<tr>
<td>4</td>
<td>Olympics (Wm)</td>
<td>175.00</td>
</tr>
<tr>
<td>4</td>
<td>One Two Three</td>
<td>175.00</td>
</tr>
<tr>
<td>4</td>
<td>Palm Beach (B 7/52)</td>
<td>450.00</td>
</tr>
<tr>
<td>4</td>
<td>Paradise (Un 7/48)</td>
<td>12.50</td>
</tr>
<tr>
<td>4</td>
<td>Paratrooper (Wm 9/52)</td>
<td>180.00</td>
</tr>
<tr>
<td>4</td>
<td>Phoenix</td>
<td>35.00</td>
</tr>
<tr>
<td>4</td>
<td>Photo Finish</td>
<td>25.00</td>
</tr>
<tr>
<td>4</td>
<td>Pin Bowler (CC 7/53)</td>
<td>45.00</td>
</tr>
<tr>
<td>4</td>
<td>Pinch Hitter (Un 5/49)</td>
<td>45.00</td>
</tr>
<tr>
<td>4</td>
<td>Pinky (Wm 5/52)</td>
<td>60.00</td>
</tr>
<tr>
<td>4</td>
<td>Play Ball (CC 1/51)</td>
<td>35.00</td>
</tr>
<tr>
<td>4</td>
<td>Play Boy (CC 5/47)</td>
<td>35.00</td>
</tr>
<tr>
<td>4</td>
<td>Playdown (Un 5/86)</td>
<td>65.00</td>
</tr>
<tr>
<td>4</td>
<td>Playtime (Ex)</td>
<td>35.00</td>
</tr>
<tr>
<td>4</td>
<td>Puddin Head</td>
<td>35.00</td>
</tr>
<tr>
<td>4</td>
<td>Punchy (CC 11/40)</td>
<td>40.00</td>
</tr>
<tr>
<td>4</td>
<td>Quarterback (Wm 9/52)</td>
<td>35.00</td>
</tr>
<tr>
<td>4</td>
<td>Quartet (Got 2/52)</td>
<td>195.00</td>
</tr>
<tr>
<td>4</td>
<td>Queen of Hearts (Got 10/53)</td>
<td>240.00</td>
</tr>
<tr>
<td>4</td>
<td>Rag Mop (Wm 5/51)</td>
<td>89.20</td>
</tr>
<tr>
<td>4</td>
<td>Rainbow (Wm 9/51)</td>
<td>22.60</td>
</tr>
<tr>
<td>4</td>
<td>Ramona (Un 7/51)</td>
<td>20.00</td>
</tr>
<tr>
<td>4</td>
<td>Rancho (B 48)</td>
<td>10.00</td>
</tr>
<tr>
<td>4</td>
<td>Record Time</td>
<td>22.00</td>
</tr>
<tr>
<td>4</td>
<td>Red Shoes (Un 12/50)</td>
<td>60.00</td>
</tr>
<tr>
<td>4</td>
<td>Reaper</td>
<td>17.50</td>
</tr>
<tr>
<td>4</td>
<td>Rio (Un 12/46)</td>
<td>15.00</td>
</tr>
<tr>
<td>4</td>
<td>Rip Snorter (Ge)</td>
<td>35.00</td>
</tr>
<tr>
<td>4</td>
<td>Riviera</td>
<td>14.50</td>
</tr>
<tr>
<td>4</td>
<td>Rocket (Ge 5/50)</td>
<td>56.00</td>
</tr>
<tr>
<td>4</td>
<td>Rocketeer (Wm 8/50)</td>
<td>85.00</td>
</tr>
<tr>
<td>4</td>
<td>Rondovoo (Un 5/50)</td>
<td>15.00</td>
</tr>
<tr>
<td>4</td>
<td>Rose Bowl (Got 10/51)</td>
<td>139.50</td>
</tr>
<tr>
<td>4</td>
<td>Round Up (Got 12/50)</td>
<td>24.00</td>
</tr>
<tr>
<td>4</td>
<td>Si. Louis (Wm 10/51)</td>
<td>32.50</td>
</tr>
<tr>
<td>4</td>
<td>Sally (CC 10/48)</td>
<td>10.00</td>
</tr>
<tr>
<td>4</td>
<td>Sambo</td>
<td>27.50</td>
</tr>
<tr>
<td>4</td>
<td>Saratoga (Wm 10/48)</td>
<td>39.50</td>
</tr>
<tr>
<td>4</td>
<td>School Days</td>
<td>15.00</td>
</tr>
<tr>
<td>4</td>
<td>Score-A-Line</td>
<td>20.00</td>
</tr>
</tbody>
</table>

---

**Total No.:** 370  
**Total Value:** $2,005.00
### PINBALL GAMES (Cont.)

<table>
<thead>
<tr>
<th>Name</th>
<th>VALUE</th>
<th>CATEGORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bing-A-Rou</td>
<td>49.50</td>
<td>135.00-</td>
</tr>
<tr>
<td>Hy-Rou</td>
<td>97.50</td>
<td>125.00</td>
</tr>
<tr>
<td>Wild Thrill</td>
<td>125.00</td>
<td>120.00-</td>
</tr>
<tr>
<td>Triple Winner Turf</td>
<td>24.50</td>
<td>12.50</td>
</tr>
<tr>
<td>Turf King 6/50</td>
<td>2.83</td>
<td>2.83</td>
</tr>
<tr>
<td>Twenty Grand (Win 1/5)</td>
<td>15.00</td>
<td>22.50</td>
</tr>
<tr>
<td>White Kids</td>
<td>50.00</td>
<td>50.00</td>
</tr>
<tr>
<td>Wild West</td>
<td>22.50</td>
<td>33.33</td>
</tr>
<tr>
<td>Winner (Univ)</td>
<td>50.00</td>
<td>50.00</td>
</tr>
<tr>
<td>Winner (Univ) (1520)</td>
<td>62.50</td>
<td>31.25</td>
</tr>
<tr>
<td>Yankee Doodle</td>
<td>15.00</td>
<td>15.00</td>
</tr>
<tr>
<td>Tanks (Win 4/48)</td>
<td>15.00</td>
<td>15.00</td>
</tr>
<tr>
<td>Zenco (Un 10/51)</td>
<td>35.00</td>
<td>35.00</td>
</tr>
</tbody>
</table>

**TOTAL 40**

### SHUFFLE REBOUNDS (Cont.)

<table>
<thead>
<tr>
<th>Name</th>
<th>VALUE</th>
<th>CATEGORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keeney Big League</td>
<td>185.00</td>
<td>205.00</td>
</tr>
<tr>
<td>Keeney 6 Play</td>
<td>215.00</td>
<td>265.00</td>
</tr>
<tr>
<td>Keeney 10 Player</td>
<td>190.00</td>
<td>425.00</td>
</tr>
<tr>
<td>Keeney Super Deluxe</td>
<td>275.00</td>
<td>295.00</td>
</tr>
<tr>
<td>Rock-Ola Shuffle Jungle</td>
<td>350.00</td>
<td>350.00</td>
</tr>
<tr>
<td>Rock-Ola Shuffle-Lane</td>
<td>24.50</td>
<td>29.00</td>
</tr>
<tr>
<td>Univ. Deluxe Tennis</td>
<td>85.00</td>
<td>125.00</td>
</tr>
<tr>
<td>Univ. Deluxe Shuffle</td>
<td>250.00</td>
<td>250.00</td>
</tr>
<tr>
<td>Univ. Shuffle 2</td>
<td>95.00</td>
<td>95.00</td>
</tr>
<tr>
<td>Univ. Shuffle 3</td>
<td>160.00</td>
<td>160.00</td>
</tr>
<tr>
<td>Univ. Shuffle 4</td>
<td>160.00</td>
<td>160.00</td>
</tr>
<tr>
<td>Univ. Shuffle 6</td>
<td>160.00</td>
<td>160.00</td>
</tr>
<tr>
<td>Univ. Shuffle 6</td>
<td>215.00</td>
<td>215.00</td>
</tr>
<tr>
<td>Univ. Shuffle Cade</td>
<td>150.00</td>
<td>150.00</td>
</tr>
<tr>
<td>Univ. Shuffle Cade</td>
<td>145.00</td>
<td>145.00</td>
</tr>
<tr>
<td>Univ. Super Bingo</td>
<td>95.00</td>
<td>95.00</td>
</tr>
<tr>
<td>Univ. Super Deluxe</td>
<td>195.00</td>
<td>195.00</td>
</tr>
<tr>
<td>Univ. HiScore Deluxe</td>
<td>150.00</td>
<td>150.00</td>
</tr>
<tr>
<td>Williams Deluxe Bowler</td>
<td>15.00</td>
<td>15.00</td>
</tr>
<tr>
<td>Williams Tiny Deluxe</td>
<td>15.00</td>
<td>15.00</td>
</tr>
<tr>
<td>Williams Trio Deluxe</td>
<td>15.00</td>
<td>15.00</td>
</tr>
<tr>
<td>Williams Dbl Head</td>
<td>45.00</td>
<td>45.00</td>
</tr>
</tbody>
</table>

**TOTAL 66**

### ARCADE EQUIPMENT (Cont.)

<table>
<thead>
<tr>
<th>Name</th>
<th>VALUE</th>
<th>CATEGORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Silver Bullets</td>
<td>125.00</td>
<td>125.00</td>
</tr>
<tr>
<td>Exhibit Safari</td>
<td>150.00</td>
<td>150.00</td>
</tr>
<tr>
<td>Exhibit Merchandiser</td>
<td>85.00</td>
<td>95.00</td>
</tr>
<tr>
<td>Roll Ch Digger</td>
<td>75.00</td>
<td>75.00</td>
</tr>
<tr>
<td>Exhibit Viking</td>
<td>30.00</td>
<td>45.00</td>
</tr>
<tr>
<td>Genco Rider</td>
<td>35.00</td>
<td>45.00</td>
</tr>
<tr>
<td>Genco Player</td>
<td>65.00</td>
<td>65.00</td>
</tr>
<tr>
<td>Crocehien Met. Typer</td>
<td>75.00</td>
<td>149.50</td>
</tr>
<tr>
<td>Irish Police</td>
<td>65.00</td>
<td>85.00</td>
</tr>
<tr>
<td>Jack Rabbit</td>
<td>125.00</td>
<td>135.00</td>
</tr>
<tr>
<td>Jungle Joe</td>
<td>125.00</td>
<td>135.00</td>
</tr>
<tr>
<td>Keeney Air Raider</td>
<td>119.00</td>
<td>125.00</td>
</tr>
<tr>
<td>Keeney Anti Aircraft</td>
<td>15.00</td>
<td>25.00</td>
</tr>
<tr>
<td>Keeney Sub Gun</td>
<td>95.00</td>
<td>125.00</td>
</tr>
<tr>
<td>Keeney Tennis</td>
<td>75.00</td>
<td>105.00</td>
</tr>
<tr>
<td>Kirk Night Bomber</td>
<td>75.00</td>
<td>90.00</td>
</tr>
<tr>
<td>Life League</td>
<td>49.50</td>
<td>90.00</td>
</tr>
<tr>
<td>Innovative Bomber</td>
<td>195.00</td>
<td>215.00</td>
</tr>
<tr>
<td>Muto. Atomic Bomber</td>
<td>125.00</td>
<td>155.00</td>
</tr>
<tr>
<td>Mutoscope Dr. Mobile</td>
<td>95.00</td>
<td>115.00</td>
</tr>
<tr>
<td>Mutos. Fly Saucers</td>
<td>100.00</td>
<td>150.00</td>
</tr>
<tr>
<td>Mutos. Photo. (Pre-War)</td>
<td>250.00</td>
<td>295.00</td>
</tr>
<tr>
<td>Mutoscope (Normal)</td>
<td>275.00</td>
<td>300.00</td>
</tr>
<tr>
<td>Mutoscope Sky Fighter</td>
<td>85.00</td>
<td>125.00</td>
</tr>
<tr>
<td>Mutos. Voiceograph 52</td>
<td>425.00</td>
<td>450.00</td>
</tr>
<tr>
<td>QT Pool Table</td>
<td>75.00</td>
<td>75.00</td>
</tr>
<tr>
<td>Quiker</td>
<td>75.00</td>
<td>75.00</td>
</tr>
<tr>
<td>Rockola Ten Pins HD</td>
<td>50.00</td>
<td>75.00</td>
</tr>
<tr>
<td>Rockola World Series</td>
<td>65.00</td>
<td>100.00</td>
</tr>
<tr>
<td>Scientific Baseball</td>
<td>49.50</td>
<td>75.00</td>
</tr>
<tr>
<td>Scientific Marilyn</td>
<td>50.00</td>
<td>75.00</td>
</tr>
<tr>
<td>Scientific Batting</td>
<td>65.00</td>
<td>65.00</td>
</tr>
<tr>
<td>Scientific Pitch</td>
<td>185.00</td>
<td>195.00</td>
</tr>
<tr>
<td>Seaburg Bear Gun</td>
<td>45.00</td>
<td>75.00</td>
</tr>
<tr>
<td>Seaburg Chicken</td>
<td>75.00</td>
<td>110.00</td>
</tr>
<tr>
<td>Seaburg Shuffle Cone</td>
<td>225.00</td>
<td>250.00</td>
</tr>
<tr>
<td>Skee Barrel Roll</td>
<td>25.00</td>
<td>45.00</td>
</tr>
<tr>
<td>Skee Roll</td>
<td>45.00</td>
<td>45.00</td>
</tr>
<tr>
<td>Skee Roll Buster</td>
<td>50.00</td>
<td>50.00</td>
</tr>
<tr>
<td>Skill Jump</td>
<td>25.00</td>
<td>30.00</td>
</tr>
<tr>
<td>Supreme Balancer</td>
<td>40.00</td>
<td>50.00</td>
</tr>
<tr>
<td>Supreme Kee Roll</td>
<td>20.00</td>
<td>20.00</td>
</tr>
<tr>
<td>Supreme Skill Roll</td>
<td>20.00</td>
<td>20.00</td>
</tr>
<tr>
<td>Supreme Slot Buster</td>
<td>95.00</td>
<td>95.00</td>
</tr>
<tr>
<td>Tell Gunner</td>
<td>95.00</td>
<td>95.00</td>
</tr>
<tr>
<td>Telespin</td>
<td>135.00</td>
<td>135.00</td>
</tr>
<tr>
<td>Un. Team Hockey</td>
<td>85.00</td>
<td>85.00</td>
</tr>
<tr>
<td>Warner Voice Record</td>
<td>49.50</td>
<td>65.00</td>
</tr>
<tr>
<td>Western Baseball '40</td>
<td>60.00</td>
<td>85.00</td>
</tr>
<tr>
<td>Whiz</td>
<td>15.00</td>
<td>24.50</td>
</tr>
<tr>
<td>Willy-Gay Recordio</td>
<td>100.00</td>
<td>100.00</td>
</tr>
<tr>
<td>Williams All Stars</td>
<td>35.00</td>
<td>45.00</td>
</tr>
<tr>
<td>Williams Basketball</td>
<td>35.00</td>
<td>35.00</td>
</tr>
<tr>
<td>Williams Star Series</td>
<td>45.00</td>
<td>65.00</td>
</tr>
<tr>
<td>Williams Super World</td>
<td>150.00</td>
<td>200.00</td>
</tr>
<tr>
<td>Williams Quarterback</td>
<td>55.00</td>
<td>85.00</td>
</tr>
<tr>
<td>Wulfrair Skeeball</td>
<td>85.00</td>
<td>150.00</td>
</tr>
</tbody>
</table>

**TOTAL 92**
## CIGARETTE MACHINES (Cont.)

<table>
<thead>
<tr>
<th>Model</th>
<th>Capacity</th>
<th>Price (1953)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row 6 Imperial</td>
<td>600</td>
<td>$250.00</td>
</tr>
<tr>
<td>Row 7 Imperial</td>
<td>800</td>
<td>$350.00</td>
</tr>
<tr>
<td>Row 8 Imperial</td>
<td>1000</td>
<td>$450.00</td>
</tr>
<tr>
<td>Row 9 Imperial</td>
<td>1200</td>
<td>$550.00</td>
</tr>
<tr>
<td>Row 10 Imperial</td>
<td>1500</td>
<td>$650.00</td>
</tr>
<tr>
<td>Row 11 Imperial</td>
<td>2000</td>
<td>$750.00</td>
</tr>
</tbody>
</table>

## CANDY MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>Capacity</th>
<th>Price (1953)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mills</td>
<td>500</td>
<td>$250.00</td>
</tr>
<tr>
<td>Ncoda</td>
<td>500</td>
<td>$250.00</td>
</tr>
<tr>
<td>Rowe</td>
<td>500</td>
<td>$250.00</td>
</tr>
<tr>
<td>Unated</td>
<td>500</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

## HOT COFFEE

<table>
<thead>
<tr>
<th>Model</th>
<th>Capacity</th>
<th>Price (1953)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andica</td>
<td>400</td>
<td>$250.00</td>
</tr>
<tr>
<td>Best Mills</td>
<td>600</td>
<td>$350.00</td>
</tr>
<tr>
<td>Best Mills</td>
<td>800</td>
<td>$450.00</td>
</tr>
<tr>
<td>Best Mills</td>
<td>1000</td>
<td>$550.00</td>
</tr>
<tr>
<td>Best Mills</td>
<td>1200</td>
<td>$650.00</td>
</tr>
<tr>
<td>Best Mills</td>
<td>1500</td>
<td>$750.00</td>
</tr>
</tbody>
</table>

## CARBONATED DRINK (Cont.)

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Price (1953)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5c</td>
<td>$1.25</td>
</tr>
<tr>
<td>10c</td>
<td>$2.25</td>
</tr>
<tr>
<td>15c</td>
<td>$3.25</td>
</tr>
<tr>
<td>25c</td>
<td>$5.00</td>
</tr>
<tr>
<td>50c</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

## Manufacturers New Equipment

<table>
<thead>
<tr>
<th>Product</th>
<th>Price (1953)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meteor Flying Saucer</td>
<td>$750.00</td>
</tr>
<tr>
<td>Meteor Pony Boat</td>
<td>$850.00</td>
</tr>
<tr>
<td>Meteor Rocket</td>
<td>$950.00</td>
</tr>
</tbody>
</table>

## NON-CARBONATED DRINK

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Price (1953)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5c</td>
<td>$1.25</td>
</tr>
<tr>
<td>10c</td>
<td>$2.25</td>
</tr>
<tr>
<td>15c</td>
<td>$3.25</td>
</tr>
<tr>
<td>25c</td>
<td>$5.00</td>
</tr>
<tr>
<td>50c</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

## CAN DRINK

<table>
<thead>
<tr>
<th>Price (1953)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$850.00</td>
</tr>
</tbody>
</table>

## ICE CREAM VENDORS

<table>
<thead>
<tr>
<th>Price (1953)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$950.00</td>
</tr>
</tbody>
</table>

## Products Listed Here are Currently in Production. Prices are manufacturers' list prices, except O. B. factory. Where prices are not listed, manufacturers have not yet released list prices.
Player Selects Choice of Numbers
10, 16, 19, 20, 21, 22, 25

Select a Spot Feature
Four to Seven Numbers Lite Up

New Extra-Time Feature

2 SUPER CARDS
3 in line scores
4 in line score

ADVANCING SCORES

4 CORNER SCORES

UP TO 3 EXTRA BALLS Per Game

TRIPLE SPOT Roll-Over Feature
Left and Right Playboard Buttons

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 patronise 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 at location
- Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- Twin Ray-Guns with exciting sound-effects
- Airblast blows from blower
- Safe, sturdy construction
- Simple mechanism
- National Rejector

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

Player turns knob to select choice of 10, 16, 19, 20, 21, 22, 25 (when lit)