Johnny Desmond is pictured here in several scenes from his recent TV acting debut in "Danger". Climax of the play was when Johnny sang the song "Danger" which he has recorded for Coral. Written by Tony Mattola and Sunny Skylar, the tune received an unusually strong promotion campaign from CBS, the ad agency of the sponsor and Johnny’s staff of press and exploitation men, Eddie Jaffe, Milton Karle, Dick LaPalm and Jerry Johnson.
See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

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

*Model 1036*
Now it's motion picture themes.

That's the latest way of getting a bit in the record business.

With "The Song From Moulin Rouge" hitting the number one spot all over the country, and with such tunes as "Ruby" and "Anna," also from films, placing high up in the top ten, disk jockeys are rushing to record every movie theme that has any commercial possibilities at all.

This augers well for those who have been complaining during the past few years of the quality of popular music. For most of these themes are based on lovely strains. Almost everyone for instance agrees that the "Moulin Rouge" theme is one of the most beautiful to hit the pop market in a long while.

At the present time, it appears also that there will be still other motion picture records that will make the top ten. The theme music from "Limelight," which has just been released, is already causing a great deal of excitement and the music from "The Bad and The Beautiful," belatedly released to take advantage of the current trend, turns out to be another potential hit.

These movie themes are essentially in the instrumental movement which until recently was thought of as unlikely for the popular market. However, beginning with Mantovani's "Charisma" and followed by such resounding smashes as LeRoy Anderson's "Blue Tango" and Percy Faith's "Dedica," instrumentalists have shown a hit potential considered amazing in the trade.

One after another has appealed to popular tastes so that in passing from the gimpick and new sound phase of recording, we've arrived at a competition for beautiful themes which certainly should calm those who have been railing at some of our other pop hits.

Motion picture themes have a double appeal for record firms. First of all, since films must appeal to a large audience, their music is in the popular idiom, which makes an excellent base for a record, which it is also hoped, will sell to a large audience. Second of all, the great amount of promotion that is put behind a film, advertising its name, reflects as well upon the record. It's hard to say, for instance, which had more effect on which, "The Song From Moulin Rouge" on the picture, or the picture on the song. But whichever way it occurred the effect on both together has been to make an outstandingly successful film and the number one song in the country today.

The creation of a hit from a movie theme, however, isn't as easy as it might seem to be—as the story of "The Song From Moulin Rouge" will bear out. The number, as it now heads all the lists, is very different from the way it was heard in the movie. The musical theme has been cut and tightened and the lyrics have completely changed. It took, in effect, an entirely new fresh job on the part of the publisher to put together this hit, which proves once again that, for the record business, a unique approach to popular music is necessary and that just copying another art form—such as the way music is heard in films—is not enough.

But difficult as the transition from one form to another may be, we may expect to witness, in the immediate future, a rush to movie music. Some of this music will become popular hit material. Some will not. But the general effect of the movement will be to raise the level of records that the American public will be able to listen to.
Leadership is the acknowledged tribute bestowed upon an individual or organization, who, thru constant and honest progressive thinking and unlimited effort, shows the path to a better FUTURE.
Has attained Leadership in the Juke Box Industry by working and fighting to improve the future welfare and economic condition of all—operator, distributor and manufacturer, as well as those in the music industry who supply the records.

Only thru intimate knowledge of the industry—as well as a determined, unflinching, honest, fearless policy of condemnation of harmful and uneconomic practices and attempted legislation; and the recommendation of progressive programs—could The Cash Box have become "The Bible Of The Coin Machine Industry."

Programs, now an accomplished fact, or on the way to fulfillment—all originally suggested, fostered and worked for by The Cash Box, which have played an important role in leading the Juke Box Industry to greater profits and greater glory and which will continue to open new paths in the FUTURE, are:

- Unceasing vigil and all-out fight against all ASCAP sponsored legislation, which would impose double royalty-taxation on the juke box operator.
- Formation of Music Operators of America (MOA), a national group to undertake programs of a national nature, such as federal tax matters, combat unfair national legislation, and prepare public relations.
- 10c, 3 for 25c Play.
- Better commission arrangements.
- Obsoleting of old phonographs.
- Mechanical and Service sessions.
- Donations of equipment to Hospitals, Churches, Synagogues, Playgrounds, Service Centers, etc.
- Cooperation with communities in Charitable Drives.
- Scientific Programming of Records.
  - Instituted in The Cash Box, columns and charts of record popularity in Rhythm & Blues and Folk and Western fields, as well as in the Pop field.
  - Unbiased, honest, well informed reviews of records.
  - News and editorials for improvement of industry.
  - Brought the Juke Box Industry and the Disc Jockeys together for mutual benefits.

The fulfillment of the great promise of the Juke Box Industry, as well as the record, publishing and entire music industry lies in the FUTURE. The Cash Box, arm in arm with the Juke Box and the Music Industries, LOOKS AHEAD!
"ALLEZ-VOUS-EN" .......... KAY STARR—2464
"I AM IN LOVE" .......... NAT "KING" COLE—2459
"C'EST MAGNIFIQUE" .... GORDON MacRAE—2465
"I LOVE PARIS" ............ LES BAXTER—2479
"IT'S ALL RIGHT WITH ME" .. BOB MANNING—2493

Order Top Quantity of these 5 Smash Hit Songs by your favorite artists—from the show the critics are raving about!

FREE TITLE STRIPS
On Above Records
Write ... Wire ... Phone
Your CAPITOL DISTRIBUTOR Today

"It's What's in THE CASH BOX That Counts"
RAY HENRY ORCHESTRA

"FLASH POLKA" (2:22) [In a gay and light-hearted European manner, Ray Henry and the crew glide along through a happy polka item that should do well in the fitting locations.]

"DIXIELAND OBERER" (2:30) [The Henry boys slow down and set up a swaying waltz tempo as they easily take a pretty sounding oberer. The folks hop for this music are sure to take to this one.]

JOE MARINE

(Dec 28710; 9-28710)

"IF LOVE IS GOOD TO ME" (2:32) [Rodd Evans Music] Joe Marine, who may be better known to those who watch the "Fred Waring Show," does a top notch job on a lovely romantic tune. His tender warbling and easy of delivery could make tune catch]

"WEDDING DAY" (2:50) [Dreygan, Vocco & Conry] Lyrics by Woodrow "Of-To, A Wild Rose" and another classy Job are handled with ease by the artist. The sentimental flavor adds color to the tune as does the Charlie Naylor ork. A double contender.

FRANK MURPHY

(Ofah 9666; 4-6966)

"OUR SONG" (2:44) [Rancom Music] Frank Murphy does a standout job of vocalizing on a tune with an interesting rhythm in its verses. Something about it that sticks with you and the presentation makes an impression on the listener too.

"WHAT CAN I DO" (2:46) [In a very tender manner, Norman Leyden ork shows the strong voice of the warbler once again with a lush background of a tender saxophone. Frank puts plenty of comph into the delivery of a tune.

WENDY WAYE

(Judson 701; 47-501)

"DON'T CALL MY NAME" (2:30) [Laurel Music] A soft and tender vocal treatment that has a bit of that Patti Page feeling is sent forth by Wendy Waye on a rather lithe jump tune with a slight spiritual flavor. Pretty voice.

"I'M NOT FREE" (2:39) [Valando Music] The thurr has a wonderful voice as can be noted when she offers a heart felt ballad in her pleasing manner. The lyrics are very potent and add further expression to a fine tune.

VINE CARSON

(Cadillac 140)

"YOU ARE MINE" (2:46) [Crestwood Music] Vine Carson easily touches upon a pretty melody as he mefowly portrays a pretty tune with an inviting sound. The Graham Prince orch.

"CONSTANTLY" (2:50) [Crestwood Music] An ultra- lovely melody with a smooth song treatment from Vine with an angelic surround brought out by the choir. It's a very plush and heavenly setting for a ballad. Good song too. Might happen.

FRANK CHACKSFIELD ORCHESTRA

(London 1342; 4-1542)

"TERRY'S THEME FROM 'LIMELIGHT' " (2:18) [Bourne, Inc.]

"INCIDENTAL MUSIC FROM 'LIMELIGHT' " (2:28) [Bourne, Inc.]

FAY DEWITT & MIGUELITO VALDES ORCH.

(Mood 1901; 3-1901)

"NO ONE" (2:30) [Badian Music] A pretty voice shows its color in the new Mood label. The person of Fay Dewitt, She does a fine job of gliding along through a stirring ballad as Miguelito Valdes and his orchestra sets the backing. Multiple voice in style.

"THE WISHING WELL" (2:39) [A lovely tender ballad set to a familiar kind of soft piano gets the reading from Fay. She chants with both warmth and style on this lovely piece. Her voice is a cross between Joni James and Rosemary Clooney. Could be a big star. Whattha voice.

WOODY HERMAN & NEW THIRD HERD

(Man 700; 45-700)

"BLUE LOU" (2:58) [American Academy] With the New Third Herd assisting, Woody Herman rides through a fine tenor that's tailor made for dancing. The stylistic instrumental should be liked by Woody's fans. A good one.

"NO TRUE LOVE" (2:48) [Melody Traill Music] Arno Marsh handles the dreamy chores with Woody's orchestra. Woody does the chancing on a slow bluesy item with a cut down sound. It's an interesting treatment with a steady beat.

GEORGE SHEARING QUINTET

(MGM 11493; K-11493)

"BASIN'S SOUL" (2:35) [Harms, Inc.] The harmonica lead by Jean Thilemann plays an important part in the stylistic up beat rhythm version of a great standard. The Shearing Quintet really does it and the speedy finish should drive fans wild.

"SUN RA RA Rhapsody" (2:34) [Broadcast Music Inc.] Another terrific standard gets the fine piano fashioning of the Shearing touch. The group offers some grade A support on this as 45 promotional instrument. Juicy acquisition on both ends for Shearing fans.

SONNY HOWARD

(RCA Victor 22-5200; 47-5200)

"JIGSAW PUZZLE HEART" (2:08) [Sonnydale Music] Sonny Howard makes an impressive new into the wax field with a raucous bonzer that's packed with life and zest. The tenor sax and catchy bounce might send this one up.

"THE OLD TRIANGLE" (1:57) [Willow & Day Music] The Rampart Street Boys help Sonny on this end also as the young artist handles a comical cut with an amusing lyrical twist.

JIMMY ADANO & TONY COTTUO ORCH.

(RCA Victor 20-7237)

"FINETTI" (2:38) [Brandon Music] From Victor's latest record line comes some lovely coverage of a current hit standard. Tony Cottuso leads a good sounding ork and Jimmy Adano sings real tenderly. Disk is fitting for the record focused ork.

"BELLA MAZURKA" (2:34) A lively mazurka with an appealing melody gets a good instrumental from the ork. This end should be a good filler in boxes where Italian folks gather.
A RECORD MADE FOR OPERATORS
A RECORD THAT WILL NOT ONLY GET PLAYS
BUT WILL MAKE YOUR LOCATION’S CUSTOMERS HAPPY
AND PUT ‘EM IN THE MOOD FOR A SPREE

The Juke Box Record of the Decade!
The Gayest, Live-it-up, Celebratin’est Song
in a Generation

"TELL US WHERE THE GOOD TIMES ARE"
a rousing, rollicking happy-go-lucky interpretation
by the hottest duet on disks

GUY MITCHELL & MINDY CARSON

with MITCH MILLER & ORCHESTRA
COLUMBIA RECORD 39992 (3-39992)

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
GINNY GIBSON (Mary 1217; 45-1217)

“UNLESS YOU'RE REALLY MINE” (2:12) [Meridian Music] A lively, swinging polka is chipped in a happy fashion by the pert voice of Ginny Gibson. The thrush adds a pleasant, folk flavored novelty. A real good side.

LONELY LOVER” (2:40) [Wildfire Music] Joe Johnston and the crew alter the mood entirely and set up a lush and romantic setting for Ginny Gibson. She offers a lovely warm ballad with a most tender melody. Good mood music.

FIREHOUSE FIVE PLUS TWO (Good Time Jazz 79)

“SOUTH” (2:25) A raucous, zany tune with a trombone hitting those low notes and the other instruments going like wild fire, is set up by the Firehouse Five Plus Two. A natural for spins in the right locale.

“FLOATING DOWN THE OLD GREEN RIVER” (2:30) You can talk to Edna about any part of your body on this end. It's another real wild jazz offering that makes your heart go "Awwwwwww..." A true acquisition for jazz lovers.

EDNA McGRIFT (Jubilee 5119; 45-5119)

“BE GENTLE WITH ME” (2:39) [Tune Music] In her terribe and style Mc McGriff lends herself into a smooth ballad and turns up some pretty listening material. Fine accompaniment by the Buddy Lucas Orch adds to the side.

SCAR OF PAPER” (2:47) [Tune Music] A lovely tune, that's been so close to the margin of breaking through and becoming a hit, is wonderfully offered by Edna. A pretty waltz piece.

BOB SANTA MARIA (MGM 11484; K-11484)

“DON'T EVER CRY” (2:38) [Pep-Toe Music] Bob Santa Maria makes his debut on wax with a fine job that merits listening and could develop into a hit item. The Glen Osen setting helps highlight the lady's voice.

“YOU'RE MINE, MY LOVE” (2:35) [Waray-Sears Music] A lovely tune, that's been so close to the margin of breaking through and becoming a hit, is wonderfully offered by Edna. A pretty waltz piece.

JOE LOCO & QUINET (Tico 17; 372)

“SAD AND STAND MAMBO” (2:30) Joe Loco and his Quartz take up the mambo rhythm and ride through an exciting double mambo item with Joe's colorful piano touch highlighting the side. Top notch for dancing.

MATTY SINGER MAMBO” (2:37) As the name might indicate, this mambo item is dedicated to Philly's Matty Singer. It's a slow mambo with a subside and softer than usual backing with Mr. Loco again fingering the keyboard softly.

THE CASE BOX

SLEEPER OF THE WEEK

NAT "KING" COLE

“I AM IN LOVE” (2:59) [Chappell & Co.]

“My flaming heart” (2:43) [Brookside Music]

NAT "KING" COLE (Capitol 2459; F-2459)

- A Nat "King" Cole treatment, a Cole Porter beguine tempo ballad, a swellly orchestration by Nelson Riddle, and the general promotion of the tune through the channel of the hit Broadway musical “Can Can,” equal four grade A factors necessary in making a hit record. “I Am In Love” is an ultra lovely tune that has a standard quality about it. And the way Nat Cole sings the tune, it needs no explanation. If his current noise making records of “Pretend” and “Can’t,” he doesn’t hinder the surge of his latest effort, the “King” could have his biggest date so far. “I Am In Love.” Flippa is a tender ballad labeled “My flaming heart” from the sick “Small Town Girl.”

KAY STARR

“ALlez-VOUS-EN” (2:37) [Chappell & Co.]

“HALF A PHOTOGRAPH” (2:39) [Decca Music]

KAY STARR (Capitol 2464; F-2464)

- Kay Starr's outstanding vocal intimately coupled with top drawer song material on either side of the platter, sets up a situation that's ideal for the boxes. On one lid the thrush dishes up a stirring rendering of a pretty waltzo tempo love song with a French flavoring that stems from the Cole Porter musical “Can Can.” Harold Monsey sets up a fine mood for the lovely tune dubbed “Allez-Vous-En.” Kay gives out with a terrific heartstopping item on the lower lid that she presents in a sentimental manner with a tear in her voice. She sings this number right from her toes. “Half A Photograph” gets the grade A backing of the same continental sounding chorus as on top. Both ends have got it. Either one can make it.

THE HOLIDAYS

(King 1217; 45-1217)

“ROLLING RIVER” (2:01) [Leeda Music] A pretty waltz tune that brings back memories of the old time organ grinder is tenderly touched upon by the Holidays and their smooth manner of harmonizing. A pretty tune.

“I'M-LIKA-YOU” (PIZZA Music) The talented crew has a real potent coating in this cute novelty that bounces along to a polka tempo. The Italian flavor is catchy and lively and delivers a humorous touch that could catch on.

RALPH MATERIE (Mercury 7015; 70154)

“CRAZY, MAN, CRAZY” (2:55) [Eastwick Music] Ralph Materie, who is hot with instruments, comes up with some good coverage of a tune that's making a buzz. Larry Litchfield does the Smarty-Airs do the vocalizing.

“GO AWAY” (2:09) [Harmann Music] Another novelty-Arty Ayers vocalize together on this end as they bounce through a lively cut with a good shuffle. Elvis Costello & Ralph does some fine footing.

BILL MCGRAW (Art-Disc 252)

“TO BE IN LOVE” (2:36) [Jay-Lee Music] A lush orchire by Joe Leder's orch is a perfect setting for this delicate treatment of a heavy tune by Bill McGraw. The song and delivery by Joe Leder is excellent.

“BLUE, BLU, ARE YOUR EYES” (2:30) [General Music] Bill does a powerful job on this end as he offers a wavy waltz vocal of a tune who's melody is of European origin. Pleas·ant sounding item.

BART STEWART (Seger 7011; 45-7011)

“CABIN BOY” (2:58) [Aria Music] A simple sentimental story is told in a smooth style by the strong voice of Bart Stewart. Fred Norman's crew backs the lad with a fine setting. Tune has something worth to it and the delivery is neat.

“THE GYPSY IN MY SOUL” (2:56) [Words & Music] The tune is picked up to a jump beat for Bart and he brings out some fine vocalizing on a terrific style. It's a good rhythm piece that oughta make good dance music too.

JUDY GARLAND (Columbia 40010; 4-40010)

“WITHOUT A MEMORY” (2:48) [Shapiro Bernstein Music] Judy Garland returns to the wax world and hands in a sparkling job on a pretty ballad that she does with a skill and style that only she can. Her thrilling voice gets a Paul Towsen Orking for support.

“SEND MY BABY BACK TO ME” (2:12) [R. H. Morris] The beat is that of a Lindsy Hop as Judy hits through a cute bonnece with fine rhythm. It's a sowing dance well belted by the thrush.
NEW YORK:

Mercury artists will be inundating New York in the next few weeks. Vic Damone opens up the Riviera May 18; Rusty Draper at La Vix En Rose the same night; Ralph Marterie is set at the Meadowbrook; Richard Hayman will accompany Vic Damone at the Waldorf Tuesday date starting June 3. The Clef Award committee, which included members of ABJD, named Martin Block as the No. 1; Mary Small back from England where sickness caused her to cancel the balance of her tour. RCA Victor is issuing a special commemoration album dedicated to the King which leads up to Queen Elizabeth's accession to the throne... Cy Coleman, whose MGM album for some of the smoothest piano playing around, opens at Cafe Society May 18. Dee Berger back at the Veterans' Hospital in Brooklyn for his ulcer. Glory Fox, Johnny Dennedy's lovely girl Friday, in town this week with the Breakfast Club. Net Code left for Hollywood and four weeks of convalescence. Looks like Eartha Kitt has a real hit on her hands in her Victor recording of "Usha Dara." Bad news about Harry Belafonte's serious illness on the Coast when he was clicking so big at the Mocambo. He was operated on last Wednesday (13th) but expects to be back at work by the first part of June. Pee Wee Hunt may have another "Twelfth Street Rag" in his recording of "Of" which is making noise... Dick Fost, Buckley's publishing prezzy, says that the new cajun etching by Pinky Vidovich on the Politan label entitled "Fais Do Do" is kicking up dust in the mid-west. Danny Sutter took a job on the Kate Smith TV stanza that Ted Collins has signed him for a further series of appearances in the next few weeks.

CHICAGO:

Town loaded with visitors this past week. Les Baxter, riding high with "April In Portugal," came to town to thank decays for helping his disk climb to the top... Trudy Richards' Derivation of "The breeze" breezing along at fast clip... The Hilltoppers in to help Howard Miller launch his new TV show. Also Dot bosman, Randy Weed. Looks like another hit will be his kids... "I'd Rather Die Young." Art Ford, one of Nee Yawk's top jocks, swears, "I came to town to for a steal direct divorcing all at disallapt... While here Art took over the miles at Linn Burton's Steak House. And caused a sensation with his terrific decaying. Linn's lately "Operation Midnite" has caught on, roughly in existence for two weeks. All of Chicago music hij, as well as out-of-towners, constantly dropping in to "hello" Linn Burton... Nice card from MGM's Shirley Scott. From Murray Lodge, Oklahoma. Where she is appearing at a golf tourney with the Modulators... Evelyn Aron, formerly with Arista Records, new record librarian at Station WIND... Lotsa news from down Flor'laway. Chris Colombo doing a very grand job in Miami. Usually works the Beach 7 or 8 months out of the year. Many may remember Chris when he clkcked with a terrific wailing of "My Guitar Is My Sweetheart"... Understand Chris may soon be recording again. Bertie Mayerson celebrated his 53rd year as a member of Chicago's AFM. Continues to be a favorite in the Saxony's Pagoda Room. Bernie, himself a great violinist, has many strolling violinists working with him. Harry Burgin, WQAM, famed for his "Juke Box Serenade" program, which he works in cooperation with Miami Music 0ps. Attn., will soon become a daddy for the first time. His very charming wife, Peggy, hoping that No. 2 will create a new disc jockey duo. To help Harry with his many hours of programing... Vic Damone set for a June date at Chicago Thilter.

LOS ANGELES:

That's an impressive record being set by maestro Lawrence Welk at the Aragon Ballroom. Orkster is currently hunting for a gal to fill the shoes of pert Rocks Linn... Russ Morgan bows out of the Hollywood Palladium this week, with Hal McIntyre following... Harry Belafonte's return to the Mocambo was the signal for a great occasion with all of his fans on hand for the opening... Nice to see hello to Bob Dunbar of Gramophone Enterprises, visiting with local diskjockies this past week. New Eddie Fisher show was viewed out here with much applause for the young singer... Al Jarvis, EFWB dj, featuring The Cash Box list of top juke box tunes on his show every Thursday... New Kay Thompson etching on Allied wax off to a great start, with orders pouring in from distribs throughout the nation for her "Old Fashioned Hammock."... Vogue disk stars Glenn Rockford and Jenny Barrett off on an intensive promotion tour visiting with djs, dealers and juke box ops in Detroit, Cleveland, Cincinnati, Philadelphia, New York and Boston... Old pal Sherri Feller just having wild about Gino's "What I Do," "Something Wonderful Happens."... News that Benny Goodman will not resume with the concert tour sounds right to us. We'll rather like Benny to stay on the same for some years to come, altho we're saddened at the thought of not seeing him on the stage... Sid Talmadge nabbed the Valley, Nashboro and Herald Lines this past week... The success of "Big Mamou" keeps rolling right along. Altho the song hasn't made the Top Ten yet; it'll sell strongly for months to come... Ditty getting a bit of relief for a division around these parts is the terrific bit of chirping by pert Beryl Davis on "Suddenly."... Seems as if ops can't get enough of Homer & Jethro's fabulous "Hound Dog In The Window." Disk shot up from nowhere to notch attention in the pop field... Ross Roy ad agency taking a survey of the disk his for RCA Victor via dealers and one-stops... Felicia Sanders set with a follow-up to her great "Moulin Rouge" etching.

"It's What's in THE CASH BOX That Counts"
Calif. Music Guild "Hit Tune Party"
Fresno Auditorium To Seat 5,000 On May 26 For First "Hit Tune Party. Schools And City Officials Cooperating With Guild

FRESNO, CALIF. — Following in the footsteps of the Cleveland "Hit Tune Party" for teenagers, California Music Guild starts its first "Hit Tune Party" in the gigantic Fresno Auditorium, capable of seating over 5,000 people, this May 26.

George A. Miller, head of the California Music Guild, has already arrived here from Oakland, and is in contact with city officials, heads of the schools and also with the Mayor. All are cooperating to make this first "Hit Tune Party" of the California Music Guild one of the most outstanding events in the history of this city, which is located midway between the northern and southern boundarise of the state.

Musicians from this city, as well as from many other California cities, are expected to attend.

Over 3,500 teenagers will be given permission by their schools to attend this first "Hit Tune Party."

Leading recording artists and record luminaries will be present. Artists will sing their current recorded tunes for the audience.

The teenagers will vote the popular disk for the month which will be featured on the phone of California Music Guild members for the entire month.

"I Believe" Wins Christopher Award

NEW YORK—"I Believe," has won for its authors the Christopher Award for work "representative of the opportunity for those who believe in arts...to provide both inspiration and entertainment for the millions." The Christopher Awards, in the words of Father James Keller, Director of the Catholic Association made annually for "creative works that reflect the power for good that can be exerted.

The award-winning composers are Erwin Block, J. Black and Al Styllman and Irving Graham. A letter to the mother of a soldier in Korea to James Forrest inspired the writing of "I Believe."

Debut

DURHAM, N. C. — Tommy and Jimmy Cook of the first public appearance together since the formation of their new band at an afternoon concert at Duke University. Together with them on the bill (and in this photo) was Ray Anthony.

Profitably Programs Foreign Recordings

Plans Foreign Disk Sales

MIAMI, FLA.—Wm. Blatt of Supreme Distributors, Inc., this city, who is also President of the Miami automatic music operators' association, has found programming of foreign recordings on almost all of his phones is paying off.

Blatt stated, "For months we have been testing many of our locations with foreign recordings."

"The result," he continues, "is that we find the foreign records bring in additional revenue, up and above what we ever received from these locations."

"It seems to me," he added, "that many of us who are now enjoying the use of higher selective phonographs should study the foreign recordings field much more closely than we have in the past."

His interest is so great that Blatt is considering setting up an entirely separate unit to his business featuring only foreign recordings.

He says in this regard, "I feel certain that an international record selling firm here will bring about greater revenue for all the juke box operators because foreign recordings are beginning to catch on in this area."

TORONTO TOPICS

Top news of the week is the welcome information that MGM records has signed Deny Vaupsher, a Canadian artist. This Canadian talent should be one of the brightest in the galaxy of new talent being gathered by MGM. Congratulations to the label's Frank Walker for pioneering world release of Canadian talent and tunes cut in Canada. Deny's first MGM platter is scheduled for early release and everyone is peeling for its success up here, especially Lois Ogilvie, the ex-Little English Chorus girl who sings "I Shot Thomas Noonan." "It makes its way out through the week. We heard the song and it has all the earmarks of a summer hit...Coity's star, Art Landis, is a welcome visitor in town. He's playing a repeat date at Basset's where he packed them in nightly when he played the spot last winter. Opening night is a shoo-in, but current grosses will be even better. The handsome blonde star has made a raft of Canadian friends in and out of the profession and sight-spot operators throughout western Ontario are busy trying to line Art, and his comic musician, Johnny Romano, for dates in..." Lee Eassett tells us, from CHML Hamilton, that Mel Lavigne, the Canadian Champion old-time fiddler, and Blue Water Boys, made a very successful debut on their new program. Featured vocalist on the show is Eddie Meheer, who is riding high on Dewey's Apex label. Mel Lavigne's orchestra has been paced by Arrow Records and we hear that there is a backlog of orders for their latest discography release...

News from Columbia's Frank Jones that their first 45's are at the new Norwood headquarters seems to be the meeting place for visiting coin men. We met seven visiting operators when we made our first visit last week...Capitol's Harold Smith in town for one-day visit with the local Capitol staff before going to New York...Mel Lavigne happily reports that their London plant is working at full capacity keeping up with sales...Hal Craven's feelers are again on Bilton platter, "North of Montreal." Tune "Tally-Ho" is a novelty tune going places...Fred Roden's Record Corral continues to be busy as ever...Steve and Zimmy's Backroomers are recording for the Thames quarters for hillybilly talent working through these parts. London records cut Jim Miggil and his Northern Ramblers' instrumental "Fred Roden's Roof" and disc is selling well in the suburbs...David Segal's Buddy Clark Band has a new 78 and the local operators are expecting a large sale...One of the local music makers is asked how come Montreal's own Oscar Peterson doesn't record more of his own music. Mr. Peterson states that he has been recording with his very successful French recordings of recent months. RCA Victor rocking very high in Montreal has a new local number of 78 written and recorded by the local music department."

CLUBS

The tourist season starts off to a very early start this year. All of the night spots on the main stem the Trade is reporting unseasonably early business, Billy Eastman, the well-known charlie, has his orchestra, are held over at the Chateau St. Rose. A long time radio and nitiey favorite, the perennial piano man seems to go with the lease..." May Higgins vocalist, Jack Morley holds forth as singing M. C. at the other Rose remiseous, the Lido and is building a strong personal draw. He has been signed for the run of the season. Jack is now in New York recording for a major outfit...Seems they're not getting through the newest recording that has been in the city for months. Some of the local music makers are asking how come Montreal's own Oscar Peterson doesn't record more of his own music. Mr. Peterson states that he has been recording with his very successful French recordings of recent months. RCA Victor rocking very high in Montreal has a new local number of 78 written and recorded by the local music department."

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MAY 23, 1953

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

Denny Vaughan

DEBBIE DILLON

The Cash Box, Music
Let Your Conscience
Be Your Guide On —

**Jenny Barrett**

**"HE LOVE ME"**

b/w **"DO ME A FAVOR"**

Vogue 1024

CROSSROADS OF THE WORLD

HOLLYWOOD, CALIF.

"It's What's in THE CASH BOX That Counts"
Open House Party

Editors' note: Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending May 16 without any changes on the part of THE CASH BOX.

Bob Perry

WCAF—Lowell, Mass.
1. The One You're Missing (Annie) (Perry Como)
2. I'm Walking Behind You (Perry Como)
3. Song From Moulin Rouge (Eddie Fisher)
4. My Lady Loves To Dance (Jill Johnson)
5. Just Another Polka (Stafford)
6. Waltz In G (Oak Street)
7. I'm The King Of Broken Hearts (Tammy Wynette)
8. Ruby (Richard Hayman)
9. You Shouldn't Have Kissed Me (Jorene Brooks)
10. I Love For (Tommie Price)

Don Mullally

WTWN—St. Johnsbury, Vt.
1. April In Portugal (Dunne)
2. Pretend (Nat "King" Cole)
3. The Window (Patti Page)
4. Tell Me A Story (Sains & Boyd)
5. Song From Moulin Rouge (Manhattan)
6. Seven Lonely Days (C. Goble)
7. Blue Gardenia (Nat Cole)
8. I'm Walking Behind You (Eddie Fisher)
9. Somebody Stole My Girl (Jahnel Raye)

Bob Larsen

WEMF—Mobile, Ala.
1. For You Behind You (Eddie Fisher)
2. Song From Moulin Rouge (Perry Faith)
3. Seven Lonely Days (C. Goble)
4. Anna (Richard Hayman)
5. Finz D'Alex (Eddie Fisher)
6. Scrap Of Paper (O. Nyman)
7. Who's Gonna Pay The Rent (L. Rush)
8. July Moon (K. Harvey, Jr.)
9. Big Monday (Delores Gray)
10. Say It To 'Em (Evangle Bell)

Dave Robinson

WLW—Cincinnati, O.
1. Ruby (Richard Hayman)
2. April In Portugal (Les Baxter)
3. From My Heart (Perry Como)
4. Anna (Silvana Mangano)
5. I'm A Frankie Gone (Eddie Fisher)
6. Say You're Mine Again (Eddie Fisher)
7. How Do You Speak To An Angel (Eddie Fisher)
8. Almost Always (Janis James)
9. My Heart Is That Gypie In The Window (Patti Page)
10. I'm Walking Behind You (Eddie Fisher)

Norm Prescott

WBLM—Boston, Mass.
1. My One And Only Heart (Perry Como)
2. Lean Baby (Frank Sinatra)
3. April In Portugal (Bottani)
4. Wizard Of War (Mantovani)
5. Ixaka Days (Eartha Kitt)
6. Crazy, Man, Crazy (B. Haley)
7. April In Portugal (Bottani)
8. The Neighbors Of You (Eddie Fisher)
9. Who's Gonna Pay The Rent (L. Rush)

"Oil Wells"

WKSI—Kissimmee, Fla.
1. Song From Moulin Rouge (Perry Como)
2. I'm Walking Behind You (Perry Como)
3. Somebody Stole My Girl (Eddie Fisher)
4. The Neighbors Of You (Eddie Fisher)
5. Ruby (Richard Hayman)

Marion Mapes

WRR—Dallas, Tex.
1. Song From Moulin Rouge (Mantovani)
2. I Believe (Jane Froman)
3. Pretend (Nat "King" Cole)
4. Too Much Is That Denip In The Window (Patti Page)
5. You're On My Mind (O. Nyman)
6. Ruby (LeRoy Spinell)
7. I'm A Frankie Gone (Perry Como)
8. It Is Any Woman (J. James)
9. I'm Walking Behind You (Eddie Fisher)

"The Cash Box" Expands Juke Box List To 35 Tunes

NEW YORK—In response to numerous requests, The Cash Box this week is expanding its list of the top tunes played in Juke boxes across the country to 35 instead of 25. As always, the top ten will be featured but instead of giving an additional 15 tunes, 25 additional ones will be listed.

This week, the list appears on page 6.

Newspaper releases have taken to giving a clearer picture of the record situation around the country. Disk jockeys who program from the list have often needed more than the 25 to fill their schedule space. Operators who want to get the most out of their slots, now have room for considerably more disk as Juke boxes get larger and larger. And those in the music business—publishers, writers, record company officials—all are in need of knowing what is coming up on Juke boxes beyond the top 25.

The Cash Box list, which, since it is based on the widest possible survey each week, is unquestionably the most accurate available, will continue to uphold its same high standards as it expands to better service The Cash Box readers.

Jerry Kay

WWEZ—New Orleans, La.
1. Song From Moulin Rouge (Perry Faith)
2. Ruby (Richard Hayman)
3. Goodbye Charlie, Goodbye (Kenny Chandler)
4. Say You're Mine Again (Eddie Fisher)
5. Strange Things Are Happening (Bobby Darin)
6. I'm Sitting On Top Of The World (Frank Sinatra)
7. I'm Walking Behind You (Perry Como)
8. How Much Is That Doggie In The Window (Patti Page)
9. Who's Gonna Pay The Rent (L. Rush)
10. I Say You're Mine Again (Eddie Fisher)

Buddy Deane

WITH—Baltimore, Md.
1. I Believe (Jane Froman)
2. I'm Walking Behind You (Patti Page)
3. I'm Sitting On Top Of The World (Frank Sinatra)
4. Song From Moulin Rouge (Perry Faith)
5. The Nearest You Ever Came (Eddie Fisher)
6. April In Portugal (Les Baxter)
7. I'm Walking Behind You (Eddie Fisher)
8. I Love For (Tommie Price)
9. Just Another Polka (Stafford)
10. Seven Lonely Days (Eddie Fisher)

Lou Bariie

WKFU—Nashville, Tenn.
1. Song From Moulin Rouge (Perry Como)
2. Almost Always (Janis James)
3. I'm A Frankie Gone (Eddie Fisher)
4. Say You're Mine Again (Eddie Fisher)
5. Your Cheatin' Heart (J. James)
6. Him (Bobby Darin)
7. Mickey Loves Me (Stevie Wonder)
8. My Thirty Lovable Days (O. Nyman)
9. It Is Any Woman (J. James)
10. I'm Walking Behind You (Eddie Fisher)

Billy Reynolds

WTVB—Muncie, Ind.
1. Song From Moulin Rouge (Perry Como)
2. Almost Always (Janis James)
3. I'm A Frankie Gone (Eddie Fisher)
4. Say You're Mine Again (Eddie Fisher)
5. Honey In The Door (Eddie Fisher)
6. Another Polka (Stafford)
7. I'm Walking Behind You (Eddie Fisher)
8. Just Another Polka (Stafford)
9. My Lady Loves To Dance (T. Presser)
10. I'm Walking Behind You (Eddie Fisher)

Alan Saunders

WJVN—Newark, N. J.
1. April In Portugal (Les Baxter)
2. I Believe (Jane Froman)
3. Song From Moulin Rouge (Mantovani)
4. Anna (Silvana Mangano)
5. Almost Always (Janis James)
6. I'm Walking Behind You (Eddie Fisher)
7. What You Do To Me (Patti Page)
8. Caravan (Bob Dorough)
9. Strong Things Are Happening (Bobby Darin)
10. Honey In The Door (Eddie Fisher)

Bob Seymour

WKMH—DeBaryh, Mich.
1. Song From Moulin Rouge (Perry Faith)
2. I'm Walking Behind You (Les Baxter)
3. April In Portugal (Les Baxter)
4. I'm Walking Behind You (Eddie Fisher)
5. Say You're Mine Again (Eddie Fisher)
6. Organ Grinder's Swing (Bobby Darin)
7. Strange Things Are Happening (Bobby Darin)
8. I'm Walking Behind You (Eddie Fisher)
9. Big Mama (Pat Hanker)
10. Just Another Polka (Bob R Marker)
In The Heart of Paris

PARIS, FRANCE—In the heart of Le Bal on the Rue de Rivoli to BVC Publishing. Time was recorded by Dick Lee for Essex and there is also an un-released record on Capitol by Peter. Miller will concentrate on his Eastwick (BMI) catalogue which now has a winner in “Crazy Man Crazy” by Bill Haley on Essex and Ralph Marterie on Mercury. Miller also has songs off of the Long Beach 78s to the BBC.

Correction

The Harry Fox whom The Cash Box reported died last week was vice president of the Sam Fox Publishing Company but was not the general manager of the Music Publishers Protective Association. That Sam Fox is still very much alive and the editors of The Cash Box trust that he will continue to be so for a long, long time to come.

“It’s What’s in THE CASH BOX That Counts”
THE CASH BOX
The Nation's Top 50

Best Selling Records

Comprising
100 Selections

from more than 15,000 record outlets!

1—Song From Moscow

May 23, 1953

2—Queen Bess

May 23, 1953

3—The Wedding Bells

May 23, 1953

4—She's Not Mine

May 23, 1953

5—Put Your Arms Around Me

May 23, 1953

6—Dancin' With

May 23, 1953

7—Organ Grinder's Swing

May 23, 1953

8—Johnny On The Spot

May 23, 1953

9—Stormy Weather

May 23, 1953

10—A Fine Romance

May 23, 1953

11—Yes, It's You

May 23, 1953

12—I'll Be Seeing You

May 23, 1953

13—Ding Dong Bell

May 23, 1953

14—Dooley

May 23, 1953

15—As Time Goes By

May 23, 1953

16—Just My Imagination

May 23, 1953

17—Senora Hapsburg

May 23, 1953

18—Little Red Riding Hood

May 23, 1953

19—Red Hot Mama

May 23, 1953

20—Tell Me Tell Me

May 23, 1953

21—Tom Corbett, Space Cadet

May 23, 1953

22—They Can't Take That Away From Me

May 23, 1953

23—Don't It Make My Brown Eyes Blue

May 23, 1953

24—Ain't That A Shame

May 23, 1953

25—Mama We're Not Alone

May 23, 1953

26—I'm Gonna Get You

May 23, 1953

27—Is It Any Wonder

May 23, 1953

28—I Can't Help Myself

May 23, 1953

29—I'm Gonna Sit On Top Of The World

May 23, 1953

30—I'm The One

May 23, 1953

31—I'm In There

May 23, 1953

32—I'm Gonna Sit On Top Of the World

May 23, 1953

33—I'm The One

May 23, 1953

34—I'm The One

May 23, 1953

35—I'm The One

May 23, 1953

36—I'm The One

May 23, 1953

37—I'm The One

May 23, 1953

38—I'm The One

May 23, 1953

39—I'm The One

May 23, 1953

40—I'm The One

May 23, 1953

41—I'm The One

May 23, 1953

42—I'm The One

May 23, 1953

43—I'm The One

May 23, 1953

44—I'm The One

May 23, 1953

45—I'm The One

May 23, 1953

46—I'm The One

May 23, 1953

47—I'm The One

May 23, 1953

48—I'm The One

May 23, 1953

49—I'm The One

May 23, 1953

50—I'm The One

May 23, 1953

Tunes are listed below in order of their popularity based on a continuing weekly survey of more than 15,000 record outlets. Each listing includes the name of the song, record number, artist, and tune on the reverse side.

The number underneath the title indicates the actual sale per 1000 records made with the week. For figure in 62.4, it means 624 records sold in that week, 6.4% of the votes indicated a combination of all the records on which it was applied.

The number indicates best selling record.

www.americanradiohistory.com
New York, N. Y.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. Say You’re Mine Again (Perry Como)
3. April In Paris (Les Baxter) (Perry Como)
4. I Believe (Frankie Laine)
5. Swing Low, Sweet Chariot (Patti Page, Les Baxter) (Perry Como)
6. 9:17 (Nat King Cole)
7. He Stuck to His Gun (Eddie Fisher)
8. My Lady of Spain (Julio La Rosa) (R. Perry Como)
9. Tell Me a Story (Lennie-Boyal)

1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. How Much Is That Doggie In the Window (Perry Como)
3. I Believe (Frankie Laine)
4. How Much Is That Doggie In the Window (Perry Como)
5. Cruzy, Cruzy (Crazy)
6. Pretty (Nat King Cole)
7. Tell Me a Story (Les Baxter)
8. My Lady of Spain (Julio La Rosa) (R. Perry Como)
9. Tell Me a Story (Lennie-Boyal)

New Orleans, La.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. Anna (Silvana Mangano)
3. Song From Moulin Rouge (Les Baxter) (Perry Como)
4. Ruby (Richard Hayman)
5. Love Madness (Nat King Cole)
6. 9:17 (Nat King Cole)
7. Tell Me a Story (Lennie-Boyal)
8. 10:01 (Nat “King” Cole)

Denver, Colo.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. Pretend (Nat King Cole)
3. How Much Is That Doggie In the Window (Perry Como)
4. I Believe (Frankie Laine)
5. April In Paris (Les Baxter) (Perry Como)
6. My Lady of Spain (Julio La Rosa) (R. Perry Como)
7. Seyne Things Are Happening (Red Buttons)
8. I Believe (Frankie Laine)
9. I’m Walking Behind You (Perry Como)

Cincinnati, Ohio
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. I Believe (Frankie Laine)
3. April In Paris (Les Baxter) (Perry Como)
4. Ruby (Richard Hayman)
5. Say You’re Mine Again (Perry Como)
6. Seyne Things Are Happening (Red Buttons)
7. I Believe (Frankie Laine)
8. I’m Walking Behind You (Perry Como)

Seattle, Wash.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. How Much Is That Doggie In the Window (Perry Como)
3. How Much Is That Doggie In the Window (Perry Como)
4. I Believe (Frankie Laine)
5. I Believe (Frankie Laine)
6. I’m Walking Behind You (Perry Como)
7. Ruby (Richard Hayman)
8. Just Another Fable (Tishler-Stafford)
9. Pretend (Nat King Cole)
10. Romans (The Gaylads)

Washington, D. C.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. Ruby (Richard Hayman)
3. How Much Is That Doggie In the Window (Perry Como)
4. April In Paris (Les Baxter) (Perry Como)
5. I’m Walking Behind You (Eddie Fisher)
6. Say You’re Mine Again (Perry Como)
7. Somebody Song (Jay Axelrod)
8. 9:17 (Nat King Cole)
9. How Much Is That Doggie In the Window (Perry Como)

New Haven, Conn.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. Anna (Silvana Mangano)
3. I Believe (Frankie Laine)
4. April In Paris (Les Baxter) (Perry Como)
5. 9:17 (Nat King Cole)
6. Tell Me a Story (Lennie-Boyal)
7. Ruby (Richard Hayman)
8. Seven Lonely Days (G. Gibbs)
9. I’m Walking Behind You (Eddie Fisher)
10. Can’t (Nat “King” Cole)

Los Angeles, Calif.
1. April In Paris (Les Baxter) (Perry Faith)
2. Ruby (Richard Hayman)
3. Anna (Silvana Mangano)
4. Seven Lonely Days (G. Gibbs)
5. 9:17 (Nat King Cole)
6. Almost Always (Eddie Fisher)
7. Say “Si Si” (Milo Reve)
8. My One And Only Heart
9. Ooh! What You Do To Me (Teresa Brewer)
10. Pretend (Nat “King” Cole)

Memphis, Tenn.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. April In Paris (Les Baxter) (Perry Como)
3. Caravan (Ruby (Richard Hayman)
4. How Much Is That Doggie In the Window (Perry Como)
5. Seven Lonely Days (G. Gibbs)
6. Somebody Song (Jay Axelrod)
7. Tell Me a Story (Lennie-Boyal)
8. Song From Moulin Rouge (Les Baxter) (Perry Como)
9. I’ll Walk Along With You (Teresa Brewer)
10. Can’t (Nat “King” Cole)

Jacksonville, Fla.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. How Much Is That Doggie In the Window (Perry Como)
3. I Believe (Frankie Laine)
4. Ruby (Richard Hayman)
5. Say You’re Mine Again (Perry Como)
6. Sleep (Perry Como)
7. Your Cozynin’ Heart (J. James)

Washington, D. C.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. April In Paris (Les Baxter) (Perry Como)
3. Seven Lonely Days (G. Gibbs)
4. Ruby (Richard Hayman)
5. Caravan (Ruby (Richard Hayman)
6. How Much Is That Doggie In the Window (Perry Como)
7. Say You’re Mine Again (Perry Como)
8. Pretend (Nat “King” Cole)
9. The Ho Ho Song (R. Buttons)
10. Till I Walk Again With You (Teresa Brewer)

St. Louis, Mo.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. April In Paris (Les Baxter) (Perry Como)
3. Seven Lonely Days (G. Gibbs)
4. Crazy, Man, Crazy (Harlen Corson)
5. I’m Walking Behind You (Eddie Fisher)
6. Say You’re Mine Again (Perry Como)
7. How Much Is That Doggie In the Window (Perry Como)
8. My One And Only Heart
9. Till I Walk Again With You (Teresa Brewer)
10. Can’t (Nat “King” Cole)

New Haven, Conn.
1. April In Paris (Les Baxter) (Perry Faith)
2. Song From Moulin Rouge (Les Baxter) (Perry Como)
3. Anna (Silvana Mangano)
4. I Believe (Frankie Laine)
5. 9:17 (Nat King Cole)
6. Almost Always (Eddie Fisher)
7. Say “Si Si” (Milo Reve)
8. My One And Only Heart
9. Ooh! What You Do To Me (Teresa Brewer)
10. Pretend (Nat “King” Cole)

What a Pizza Pie

NEW YORK.—The Holidays sample the subject of their latest King release "I'ma-Like-You" (Pizza Pie).

Maksik's Continues Record Name Policy Martino A Hit

BROOKLYN, N. Y. — Ben Maksik's Town and Country presently has the reputation for being one of the leading spots in the country where name recording artists are consistently featured — and where they play to capacity houses.

Last week's visit to Maksik's revealed a new Art Martino in style and presentation. Not only did her have a good choice of numbers and excellent light fighting production, but her modest and humble approach saw him walking off to healthy applause. It was a welcome change from the raw, unsanctioned presentation of his act six months ago.

In line with its policy of presenting record names, Town and Country will have Norman Brooks coming in on the 15th of May, followed by Art Lund and Jimmy Romano.

Business has been so great that plans call for expanding the 700 seating capacity to a much larger one in August.

Another BMI Pin-Up Hit! SAY SI SI recorded by MILLS BROTHERS (Dance) KAY WIGGINS (Vocals) ANDREW SITTEL (Memory) MICHELLO VALDEZ (Victor) WOODY WEAVER (Vocals) JIMMY PALERMO (Mertas) "The CLOVER LEAFS (MOAH) Published by E. B. MARKS MUSIC CORP.

Dallas, Tex.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. April In Paris (Les Baxter) (Perry Como)
3. Seven Lonely Days (G. Gibbs)
4. Ruby (Richard Hayman)
5. Caravan (Ruby (Richard Hayman)
6. How Much Is That Doggie In the Window (Perry Como)
7. Say You’re Mine Again (Perry Como)
8. Pretend (Nat “King” Cole)
9. The Ho Ho Song (R. Buttons)
10. Till I Walk Again With You (Teresa Brewer)

St. Louis, Mo.
1. Song From Moulin Rouge (Les Baxter) (Perry Faith)
2. April In Paris (Les Baxter) (Perry Como)
3. Seven Lonely Days (G. Gibbs)
4. Ruby (Richard Hayman)
5. Caravan (Ruby (Richard Hayman)
6. How Much Is That Doggie In the Window (Perry Como)
7. Say You’re Mine Again (Perry Como)
8. Pretend (Nat “King” Cole)
9. The Ho Ho Song (R. Buttons)
10. Till I Walk Again With You (Teresa Brewer)

Breaking Wide Open! "SCRAP OF PAPER" Recorded by "BIGS" HOWARD Victor (Fay Trat) DOLORES HAWKINS Okeeh (Watts) BONNIE LOU King (Watts) Premier, Inc. Published by Village Music Company

DANIA RECORDS Inc. 344 North Ave., New Rochelle, N.Y.

Terroristic Instrumental "FLASH POLKA" of RAY HENRY ORK.

"DIXIELAND OBEREK" by BAYLOR BAND.

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NEW EXCELLO RELEASES!

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GOOD ROCKIN' BEASLEY
b/w
"LONG GOODBYE"
by
GEO. CARROLL - I Was In The Mood
"DETROIT ARROW"
by
"SHY GUY" DOUGLAS
"NEW MEMPHIS BLUES"
by
"SHY GUY" DOUGLAS
"BANANA SPLIT"
by
King's Combo
"SKIP'S BOOGIE"
by
KID KING'S COMBO

Get Extra Sales with These
New Excello Releases . . .
ORDER NOW!

RHYTHM & BLUES TOP TEN

1 I'M MAD
2 HOUND DOG
3 GOIN' TO THE RIVER
4 HELP ME SOMEBODY
5 RED TOP
6 I WANNA KNOW
7 ONE ROOM COUNTRY SHACK
8 THE HONEY JUMP
9 HITTIN' ON ME
10 MAMA, HE TREATS YOUR DAUGHTER MEAN

NEW YORK—At the Fred Cole party in New York last week, which was given by WHDH in Boston to thank the music trade for helping make the station a successful one, artists and promotion men showed up in large numbers. In the top photo sitting in front are: Eydie Gorme, Sunny Gale, Eileen Barton, Fran Warren, Mary Ford, Vicki Young and Dorothy Squires. Kneeling are: Milt Gabler, Fred Cole, Les Paul and Alan Dean. Standing are: Mort Lindsey, Richard Hayman, Mitch Miller, Harry Meyerson, Tommy Reynolds, Stan Kenton, Sid Feller, Roger Coleman, three of the Four Freshman, Percy Faith, an unidentified artist, and Sonny King. In the lower photograph some of the promotion men, who are usually in the background, decided to get into the picture. They are: Paul Brown, Dick Linke, Gene Howard, Morris Diamond, Jack Egan, Jim McCarthy, Milton Karle and Marvin Frank.

At Last, It's Arrived—The Horrible Record Co.

NEW YORK—Look the doors, buy your pair of earplugs and run for cover. For now, without any pretense we have the Horrible Record Co. (an honest-to-goodness firm) which has just released its first disk. The Horrible Record Company makes no bones about it. Its records are just terrible. And its slogan is "If it's really a horrible record, it's bound to be a smash!"

It started this way: Two professional songwriters named Tony Burrello and Tom Murray wrote 26 songs between the summer of 1952 and March of 1955, but none of them went anywhere. Then one day in March they were listening to a disk jockey program and the man in charge said that the top record hits he was playing were "the worst songs I've heard in all my years in the business". Right then and there Burrello and Murray formed the Horrible Record Company and during the next 17 minutes they wrote the words and music of their first two sides "Fish" and "There's A New Sound". The boys, in an attempt to live up to their firm's name, tried to get everything as horrible as human ingenuity could make it. They wrote the lyric to "Fish" in four minutes. And to insure a spectacular performance from their vocalist, Leonna Anderson, they refrained from letting her see or hear the number until six minutes before they were ready to record it. The results of that strategy are evident in Miss Anderson's performance from the very first note she sings.
NEW YORK:

Just about the hottest group in the R & B field at the present time, based
on the number of sides that appear in the "Hot" charts, is The "5" Royales.
The Apollo artists, managed by Carl Lebow, A & R head at the record
company, show their heels to the rest of the field with three songs listed as best
territorial sellers, "Baby, Don't Do It," after a long reign as one of the top
disks in the nation, still refuses to drop out of the charts. "Help Me Some-
body" shows up in New Orleans, St. Louis, Memphis and Nashville, while "Crazy, Crazy, Crazy" is ex-
tremely strong in Philadelphia and Newark. ... Herald Records "Paradise Hill" by The Embers picking up
momentum. Latest hits to come in with strong orders are Atlanta and Baltimore. ... Henry Glover,
A & R at King Records the elated father of a baby girl, Joie Starlet was born on May 27th and to keep
things in the family, date is also the birthday of his wife, Doris (Mrs. J. W.,
Newark, N. J.) packs a powerful punch. According to Joel Turner, manager of Bobby's Record Shop
in Harlem, N. Y., tunes played on the Mt. Blue program stimulate his sales decidedly. ... Ruth Brown,
Atlantic Records blaster, doing two weeks at Broadax Bandbox, Ruth, whose "Mama" disk is still showing
exceptional strength, releases a new one this week, and a Ruth Brown release
is one in "Frisco Joe" the trade. ... Alfredo, now appearing at the Boulevard,
has just recorded two sides for Rainbow, "Goofus Mambo" and "Round The
World Mambo No. 2," ... The Houston Press last week ran a story on the
Peacock "Hounddog" and the Sun "Bearcat." Article quotes Don Robey, Pea-
cock owner, as saying "Hounddog should easily outsell his biggest seller
to date." ... "Let's Talk About Jesus," Joe Loco, Twin piano star, opened at
the Blue Note in Philly on May 11. In a dance at Town Hall, that city, Loco
drew as heavy, that the place overflowed and the ticket sale had to be stopped.
Matty Singer, Gotham District Phyllis, reports he is selling five times as many
Loco disks as heretofore due to the promotion that resulted from his appear-
ces. ... Terry Gibbs recently rid of the years of success with his disk "I Wanna Know," signed with Universal At-
tractions last week. Universal has booked the gal for a southern tour of one nights from June 13 to July 4.

CHICAGO:

Grand opening of new club, "Beauco Op Lounge," Friday, (5/8) jammed
to the doors. Club is known to be a new one of progressive jazz. Show
currently features Terry Gibbs at the vibes. Along with the Ira Sullivan jazz
quartet. ... The touring Benny Goodman Ork, headed by Gene Krupa, rocked
the Civic Opera House this past Saturday nite (5/16). ... Eddie Lloyd set for
Chicago appearance Decoration Day. At the Union Park Temple. ... Nice
card from Dan Bello, advising he will open at Melody Mill in Bloomington May 28. ... "Let's Talk About Jesus," very opti-
mistic about several nos 'Dota' coming out within the next few weeks. Bello, you may recall, is the com-
poser of "Pretend." ... Jackie Cain and June Knight have rejoined Charlie Ventura, after almost three
years. ... A new release from the "Honey Jump" ... 9. ... Group sharing The
Blue Note spotlight with Nellie Lutcher. This is Nel-
lie's second appearance at the 'Note' in less than a year.
... Little Walter now touring California through the end of May. Then on to Texas. ... Mar-
tie Day and Paul Williams set for May 22nd date at
Greystone Ballroom, Detroit. ... Lowell Fulson and
Lloyd Glenn into the Rendezvous, Milwaukee, May 31.
... Rocky Rolf escorting Eartha Kitt all around.
... Prince New Orleans new to our ways of promoting, having
spent most of his time abroad, is very elated at reception given "Uska
Dara." Disk is really moving. Gal guested on premiere, "Miller At Midnight"
TV show, now broadcast out of NYC, in Chi for a few days. Visiting old friends. Called to say "hello." While on
the phone gal sang the praises of The Cash Box. Del done' real great in
New York.

LOS ANGELES:

Couple of new platters starting to make some noise around town, with
Tiny Bradshaw's, "Heavy Juice," Earl Bostic's "Cherokee" and Joe Houston's
"MM" leading the way. ... Sid Talmadge handling the Herald line, with a big
plan. ... Charles Trio joins the wild crew over at the Lighthouse, Hermosa Beach. ... More jazz groups working around Los
Angeles than anywhere else in the nation. George Lewis at the Beverly Cav-
gin, Howard Rumney All-Stars at The Lighthouse, Wingy Manone at The Royal Room and Gerry Mulligan
at the Haig. ... Josephine Premice, Hootin' dog at the Bar of Music. ... Zoot
from the wild sax into the Tiffany this week. ... Lowell Fulson has a bunch of hits in new Swallowline release
via "My Daily Prayer" and "Cash Box Bopper." Lowell and Lloyd Glenn recently left the coast on a natio-
nal tour. ... The Fats Domino etching of "In My Room" get a new disk star
that's gonna be heard for sure is Bobby Mitchell who's first Imperial release,
"I'm Crying" is a natural. Advance orders for the platter are really pouring in. ... Saw and Joe Bihari of Modern Records due back in town.

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

1. HOUND DOG
   Willie Mae Thornton (Prestige 821)
   IS IT A DREAM
   Yancoskis (Red Robin 114)

2. RED TOP
   King Pleasure (Prestige 821)
   CAN'T DO SIXTY
   No More
   The Du-Droppers (Red Robin)

3. I WANNA KNOW
   Dolly Cooper (Savoy 891)
   GOIN' TO THE RIVER
   Fats Domino (Imperial 3321)

4. CRAZY, CRAZY, CRAZY
   The "5" Royales (Apollo 466)
   OFF THE WALL
   Little Walter (Checker 790)

5. I'M MAD
   Willie Mae Thornton (Chess 1538)
   I WANNA KNOW
   Dolly Cooper (Savoy 891)

6. THE HONEY JUMP
   Oscar McLain (Modern 902)
   TIN PAN ALLEY
   James Wilson (Big Town 101)

7. CRAWLIN'
   The Clovers (Atlantic 749)
   RED TOP
   King Pleasure (Prestige 821)

8. HELP ME SOMEBODY
   The "5" Royales (Apollo 466)
   Returns
   I'M MAD
   Willie Mae Thornton (Chess 1538)

9. LUCY MAE BLUES
   Frankie Lee Sims (Specialty 439)
   Goin' To The River
   Fats Domino (Imperial 3321)

10. ONE ROOM COUNTRY SHACK
    Marcy Dee (Specialty 458)

In NASHVILLE
1. Fats Domino
   "I WANNA KNOW"
   "LITTLE GIRL, LITTLE GIRL"
   RCA Victor 20/47-5321
   Submitted
   Mayfield
   Listed.
   To
   "I WANNA KNOW"
   "LITTLE GIRL, LITTLE GIRL"
   RCA Victor 20/47-5321
   Submitted
   Mayfield
   Listed.

HES WHAT'S IN THE CASH BOX THAT COUNTS"
HELEN FOSTER

(Somewhere 7037)

"SOMEBODY, SOMEWHERE" [Babb Music] Helen with the assistance of The Chapters, dishes up a slow blues with a warm and feelin'g reading.

SMOKEY HOGG

(Federal 12127)

"GONE, GONE, GONE" [Armco] Smokey Hogg etches a slow tempo blues in easy manner against a simple backing.

"I AIN'T GOTT EN OVER IT YET" [2:42] Similar side handled in similar fashion.

EDDIE JEFFERSON

(Prestige 858)

"STRICKLY INSTRUMENTAL" [2:41] Eddie Jefferson sings a modified bop of the heretofore strictly instrumental. Eddie's vocal is pleasing and is helped considerably by a solid tenor sax supplied by Salomon Powell.

"STOP TALKIN'-START WALKIN'" [2:38] (Prestige Music) Flip is a rhythmic middle beat in which Jefferson tells of the two timing woman who has herself a ball while he is out working hard. A bop item, sung on key by way of comparison with his work on the Hi-Lo label.

THE SERENADERS

(Red Robin 115)

"I WANT TO LOVE YOU BABY" [2:55] [Bob-Dan] The Serenaders, a vocal quartet, work together smoothly as they sing a rhythmic bounce with appeal.

"WILL SHE KNOW?" [2:44] [Bob-Dan] Material on the flip is a slow beat tender item emotionally chanted by the group.

THE CHAPTERS

(Republic 7038)

"GOODBYE, MY LOVE" [Babb Music] The Chapters blend for a smooth sound as they sway through a tender love tune in easy fashion.

"LOVE, YOU LOVE YOU, LOVE YOU" [2:41] The under portion is a lively middle beat bounce delivered by The Chapters with a light hearted sound.

SPIRITUAL HARMONIZERS

(Glory 4012)

"I'M YOUR SERVANT LORD" [2:53] [Loiz] The Spiritual Harmonizers blend on a slow rhythmic religious number.

"WAIT ON THE LORD" [2:54] [Loiz] The group removes another item in the same vein.

CHIEMI ERI and G. I. JOE

(Federal 12140)

"PRETTY EYED BABY" [1:56] [Pickett] Jap 16 year old gal who is Japan's biggest selling disk star, does a real personality job on the quick beat style and turns it in a captivating plate.

"GOMENASI" [2:42] The tune that originated in Japan and became a big U.S. seller is done impressively by Chiemi Eri and G.I. Joe, but is strictly a cover as it is too late to any real action.

CHICAGO SUNNY BOY

(Meteor 5004)

"JACK POT" [2:41] [Flair] Chicago Sunny Boy etches a quick beat, rhythmic harmonica instrumental.


GWEN JOHNSON

(Peacock 1613)

"NEVER AGAIN" [2:42] [Lion Publ. Co.] New Peacock gal dishes up a slow tempo love tune in sentimental fashion against an easy backing. Both tune and chantress sound like good pop material.

"NEW ORLEANS" [2:30] [Lion Publ. Co.] A dramatic item with Gwen Johnson displaying an amazing vocal range. Etching is colorful, and seems like a good bet with the proper distribution in the pop field.

WILLIE JOHNSON

(Savoy 894)

"LOVE ME TIL DAWN" [2:41] [Crossroads] Willie Johnson sings a cute love tune set to a slow rhythm bounce. Thin voiced fem foil gives the etching a humorous twist with engaging sounds and side remarks.

"SOMETIMES I WONDER WHY" [2:39] [Crossroads] Johnson handles a melodic slow bounce in simple and pleasing fashion.

THE SWAN SILENT SINGERS

(Specialty 844)

"MAN IN JERUSALEM" [2:43] [Venice Music] The Swan Silent Singers dish up a rhythmic jubilee chant in stimulating fashion.

"HE WONT DENY ME" [2:56] [Venice Music] Flip is a quick beat delivered by the group in exciting manner. A wildie in parts and leads it gives a shouty reading.

LILLIE RUTH

(Modern 904)

"WITNESS" [2:38] Lillie Ruth, featured with The Trinity Baptist Church, reads a slow inspirational number with warmth and tenderness.

"LORD KEEP YOUR HAND ON ME" [2:36] A similar number softly and emotionally chanted by the religious singer.

BERT KEYES

(Ramo 4)

"WANDERING BLUES" [2:41] Bert Keeyes and his "Trio cuts his first side for the label and comes up with a strong dish. Keyes style is one that should win him approval. A good etching.

"YOUR CHEATIN' HEART" [2:39] [Acuff Rose] Flip is the Hank Williams ballad, handled well by the chanter, but too late to get any action.

JOE HOU STON

(RH 423)


SPA Has Made An Orderly Process of Writer-Publisher Agreements Where Once There Was Only Chaos

NEW YORK—There was a celebration recently in New York, a party given by the Songwriters’ Protective Association on the occasion of its move to new headquarters at 159 West 55th Street. The top people in the publishing, writing and recording fields were there for almost everyone in the business has a good word to say to them about an organization which has brought orderliness processes out of what was once chaos.

SPA was conceived of in 1931 by Edgar Leslie, George Meyer and Billy Rose as an organization that could create uniform standards of agreements between publishers and writers. For before this time, each publisher had a different type of contract and there were as many forms of contracts as there were publishers.

Starting with a membership of 50, SPA has grown today to a membership of 2000 writers and 400 publishers with its roll increasing by 50 a month.

Billy Rose was the first president of the organization and Sigmund Romberg was the second. He became president in 1935 and remained in that position for fifteen years, during which time he devoted a great deal of his energies to establishing SPA as a going concern. At present Charles Tobias is president.

The day to day work of SPA is supervised by Miriam Stern who is the executive secretary.

Some of the achievements which SPA has accomplished for its members are: securing for its writer members 50% of all recording, transcription and motion picture synchronization royalties; 50% of foreign royalties; elimination of "bulk" deals; setting of a minimum of 3 cents per copy on sheet music except that when the writer and publisher agree to use "sliding scale" providing for royalties up to 5 cents per copy, the minimum for the first 100,000 copies is 2 1/2 cents per copy; provision that an advance can be deducted only from the earnings of the song as saved up when it was paid; the advance remains the property of the writer if the publisher agrees to fulfill the following two requirements within one year: 1. publish and place on sale regular piano copies and 2. publish and place on sale orchestrations; provision for regular periods of royalty payments; and guaranteeing that the writer or his agent may examine the publisher’s books.

Flanagan Plans Longer Engagements Despite Great Commons On One-Nites

NEW YORK—Band leader Ralph Flanagan and his orchestra have been touring the country, with one nighters, at such a terrific pace, that Ralph’s manager, Herb Hendler, is attempting to plan longer than one night stands for the musical aggregation so that they may take some time out for vacations.

Since March 1 when Flanagan left the Hollywood Palladium to tour the country, he has done 86 one nighters which took him through 26 states. By May 31, the halfway mark of the tour, the approximate gross for the three month period is expected to be $175,000. With guarantees already in for the next three months, a figure of another $157,000 is expected.

From the start of the tour, Ralph has taken only three days off in March for a rest, only one in the month of April, and two days in May.

During the first three months, all of the dates were strictly one nighters, but starting on June 1, the band will go into Bilstyn’s in Boston for a week’s stay. Incidentally, Ralph is the first name band ever to play at Bilstyn’s. On July 29 and the band will go into Lake Park in Denver for a two week stand. All other dates for the month of June, July, August and up to Labor Day, will be one nighters, which calls for 87 additional one nighters. This longer than usual one night tour calls for a total of only five nights off for a breather. The second half of the six month tour will cover eleven Eastern and Southern states, and nine Midwestern states, taking the band almost all the way back to California.

This is the biggest tour that the Flanagan crew has ever taken, since the date Ralph started as a leader back in March of 1950. With record and radio income added to his p.a. receipts, the year’s gross income should put Flanagan at the three quarter of a million mark, his biggest year to date. Ralph has done better than half a million in each of his previous years as a band leader, with the approximate figure for last year set at $600,000.

After such a terrifically grueling pace at which the band leader has been going, it is very easy to understand why future plans for Ralph remain of longer runs. Longer stands give the crew a chance for resting and a set-up whereby they can play the usual four back to back dates instead of the location dates where the band plays from as early as 7:00 or 7:30 to as late as 1:00 or 2:30 in the morning.

It is rumored that Herb Hendler is negotiating a radio show in Denver for Flanagan ork starting in the Fall which is to come from different colleges every weekend. It is also rumored that the construction of a ballroom somewhere in Long Island, N. Y., out of which Ralph will work, is being figured in the future plans for the band leader.
**Triple A Goes All Out On Ginny Wight Disk**

**Cleveland, O.,—Triple A. Records, which rose to national prominence with Don Howard’s record of “Oh Happy Day,” has another hit on in Ginny Wight’s “You’re Under Arrest” backed with “Goin’ Steady.”

The diskery is preparing an all-out campaign on this folk record which already has been receiving pronounced attention from disk jockeys in the folk field. Samples of the record will be sent to every hillbilly disk jockey, and music operators who have machines in folk locations will also be receiving samples. Moreover, Triple A is preparing a tremendous promotional campaign in the trade papers to introduce Ginny Wight and her record.

From its initial reaction, the officials of the diskery expect that this will be their best selling disk to date.

**Award To Billy May**

**Philadelphia**—Billy May was the winner of WIP’s second annual Showmanship Award in the orchestra leader category. Above Billy is shown with Murray Arnold (standing) program director of WIP, and Benjamin Ginbel, Jr. (right) president and general manager of the station. Other winners were Joni James as outstanding songstress and Frankie Laine as the leading male vocalist.

**Different! Moving! You’ve Just Got To Hear This!!!**

**A DEAR JOHN LETTER** by Talkin’ Charlie Aldrich and Honey Williams

**Intro Records**

**PHILADELPHIA**—Billy May was the winner of WIP’s second annual Showmanship Award in the orchestra leader category. Above Billy is shown with Murray Arnold (standing) program director of WIP and Benedict Ginbel, Jr. (right) president and general manager of the station. Other winners were Joni James as outstanding songstress and Frankie Laine as the leading male vocalist.

**“It’s What’s In THE CASH BOX That Counts”**

**The Singer And The Disk Jockey**

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Southern Hospitality

Kroll To Handle
Mercury Promotion
In Southwest

Doe Kilpatrick, Mercury's Nashville representative, reports that Bonnie Kroll, a native of New Orleans, La., has just been appointed to handle company's promotion for the South- west territory, covering Dallas, Houston, Fort Worth and headquartered in New Orleans. Bonnie's experience in newspaper work, advertising agency work and a d.j. show, well qualify her for the Mercury position. Kilpatrick says the label has looked for some time for such a person for this territory. Bonnie will work under Kilpatrick out of the Nashville office. Her first guest artist will be Sophie Tucker who will open at the Roosevelt Hotel, New Orleans, May 21st.

Valley Adds New Distributors

The recently organized Valley Records, Knoxville, Tennessee announces the following distributors as additions to their outlets: Comat Distributing Company of New York and Philadelphia, Franklin Sales Company, Chicago, Illinois; Music Sales Company, Memphis, Tennessee; and Records Merchandising Company, Los Angeles, California. Mr. Jack Comer, president of Valley Records has previously announced Gramaphone Enterprises of Dallas, Texas as distributors for their records.

Arnold Opens With Bang

Eddy Arnold enjoyed a sensational opening night at Hotel Sahara in Las Vegas on May 6th. He was the headline attraction in a variety western bill at the fabulous resort hotel. Also featured were several attractions including The Dickens Sisters, Hank Garland and Roy Wiggins, all well known for their appearances with the Tennessee Trouble.

Father And Son

GALLATIN, TENN.—Ernest Tubb, Decca recording artist, was guest on his son's first d.j. broadcast, May 11, over radio station WHIN. Gallatin, Ten- nessee. Justin Tubb, who has been attending the University of Texas has postponed his college training for the present. Title of Justin's d.j. show is "Country Music Club House," heard 4 to 5 P.M. Monday through Friday.

"It's What's in THE CASH BOX ThatCounts."

MEXICAN JOE
Jim Reeves
(Decca 28594; 9-28594)

YOUR CHEATIN' HEART
Hank Williams
(MGM 11416; K-11416)

I HAVE'NT GOT THE HEART
Webb Pierce
(Decca 28594; 9-28594)

TAKE THESE CHAINS FROM MY HEART
Hank Williams
(MGM 11479; K-11479)

KAW-LIGA
Hank Williams
(MGM 11416; K-11416)

THE LAST Waltz
Webb Pierce
(Decca 28594; 9-28594)

I COULDN'T KEEP FROM CRYING
Marty Robbins
(Columbia 21075; 4-21075)

BUMMING AROUND
T. Texas Tyler
(Decca 28579; 9-28579)

ORCHIDS MEAN GOODBYE
Carl Smith
(Columbia 21087; 4-21087)

NO HELP WANTED
The Carlises
(Mercury 70028; 70028x45)

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MUSIC VALLEY KROLL SENSATIONAL THEIR O"© © (MGM) JIM HANK MEXICAN HEART THE WEBB (MGM) KAW-LIGA FROM I (Decca) MATT W (Columbia) BUMMING TON,Envelope, FUN, SQUARE DANCING, REFRESHMENTS AND FROLIC, ALL FREE. DURING THE EVENING, PEE WEE KING WAS PRESENTED A PACKAGE OF ELBECK GITS FROM MISS MIAMI BEACH AS A TOKEN OF SOUTHERN HOSPITALITY.

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HILLBILLY, FOLK & WESTERN JUKE BOX TUNES

LADDER OF POPULARS

BONNIE LOU
SCRAP OF PAPER (DAMNIN' WITH SOMEONE)
JIMMY BLUE
BUMMING AROUND (WHY, WHY, WHY)
LESLEY BRIDGERS
GOT A LITTLE ACNE IN MY HEART

Folk/Western

BONNIE LOU
SEVEN LONELY DAYS

MOON MULLICAN
RHINEFALLS BOOGIE

CHARLIE GORE & LOUIE INNIS
MEXICAN JOY

RHYTHM/BLUES

EARL BOSTIC
CHROEME

TINY BRADBISH
SOMEBODY STRANGE

ROY BROWN
GAMBLIN' MAN

BILLY WARD AND HIS DOMINOES
THREE FOOLISH THINGS

CHEMI ERI AND G.J. JOE
PRETTY RED BABY

GALLATIN, TENN.—Ernest Tubb, Decca recording artist, was guest on his son's first d.j. broadcast, May 11, over radio station WHIN, Gallatin, Ten- nessee. Justin Tubb, who has been attending the University of Texas has post- poned his college training for the present. Title of Justin's d.j. show is "Country Music Club House," heard 4 to 5 P.M. Monday through Friday.

"It's What's in THE CASH BOX That Counts."
Another GREAT One! From The Pens Of
Pee Wee King, Redd Stewart
and Chilton Price

"HOMIN' TIME"
by
GORDON MacRAE
Capitol 2465
RIDGEWAY MUSIC, INC.
Charlotte Adams
6087 SUNSET BLVD.
HOLLYWOOD, CALIF.
— Solo Selling Agents
— Keys Music, Inc.
146 W. 54th St., New York, N.Y.

The Original Hit!
“MEXICAN JOE”
JIM REEVES
on ABBOTT # 116
ABBOTT RECORD CO.
1653 N. Argyle Avenue
Hollywood, Calif.

If You’re Looking For
TIN PAN ALLEY
It’s Easy To Find!
It’s On BIG TOWN RECORDS
By JIMMY WILSON
(TT04-43-101)
“Tin Pan Alley”
“Big Town Jump”
Jimmy Wilson

“Call Me A Hound Dog”
“Instrumental Jump”
BT 105
Jimmy Wilson
Soo The Charts—May 9 Issue
#2—In San Francisco
#9—In Dallas
COMING UP!

If Not Available In Your
Territory, Write, Wire or Phone
FOUR STAR SALES CO.
305 So. Fair Oaks
Pasadena, Calif.
Tel: Ryan 1-4609

THE CASH BOX
THE TOP 10
FOLK & WESTERN
Best Sellers
COMPILED BY JACK “ONE SPOT” TUNIS

1. NO HELP WANTED
The Cardinals
(Marcury 79028; 79023 x 45)
2. KAW-LIGA
Hank Williams
(MGM 11416; K-11416)
3. YOUR CHEATIN’ HEART
Hank Williams
(MGM 11416; K-11416)
4. THAT HOUND DOG IN THE WINDOW
Hank & Jettes
(RCA Victor 20-5280; 47-5280)
5. THAT’S ME WITHOUT YOU
Webb Pierce
(Decca 28334; 9-28334)
6. BUMMING AROUND
T. Texas Tyler
(Flip 28579; 9-28579)
7. A FOOL SUCH AS I
Hank Snow
(RCA Victor 20-5034; 47-5034)
8. MEXICAN JOE
Jim Reeves
(Decca 116; 45-116)
9. THESE TAKE CHAINS FROM MY HEART
Hank Williams
(MGM 11479; K-11479)
10. I’LL GO ON ALONE
Webb Pierce
(Decca 28334; 9-28334)

“SPANISH FIREBALL” (2:45) [Leeds]
“BETWEEN FIRE AND WATER” (2:45) [Leeds]
HANK SNOW
(RCA Victor 20-5296)

“ORCHIDS MEAN GOODBYE” (2:42) [Fairway]
“JUST WAIT TIL I GET YOU ALONE” (2:31) [Tannen]
CARL SMITH
(Concord 2087)

BILL MACK
(Imperial 192)
“FOREVER I’LL WAIT FOR YOU” (2:33) [Comodore] Bill Mack sings a sorrowful slow item telling of his girl finding someone new and leaving him.

“THAT’S WHAT I GET FOR LOVING YOU” (2:31) [Acuff Rose] The reverse deck is a fast tempo romantic lament chanted by the artist in racing tempo against a background of strings.

ROY ACUFF
(Capitol 2440)
“LONESOME JOE” (2:33) [Acuff Rose] Roy Acuff, in that manner that has won him much acclaim, dishes up a quick beat ditty. Spirited piano in the break adds color to the dish.

“IS IT LOVE OR IS IT LIES?” (2:40) [Acuff Rose] Acuff works with a middle tempo rhythm bounce for the flip. Acuff is polished as he sings the sad romantic story.

JACK KINGSTON
(Arrow 902)
“PICTURE OF YOU” (2:35) [Old Colony] Jack Kingston sings a middle tempo jump with romantic lyrics in solid fashion. The Main Streeters supply the string backdrop for the artist.

“ROAD OF BROKEN HEARTS” (2:38) [Hill & Range] The under lid is a fast moving item delivered by Kingston with spirit. Good for the boxes.

“IT’S YOU” (2:40) [Producers] Johnnie Wright and his band serve up a country music item for the disc jockeys.

“YORK BROTHERS” (King 1206)

“THE ROCKY, BUMPY ROAD TO LOVE” (2:29) [Lonat] The York Brothers join voices for a middle tempo bounce. A lovely tune delivered in light hearted fashion.

“EVEN SINCE WE MET” (2:35) [Lonat] A fast Latin tempo ditty engagingly performed.

JACK AND DANIEL
(Decca 28861)

“JACK AND DANIEL”
(Decca 28861)

“WHAT’S THE USE TO LOVE YOU” (2:29) [Central Songs] Faron Young sings a slow tempo lament smoothly. A good etching.

“BECAUSE YOU LOVE ME” (2:3) [Decca] Faron Young backs with a rhythmic middle beat in light hearted fashion, adding a light yodel.

ARThUR C. BOOGLIE SMITH
(MGM 11503)

“I CAN’T HELP FROM CRYING” (2:26) [Acuff Rose] The disc etch is a pretty middle tempo tune softly. A pleasing dish.

“KNOTOLE” (2:12) [Acuff Rose] The boys etch their version of the current country favorite in spirited fashion for a cute side.

FARON YOUNG
(Arrow 2364)

“WHAT’S THE USE TO LOVE YOU” (2:28) [Hank Williams] A bright good time number with a catchy chorus.

“THE CASH BOX Top 10 FOLK & WESTERN Best Sellers

“IT’S YOU” (2:40) [Producers] Johnnie Wright and his band serve up a country music item for the disc jockeys.

“WORLD OF THE WEEK

BULLETIN

GOLD RECORDS

DECOR, EXCELLENT

SMOOTH, CLEAN
NO SIGNS OF WEAR

NOW EVEN BETTER

U.S. DEFENSE BONDS

"It’s What’s in THE CASH BOX That Counts"
Marty Robbins along with Maddox Brothers and Ross recently played to a capacity house on Connie B. Gay's river boat, the S. S. Mt. Vernon in Washington. Johnnie & Jack (RCA Victor) with Kitty Wells (Decca) toured Kansas the week of May 16th with the Red Foley (Decca) Show. This week will find Johnnie & Jack and Kitty Wells in Meridian, Mississippi for the Jimmie Rodgers Memorial Day event. Curtis Gordon, (RCA Victor) WABB, Mobile, Alabama, is operating a hillbilly night club called "Radio Ranch." Gordon's latest Victor recording is "What's A Little Pride." The Carter Family with Mother Maybelle did a matinee and night performance in Springfield, Illinois, at the Fair Ground Coliseum along with Carl Smith, Duke of Paducah, Dot & Smoky. The show was promoted by the Police Department. Doyle Wilburn has just been discharged from the service and is now with Webb Pierce. Boudleaux Bryant, Tammy Music, reports that Red Garrett recording "Blame It On The Moonlight" is moving surprisingly well. Hank Snow (RCA Victor) played to Boston audiences on May 22nd. Snow jumps into Meridian, Mississippi, May 24th for his participation in the Jimmie Rodgers Memorial Day ceremonies. Tabby West (Coral) is set for the Roosevelt lounge, Detroit, May 17th through May 31st, according to Red Wortham, Wortham Music, Nashville. John Thompson, Coral's Cincinnati representative, in Nashville, May 9th for session with label's Marty Robbins and Little Barbara. Nelson King, WCKY, Cincinnati, also visiting Nashville and the Opry on May 9th. Grandpa Jones, after several weeks on the road is resting up for a few days and plans some good fishing. Eddie Hill (Mercury) did the Ernest Tubbs Record Show tour Saturday, May 9th in the absence of Ernest Tubbs. Carl Story and his Rambling Mountaineers set for eight weeks of theatre in North and South Carolina beginning July 6th, according to Ray (Duck) Atkins, WAYS, Charlotte, North Carolina. Webb Pierce in to visit with Mary Waterston, manager of the record department at Bueldey's One Stop, Nashville. According to Mary, Webb's recording of "The Last Waltz" is still selling big to the operators in this territory. The top folk tunes, according to over-the-counter sales at Buckeye's One Stop for the week of May 23rd were as follows: No. 1: Faron Young's "I Can't Wait," No. 2: Homer & Jethro's RCA Victor recording of "How Much Is That Hounddog In The Window," and No. 3 is Slim Whitman's "Restless Heart" on the imperial label. Don Gibson currently heard over WNOX, Knoxville, has a new release out called "Walking In The Moonlight" which is reported to be one of his best recordings to date. The tune was written by Johnny Masters. Dave Garrison, vice-president of Valley Publications has just returned to Knoxville, Tennessee, after several days out West promoting the label's Darrell Glenn recording of "Crying In The Chapel," Zareckurt, KFZ, Fort Worth, Texas, is giving Glenn's recording quite a push on his show and from this territory the tune looks good. Bill Carlisle (Mercury) and the Jimmie Rodgers Memorial Day weekend at the Hayford Jamboree in Fort Worth recently at the North Side Coliseum, knocked out the amplifier price and the footlights once with his high-jumping act which Bill uses while singing "No Help Wanted." Dewey Phillips, WHRB, Memphis, is again conducting his dj show from the studios, after broadcasting from the Hospital where he has been confined because of an automobile accident some time back. Roy Price taking a few days rest, spent several days fishing recently. Buck Conly, dj at station WLBR in Lebanon, Pa., re-opened Himmeleich's Grove in Womelsdorf, Pa., "Pennsylvania's oldest folk music park," on May 10th. Jack handles daily, a live talent and record show on WPPA in Pottsville, Pa., as well as on WLBR in Lebanon.

**The Cash Box, Music**

**SUBPOENA**

You, the disc jockeys of America are hereby summoned to appear before your turntables, and play the biggest hillbilly hit to come out of this area.

"**YOU'RE UNDER ARREST**" to play the record once a day for seven days. You and your audience will be "**GOIN' STEADY**" when you spin . . .

**GINNY WRIGHT**

by

**JOHNNY MASTERS**

&

**DARRELL GLENN**

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

1. **MEXICAN JOE** Jim Reeves (Abbott)
2. **NO HELP WANTED** The Carlisles (Mercury)
3. **YOUR CHEATIN' HEART** Hank Williams (MGM)
4. **KAW-LIGA** Hank Williams (MGM)
5. **KNOTHOLE** The Carlisles (Mercury)
6. **THE LAST WALTZ** Webb Pierce (Decca)
7. **I COULDN'T KEEP FROM CRYING** Marty Robbins (Columbia)
8. **SEVEN LONELY DAYS** Bonnie Lou (King)
9. **HOW MUCH IS THAT HOUND DOG IN THE WINDOW** Homer & Jethro (RCA Victor)
10. **I HAVEN'T GOT HEART** Webb Pierce (Decca)

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

**"YOU'RE UNDER ARREST" RECORD 2521**

Disc Jockeys: To obtain a copy of this record, drop a card to

**TRIPLE A RECORDS**

432 Schofield Building
Cleveland, Ohio
AT THE PHONOGRAPH
WITH THE
Select-o-matic
100

100 SELECTIONS
ANYWHERE IN THE LOCATION
WITH THE
Wall-o-matic
100

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBUG CORPORATION
Chicago 22, Illinois

America's Finest and Most Complete Music Systems
After More Than 2 Years:

What Do Chicago's Retailers Think of 10¢ Play?

"The reason we took in a juke box was to help stimulate our business by entertaining our customers and, thereby, keeping them in our place for a longer period of time. But, today, because of 10¢ play, we are actually enjoying very gratifying cash returns, in addition."

(Publisher's Note: The above is a summary of the statements that were given to "The Cash Box" by a representative cross-section of location owners throughout the entire city of Chicago where 10¢, 3 for 25¢ juke box play has been in constant operation since December, 1950. These locations were personally visited by members of "The Cash Box" staff in Chicago, Illinois. The conversations held with these retailers definitely proved that they were extremely happy with 10¢, 3 for 25¢ play, and that, further, they were happy over the very gratifying cash returns they were enjoying from their juke boxes. Where formerly, they only considered the juke box 'just another fixture,' today because of 10¢, 3 for 25¢ play, they are cooperating much more closely with the juke box owners and helping to stimulate play.)
IT BOILS DOWN TO THIS

A Wurlitzer Fifteen Hundred will out-earn any Phonograph any time. This is easy to prove. Pick your location...put one in! Every time you empty the cash box, the evidence will pile up before you.

Make More Money with Wurlitzer Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, New York
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 RE-LIGHTS for RE-PLAYS! 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 KICKOUT HOLE awards HIGH SCORE and puts a MAN ON BASE. Hitting any of the HOME RUN TARGETS brings 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!

D. Gottlieb & Co., 1140-50 N. KOSTNER AVE.
CHICAGO 31, ILLINOIS

"There is no substitute for Quality!"

WANTED TO BUY FOR CASH

Seeburg 100-A
Evans Constellation
Seeburg Bear Guns
United DeLux6 Player
United Star 6 Player
Seeburg Wall Boxes
Keeley Air Raid
Chicago Coin 6 Player DeLuxe
Seeburg Tear Drop Speakers

STATE QUANTITY, CONDITION AND QUOTE LOWEST CASH PRICE IN FIRST LETTER

BADGER SALES COMPANY • 2251 WEST PICO BLVD. • LOS ANGELES 6, CALIF.

Call For New Games

Amusements Field Seeks New Products To Assure Continued Boom Thruout Summer - Fall

CHICAGO—Roadmen returning to their factories here are reporting there is a call throughout the field for new amusements to insure continued boom play throughout the summer and into the fall-winter season of '53. This was reported here some weeks ago, when operators began to ask for more new type products, to vary equipment on their routes.

With letdown in play on some machines, these men report, they want others to continue to hold up and step up play action.

In the meantime, factories here continue to work overtime, in an effort to supply the present demand for amusements.

The demand for new type games is not at all new, as all in the industry realize, and is one demand which the manufacturers here have attempted at all times to completely satisfy, is the way one leader here puts it.

One well known manufacturer stated, “The one big reason for our experimental department is to devise and develop entirely new amusement products for the trade.”

This manufacturer, and others, have constantly called on the nation’s amusement operators to come in with any and all ideas which they may have, so that the manufacturers here could develop these in an effort to bring the trade something entirely new.

This forthcoming summer, many here believe, will be one of the best in all the history of the industry. These men also realize that, to continue this peak play action, the operators require new products.

N. Y. Music Ops To Stay On 5c Play

NEW YORK—At a gathering of a group of representative music operators on Tuesday night, May 12, in this city, it was decided that music machines will continue to operate at 5c play at present, according to Al Denver, president of the Automatic Music Operators Association.

After lengthy discussions Denver polled the opinions of the men present with the result these operators felt that with their present method of operating plus many other complex problems, it was feasible to continue at this time on the nickel basis.

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

ORDER FROM YOUR DISTRIBUTOR NOW!

Modern “Kiddie Town” Nears Completion

CHICAGO— Featuring the most ultra modernistic building designs, “Kiddie Town,” located on Harlem Avenue, between Irving Park Road and Cullom Avenue, here, is nearing completion.

In addition to famed rides, designed especially for the kiddies, like the “Shoot-The-Chutes,” trains, and others, there will also be an arcade, designed to meet the size of average kidde.

Those who have seen the ultra modern designed buildings going up have marveled at the beauty and attractiveness of “Kiddie Town.”

Shopping center, restaurants, ice cream stands, shooting galleries, circus, and many other innovations will make up “Kiddie Town.”

“IT'S POSSIBLE THAT AT SOME FUTURE DATE, THE OPERATORS MAY CHANGE THEIR MINDS, BUT AT PRESENT WE WILL MAKE NO CHANGES," commented Denver.

ORDER NOW! The Greatest Bally's "SPACE SHIP"

RUNYON SALES COMPANY


349 10th Ave, New York 18, N.Y. 10-1-1950

"It's What's in THE CASH BOX That Counts"
CHICAGO—Every juke box owner in the nation must pay for the right to use the copyrighted music of all ASCAP (American Society of Composers, Authors and Publishers) music publisher’s tunes, and also pay the song writers (composers) of those tunes.

This payment must be made to the music publishers and the song writers regardless of whether the juke box operators do, or do not, like to do so.

This payment is being made now. The nation’s juke box owners are now paying on everyone of the ASCAP copyrighted tunes they are featuring in their juke boxes.

The payoff comes when the operators purchase any recording which features the tune of an ASCAP music publisher.

This payoff is added onto the price the operator pays for that recording.

Therefore, the operator is paying to the ASCAP music publisher and song writer, via the record manufacturer, the royalties which these people demand for the use of their copyrighted music.

With the McCarran and Dirksen Bills being pushed on hard for quick public hearings before the Senate’s Judiciary Committee in Washington at this moment by the proponents of these two bills, it has become necessary that every single juke box owner in the nation (whether he owns 1 juke box or whether he owns 1,000 juke boxes) realize that he is, everytime he purchases a recording featuring an ASCAP copyrighted tune, paying off to the ASCAP music publisher and the ASCAP song writer for the use of that tune in his juke box or juke boxes.

The fact that ASCAP (as the collective collection agency of the ASCAP music publishers and composers) now wants to collect a tax on top of an already paid tax (double royalties for the same music) in both the McCarran and the Dirksen Bills, simply means that every operator in the nation must now come to the realization that HE IS ALREADY PAYING THESE PEOPLE.

The ASCAP music publisher and the ASCAP composer is ASCAP. They can’t get away from that FACT.

When these people ADMIT that they are being paid by the record manufacturers (and the record manufacturers ADMIT that they add the royalty onto the selling price of the record) THEN THESE PEOPLE ADMIT THAT THEY ARE ALREADY TAXING THE JUKE BOX OWNERS OF THE NATION whether these men own one or a thousand juke boxes.

In these days when the Congress of the United States is desperately seeking ways and means to CUT DOWN TAXES, surely, then, it is not the purpose of the nation’s lawmakers to ADD TAX ON TOP OF ALREADY PAID TAXES.

This would be, without any doubt, whatsoever, the greatest travesty on American justice which has yet been perpetrated upon any group of peoples in this history of this nation!!

With the power of Federal Law behind them. With the fact that even in this travesty ASCAP still does not mention the amount of monies it wants (directly) even though the peoples who compose ASCAP are already getting paid royalties for the same tunes, IT COULD MEAN THE END OF THE JUKE BOX MUSIC OF AMERICA.

That means the END OF THE MUSIC OF THE POOR. The music of the “Workingmen’s and Workingwomen’s Clubs” of the nation would be FINISHED. That’s where the nation’s juke boxes are located. In the Workingmen’s Clubs. In the ice cream parlors of the teenage groups. For the poor people.

In short, by this attempted grab of a tax on top of an already paid tax, ASCAP wants to: “CRUCIFY THE MUSIC OF THE POOR ON A CROSS OF GOLD”.

All good business men do first things FIRST. This is, RIGHT THIS VERY MINUTE, THE BIGGEST AND MOST SERIOUS PROBLEM CONFRONTING THE ENTIRE JUKE BOX INDUSTRY.

Surely, then, THIS is what every single juke box owner in the nation should BE THINKING ABOUT RIGHT THIS MINUTE:

“Will I, or will I not, be able to stay in business if ASCAP wins in Washington and either the McCarran Bill or the Dirksen Bill becomes LAW?”

THINK!
ASCAP BATTLE LOOMS AS CONGRESS VACATION NEARS

Miller Alerts Trade
Advises ASCAP Pushing For Immediate Public Hearings On McCarran-Dirksen Bills

NEW YORK—Nat Cohn, president of Riteway Sales & Manufacturing Company, this city, reported that both Abe Sussman and Andrey Hunter of State Music Distributing Company, Dallas, Texas, spoke with him on the phone, stating that the rainy weather had passed away, and that with sunshine prevailing, their customers were ordering Cohn's kiddie rides in good numbers.

Sussman ordered a carload of "Atomic Jets" and "Aquas Jets", split half and half, for immediate shipment, Cohn stated.

State Music has a trailer traveling the territory, displaying both these kiddie rides, under the direction of Bob Hunt. Hunter drives up to an operator's place of business, runs a long wire cable into the electric socket inside the office, and demonstrates the equipment right in the trailer.

"The coin machine business has become very competitive these last few years," stated Sussman, "and we feel that our firm, as with any progressive sales organization, must do two things: sell substantial equipment, and also contact those operators who are so busy they cannot visit our offices. We know we can depend

Wurlitzer Sales Up

CHICAGO—ILL.—R. C. Rolfing, president of The Rudolph Wurlitzer Company, announced this week the consolidated operations of the company for the year ending March 31, 1953.

They were:
1. Consolidated net sales of coin-operated photographs, pianos, electronic organs, and defense work amounted to $35,252,002 exceeding sales of the preceding year by $200,013,542 by approximately 15%.
2. Consolidated net profit after all reserves, but before federal and state income taxes was $2,206,722. The provision for these taxes was $1,100,000, leaving a net profit for the year of $1,106,722, equal to $1.33 per share of common stock.
3. Defense work is playing an increasingly important role in the company's activities at the North Tonawanda, New York plant. Unfilled orders total approximately $20,000,000.

"Production of civilian items is at a high level, and we are optimistic about sales and profits for the current fiscal year," stated Rolfing.

Foresee Lumping Thru Of Many Bills As Congress Gets Ready For Vacation Dash. Music Men Urged To Prepare For Quick Appearance In Washington To Battle ASCAP Bills. No Time For Letdown, MOA Reports, Urging Local Ops Orgs To Step Up Defense Program

CHICAGO — Long awaited clash with ASCAP is expected momentarily by many juke box leaders as Congressional vacation period nears.

Belief here is that Congress will want its vacation somewhat earlier this year for return to work around September with ending of 83rd Session sometime in December.

Music men are urged to be prepared for a sudden call to Washing- ton, D. C., as ASCAP men are to open public hearings on the two bills now before the Senate's Judiciary Committee.

The two bills were introduced by Senators McCarran and Dirksen. Heading the Senate's Judiciary Committee is Senator Alexander M. Wiley (R., Wis.).

Reason for belief that these bills may come up for open public hearings in very sudden fashion is due to general lumping together of many bills as Congress gets ready to dash away for its summer vacation period.

This has happened in past years and music men were forced to dash on to Washington during the hot dog days of the year to defend themselves against attempted ASCAP legislation.

MOA is cognizant of the possibility of a sudden and early trek to Wash- ington and has intensified its efforts to get all local association members to step up their defense programs.

Some of the leading state and city associations have been contacting all of their juke box owner members warning them of an early battle in Washington and calling upon them for complete cooperation at this time.

All action to be taken on the part of the nation's juke box operators will clear thru MOA, according to George A. Miller, president and business manager of this national organization.

Record and automatic phone manufacturers are expected to work thru their own organizations to cooperate with the nation's juke box ops, it is reported.

State Music Orders Carload Kiddie Rides

APRIL 13, 1953

Wurlitzer sales up.

May 23, 1953

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

MONROE
COIN MACHINE EXCHANGE, INC.
2627 PAINES AVE., CLEVELAND, OHIO
(Telephone: 1-1440)

PHIL GOULD

IMPORTANT NOTICE

The reason we are not listing any equipment this week is due to the fact we are right in the very midst of our annual summer clearance inventory. All arcade equipment, pinballs, bingo, phonographs and music accessories, one-balls, supplies, parts, kiddie rides, in fact, any and every machine in stock is being cleaned away at the lowest inventory closeout price. Write—wire—phone—today!!!

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

"It's What's in THE CASH BOX That Counts"
Internal Revenue Bureau Issues New Depreciation Tax Rule

Assures Taxpayers Deductions For Depreciation Will Generally Be Taken At Face Value Unless There Is “Clear and Convincing Basis For Change”

WASHINGTON, D. C.—In an effort to achieve “a more liberal and flexible depreciation allowance system,” the Internal Revenue Bureau sent a set of instructions this week to its district commissioners.

In its instructions, the bureau listed these facts for “careful consideration” under the new policy:

(A) Whether depreciation rates used by the taxpayer are fair and reasonable under the circumstances;

(B) Whether the taxpayer has followed a consistent practice in arriving at the amount of depreciation deductions;

(C) Whether in considering all factors, including reasonable tolerances, any adjustments proposed are substantial.

The bureau said also that careful consideration must be given to facts and arguments presented by the taxpayer with respect to obsolescence, as well as to the repair and maintenance policy of the taxpayer.

The bureau assured taxpayers that their deductions for depreciation will generally be taken at face value unless there is “a clear and convincing basis for a change.”

The new policy has two applications:

1. Where a taxpayer has received some manner of affirmative assurance from the bureau that his depreciation deduction has been accepted, it shall not be challenged in future returns.

2. Even when it has gone for some time without any positive assurance, the deduction shall not be disturbed because of simple differences of opinion.

Both those assurances, however, are subject to the “clear and convincing” qualification.

It was explained by an official of the Internal Revenue Bureau that a taxpayer may regard as affirmative clearance such things as “agreements in conference” reached with bureau agents, or the receipt of a so-called 50-day letter in which no specific challenge to the depreciation deduction is raised.

The 30-day letters usually are sent by collectors to taxpayers as preliminary notice by the bureau of its intention to make a change in one aspect of a tax return. If the letter received by a taxpayer makes no reference to depreciation adjustments, this omission may be regarded by him as an affirmative acceptance of the adjustments, the official said.

By the same token, the taxpayer is not to assume that the bureau’s silence regarding his return constitutes positive assurance of no future challenge, he added. What this comes down to is a policy of allowing depreciation adjustments to go unchallenged unless there is some substantial and serious doubt concerning their validity.

In his policy statement accompanying the new regulations, Commissioner of Internal Revenue, T. Coleman Andrews, said:

“The Internal Revenue laws allow as a deduction in computing net income a reasonable allowance for depreciation of property used in trade or business or of property held for the production of income. The purpose of the deduction is to permit taxpayers to recover through annual deductions the cost or other property permitted by law of the property over the useful life of the property.

“The determination of the amount of the deduction is largely a matter about which there may be reasonable differences of informed judgment, but the impact on the revenues resulting from these differences may be negligible one way or the other over the years involved.

“Accordingly, effective May 12, 1953, and as respects all open years for which agreement as to the tax liability has not been reached at any level within the Internal Revenue Service as of that date, it shall be the policy of the service generally not to disturb depreciation deduction only where there is a clear and convincing basis for a change. This policy shall be applied to give effect to its principal purpose of reducing controversies with respect to depreciation.”

Andrews said that this statement is “one phase of the broader study of tax policy with respect to depreciation which is currently under study by the staff of the Undersecretary of the Treasury, Marion T. Foley.”

Meeting Dates Of Music Operators’ Associations

May
18—Amusement Machine Operators of Baltimore
   Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
19—Phonograph Merchants’ Assn., Cleveland, Ohio
   Place: Hollenden Hotel, Cleveland, Ohio (executive board).
19—Westchester Operators Guild Dinner
   Place: Bill Reiber’s Restaurant, Elmsford, N. Y.
20—California Music Guild
   Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
23 & 24—Music Guild of Nebraska
   Place: Hotel Pathfinder Fremont, Nebraska
25—Westchester Operators’ Guild, Inc.
   Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
25—Central States Music Guild
   Place: 805 Main Street, Peoria, Ill.
26—Western Massachusetts Music Guild, Ralph Ridgeway
   Place: Ivy House, West Springfield, Mass.
26—Automatic Phonograph Owners’ Assn., Cincinnati, Ohio
   Place: 1010 Traction Bldg., Cincinnati, Ohio (board meeting).
26—Automatic Phonograph Owners’ Assn., Cincinnati, Ohio
   Place: Hotel Sheraton Gibson, Cincinnati, Ohio (general meeting).
26—Phonograph Merchants’ Assn., Cleveland, Ohio
   Place: Hollenden Hotel, Cleveland, Ohio (executive board).
   Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
   Place: Miami, Fla.

June
1—Amusement Machine Operators of Baltimore
   Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
1—California Music Guild
   Place: 311 Club, 311 Broadway, Oakland, Calif.
4—California Music Guild
   Place: Sacramento Hotel, Sacramento, Calif.
4—Phonograph Merchants’ Assn., Cleveland, Ohio
   Place: Hollenden Hotel, Cleveland, Ohio (general).
   Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
9—Auto, Phon Operators Assn.
   Place: 1010 Traction Bldg., Cincinnati, Ohio.
9—Amusement Machine Assn., Cincinnati, Ohio
   Place: Hotel Sheraton Gibson, Cincinnati, Ohio.
9—Western Massachusetts Music Guild, Ralph Ridgeway
   Place: Ivy House, West Springfield, Mass.
   Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
9—California Music Guild
   Place: Fresno Hotel, Fresno, Calif.
11—California Music Guild
   Place: U. S. Grant Hotel, San Diego, Calif.
15—Amusement Machine Operators of Baltimore
   Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
17—New York State Operators’ Guild
   Place: Palatine Hotel, Newburgh, N. Y.
   Place: Miami, Fla.

www.americanradiohistory.com
Central Moves To New Quarters

W. J. Mashek, president of Central Music Distributing Company, Kansas City, Missouri and Omaha, Nebraska, announced that the Omaha office has moved to their new location at 1209 Douglas Avenue.

The new home, a four story brick building, was purchased last fall, and has been extensively remodeled. A large display room, business and sales offices are on the main floor as well as a complete parts department. Second floor is divided into two sections—one for display of used merchandise and one-half for a new modern shop. A new paint room as well as a completely modern electronic panel has been added to the shop, which will enable the service department to thoroughly recondition used merchandise.

Third floor will be used for storage of stock as will the basement.

The new location is centrally located in the wholesale district and is three blocks from the Iowa - Nebraska bridge.

Mashek stated that the move to larger quarters was made necessary by the increase in business enjoyed by Central in the game sales and particularly by the fine response to the new Wurlitzer phonographs.
North Carolina Vending Ops Score Major Tax Victory

RALEIGH, N. C.—The vending machine operators in North Carolina scored what they consider a major victory this past week when the State Legislature repealed per machine taxes on all machines, except those dispensing carbonated beverages.

Effective June 1, operators of five or more cigarettes, candy, gum, peanuts, ice cream, milk, non-carbonated beverages, scales and other types of vendors will pay license fees as follows: cigarettes $350; food or other merchandise (5c or more) $150; soft drinks $100. (In addition, calibrated soft drink dispensers must pay a $15 fee per machine); food or other merchandise (less than 5c) $25.

Coffee machines are not considered to be soft drink dispensers and are not subject to per machine taxes.

Operators of less than five machinesators of any number of machines maintained on their own premises can still pay per machine taxes at the old rates, and not be considered operators.

"Permissive" tax, permitting counties, cities and towns to levy an occupational license of up to $10 on cigarette vending machine operators is on the books, but they are prohibited from taxing any machines.

Credit for this accomplishment, it is stated, is given primarily to Phil Bullock, Piedmont Cabinet Service, Greensboro; Edward F. Deacon, Selective Sales, Inc., Asheboro; Herman Saxon, Saxon's Inc., Charlotte; David Henderson, attorney, Charlotte; and Frank Burns, Greensboro.

Maryland Match Co. Cooperates With NAMA "Red Feather" Campaign

BALTIMORE, Md.—Martin Paul, sales manager of the Maryland Match Company, this city, announced that his firm will cooperate with the 1953 "Red Feather" campaign, sponsored by the National Automatic Merchandising Association.

Match folders bearing United Community Fund slogans will be made available by the Maryland Match Company to cigarette vending machine operators, who will dispense them to the public in advance of the nation-wide charitable drive in late September and October, 1953.

Lilly-Tulip Cup Corporation, Dixie Cup Company and Maryland Cup Company have already indicated their willingness to manufacture paper cups imprinted with "Red Feather" slogans for operators of drink vendors.

III. Bill Introduced To Permit State and City License & Tax

SPRINGFIELD, Ill.—A bill was introduced in the Illinois Legislature on May 6 which would permit the state and cities to license and tax coin operated amusement devices and automatic music machines.

Houston, Texas Looms Big As C. M. Operating Center

HOUSTON, TEX.—The Southwest, during the past decade, has been experiencing an industrial expansion "without parallel in the history of the nation, and it is reported that the end is by no means in sight."

The importance of Houston as an industrial center, which is today considered among the top, will be stepped up greatly in the future if, in the works, receive the green light.

The first concerns a bond election to be held early next month when vot- ers are asked to approve a $300 million issue for various port improve- ments, and another $2 million obliga- tion for purchase by the Harris County Navigation District of the privately owned Long Beach Terminal for general port operations.

The second is a proposal submitted by the Navigation District Commis- sioners asking that the man-made ship channel that reaches 50 miles from the heart of the city to the Gulf of Mexico be widened thrust and deepened to a usable depth of forty feet.

These latest moves in a series of port improvements are designed to provide greater service for shipping and to facilitate ocean going vessels entries and departures, particularly the new deep draft super tankers coming off the waves.

All these plans to add to the growth of Houston means that the operators of coin operated equipment will con- tinue to have opened for them addi- tional locations, plus the fact that there will be more population available to use them.

It is said that the Houston ship channel has a "vital concern of the chemical industry" which now includes more than 100 major plants with upwards of $1 billion of capital investment. Big oil refineries, synthetic rubber plants, steel mills, pipe foundries and diversi- fied light manufacturing of all types line the big waterways on both banks.

Also situated on the ship channel are 40 chemical plants, a concentra- tion that is predicted some day will make Houston the world's leading chemical center.

With all these encouraging factors, operators in this city can look forward to a continued and improved play on their machines.

The Cash Box Page 36 May 23, 1953

90% Exhibit Space Sold For NAMA Show

CHICAGO—More than 90% of available exhibit space at the Con- rad Hilton Hotel in Chicago has been sold to 130 companies, which will exhibit at the 1953 trade show of National Automatic Merchandising Association, Aug. 23-26. According to John Perry, III, Perry Associates, New York City, chairman of the exhibit sales committee.

Seventy-four exhibitors had already reserved space within a month after it was placed on sale, and an additional 27 firms have been added to the list. Manufac- turers and suppliers of vending machines, candy, chewing gum, nuts, tobacco products, bakery prod- ucts, beverages, coffee, dairy prod- ucts and paper cups are well rep- resented.

We're Running Out Of Games! These are still available! Dake Gun $59.50 Rag Mop 74.50 Frolic 395.00 Spot Lite 269.50 Rush your order!

L. A. CITY AMUSE. CO. 4555 PAYNE AVE., CLEVELAND, O. (Tel. HE 1237)

Rock-Ola "Fireball" 120 Selections at the phonograph... at the wall box!

World Wide Views

Phone: 27550 2315 N. Western Ave.

More Selections Make Money For You... Top $3 Trade-In Deal Saves You Money

You're Ahead at the Start with "Fireball!"

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

(Concluded next week)
Bally Plant Awarded Contract

CHICAGO, ILL.—Herb Jones, vice president in charge of defense production at Lion Manufacturing Corporation, announced today that the corporation has been awarded another contract by the Department of the Navy. "Although the item—vital munitions component—is new," Jones stated, "the contract was awarded to us primarily because of our record in producing a related item during the past 2 years. In fact, we did not seek the contract but were selected because of past performance. The new Government contract will extend defense production at the Bally plant well into 1954 but will not interfere with game production, because day and night shifts will be employed to meet the requirements of the Government without slowing down on the terrific demand for 'Beach Club,' 'Space-Ship' and 'The Champion.'"

"SodaShoppes" To Be Placed In L. A. Theatres

LOS ANGELES, CALIF.—Al Silberman, automatic merchandise division head of Badger Sales Company, this city, disclosed sale of six-drink "SodaShoppes" to be operated in all Warner Brothers Theatres in the Los Angeles area.

The acceptance of the six-drink "SodaShoppes" by the Warner theatre chain is another milestone in the increasing popularity of the coin operated drink machine, Silberman stated. Seymour Smerling, vice president of Confection Cabinet Corp., operators of the Warner theatre locations, was in Los Angeles this past week supervising the installation of the machines.

"Our sales volume of six-drink

Committees Set For Coin Machine Industry UJA Annual Drive

Barney Sugarman Guest Of Honor

NEW YORK—Preparations for the coin machine industry drive for the United Jewish Appeal of Greater N. Y. (UJA), in which Barney Sugarman of Runyon Sales Company, this city, is the Guest of Honor, are now proceeding rapidly.

The annual coin machine affair is set for the night of June 23.

Jack Mitnick, eastern regional representative for AMI, Inc., is the chairman, and is devoting considerable time to this project. Honorary chairmen are: Al Denver and Sidney Levine. On the executive committee are: Charles Aronson, Robert Austin, Ben Becker, Edward Berg, Charles Bernoff, Theodore Blatt, Al Bockin, Frank Calland, Nat Cohn, Joe Conners, Abe Fish, Joe Fishmen, J. Cameron Gordon, Abe Green, Arthur Herman, Louis Hirsh, George Holtzman, Morris Kahn, Irv Kemper, Saul Kesselman, Max Klein, Perry Lowengrub, Mike Munive, Mayer Parkoff, Carl Pavesi, Seymour Pollak, George Ponser, Louis Price, Harry Rosen, Barney Schlang, Jack Semel, Larry Serlin, Al Simon, Dick Steinberg, Dave Stern, Sid Tabb, Barnett Tannenbaum, Sal Trella, Sam Waldor, Max Weiss, and Joe Young. Division secretaries are: Nash Gordon and George Nemnoff.

"It's What's in THE CASH BOX That Counts"
NEW YORK—Membership in The Cash Box “20 Year Club” continues to grow. Since listing the names of the members in The Cash Box, issue of March 14, many additional coinmen and coiwomen have mailed in their applications. Today, the ranks have swelled to close to 500. If you have been engaged in the Coin Machine Industry for 20 years or more—JOIN NOW! Mail to application found elsewhere in this issue.

ATLANrIC HIGHLANDS, N.J.—Members of the “20 Year Club” are now receiving mail by an invitation to attend a lavish lawn party to be held on Sunday, June 21, at the home of Babe Kaufman, 38-354 Upper Street, in Atlantic Highlands, N.J. Invitations are requested and should be mailed to Babe Kaufman at the above address. The event is to be a costume affair, with special guests and entertainment. In short, it’s going to be a memorable evening. It must be understood that membership in the “20 Year Club” is not necessary to attend this grand gathering.

MEMBERSHIP OF “20 YEAR CLUB”

COME TO BABE KAUFMAN’S PARTY!

“20 Year Club” Members To Gather Sunday, June 21

647th Street, New York 36, N.Y. (return envelope included in mailing) indicating their intention of attending the event. Membership in the “20 Year Club” is not necessary to attend this grand party. In fact, some others, alone with their wives, have stated they’d be on hand.

A
ABRAHAMS, J. S., Cleveland, O.
ALBRIGHT, R., Edward
ELSABITH, N. J.
ALVHRS, F., Philadelphia, N. Y.
AXEHT, H., Ithaca, N. Y.

BOASBERG, J. C.
ANGOTT, B.
BLUM, M. O.

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Badger Sales AMI Distrib

Entire staff of Badger Sales is being set up to handle the new AMI phonos and music accessories. Appropriate display space is being devoted to the line in the big offices and showrooms of the Badger firm on Pico Blvd. in Los Angeles, Calif.

Badger Sales have always been very close to the automatic phono biz and have long experience in sales and distribution of automatic phonos.

Ratajack of AMI reported from Los Angeles that he believes the firm will prove one of the most outstanding distributors.

Badger's fine service organization is already cooperating with the operators in the Los Angeles area to bring about quick and efficient service.

Westchester Dinner Completely Sold Out

PORT CHESTER, N. Y.—Reservations for the Westchester Operators Guild annual dinner to be held at Bill Reibers Restaurant, Elmsford, N. Y. have been completely sold out. According to secretary Seymour Pollak “it will be necessary to refuse any additional reservations that come in hereafter”.

Entertainment plans for the evening have been completed under the supervision of Nathan Bensky, chairman of entertainment.

Dime Play Tests Sensational

Both Number of Plays and Gross Increase

ATLANTIC HIGHLANDS, N. J.—Babe Kaufman, this city, famous woman operator, advised The Cash Box that her firm is testing dime play in this area, and that after four weeks, the results have been most amazing.

“Not only has the gross been greatly increased, but the number of actual plays have also increased,” stated Babe. “We have kept a close check on the meters of the machines changed over to a dime, and know for a fact that play has been more than for nickle play. We don’t know the answer but it’s the truth.”

Mrs. Kaufman relates that she placed an entirely different phonograph in all locations under test. “Even if was the same model machine”, said Babe, “I pulled the machine on the location, and put back one with a different color. In this way the player feels he is playing an entirely different instrument.”

Changeover to dime play will be made on several locations every week now, Babe stated, until her entire route is running dime play.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Industry Asked To
Back:

EDGEBERTE

HEART FUND

CHICAGO—Paul and Ellen Brown of Western Automatic Music, Inc., 4206 North Western Ave., this city, sent in a contribution toward the “Edgewater Heart Fund” this past week.

Like many others in the industry they, too, believe that this is one of the most outstanding charitable causes, which is bound to bring ever greater loyalty to the entire business.

Responsible for creation of the “Edgewater Heart Fund”, a memorial to the late George D. Moloney, is Allen J. Stern of World Wide Distributors, this city.

The “Edgewater Heart Fund” makes possible free heart surgery to all members of the coin machine industry.

In addition to serving all the needy who need such treatments, the “Edgewater Heart Fund”, thru the Edgewater Hospital, 5700 North Ashland Ave., this city, serves all those it possibly can.

This is one great charitable cause, as all report through the nation, which can become the most outstanding charity achievement of all engaged in the coin machine industry.

Donations for the “Edgewater Heart Fund” are being solicited by all leading firms in this field.

Everyone engaged in the coin machine business is urged to send their tax deductible donations immediately to this publication, to Allen J. Stern at World Wide Distributors, or directly to the Edgewater Hospital, Chicago, Ill.

All checks should be made payable to: Edgewater Heart Association.

NOTICE

Donations to the “Edgewater Heart Association” can be sent to any of the following:
The Cash Box, 26 West 47th St., New York 36, N. Y.
The Cash Box, 32 W. Randolph St., Chicago 1, Ill.
Edgewater Hospital, 5700 N. Ashland Ave., Chicago, Ill.
World Wide Distributors, 2330 N. Western Ave., Chicago, Ill.
Dr. Ira L. Schmaier, 109 N. Wabash Ave., Chicago, Ill.

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

NEW ORLEANS NOTES

Mrs. Lucille Trudory informs us that real action has broken out on the new "Caban" game being put out by United Manufacturing Company. Lucille says a great many games could be sold but deliveries can't keep pace with the orders.

Once again the Amusey Gut soft ball team, managed by Happy Girrassou, won the first round championship in the Wesner Park League. Bill Amann, of Amann Distributing Company, just back from a trip that covered Mobile, Ala.; Jackson, Miss.; and Memphis, Tenn. An orchid to Betty of Granma's who never loses her temper no matter how the operators rant because certain records are out of stock. Anne Connine tells us September 18 is the day she and Tony plan on reducing their income tax. Zeke Clements and wife Helen off on their annual vacation next week. S. K. Bernhelm, Bernhelm Brothers, White Sox distributor for Illinois, Louisiana, Missouri, and Arkansas, is on his way to the Convention in New Orleans to set up franchise. Lupe Bockey, Jr. for off at a vacation in San Antonio, Texas, to store up strength for his tootsie pop alley which will take place at the Baptist Hospital when she returns.

Mrs. Gloria Nuttall, manager of the record department of H. H. McGinn Stores, Alexander, La., leaving to raise a family, called Mr. White, manager, and M. A. J. R. saleswoman, riding around town in his sporty new gold colored Bell-Air Chevrolet.

Wonder what it takes to get to talk to Nick Carbajal, Nick is one of the busiest fellows in the business.

EASTERN FLASHES

Only a few weeks remain until the outdoor season opens, and the appearance of the man this past week brought a great deal of attention. Mike Munves, in particular, was under terrific pressure to fill orders for the Decoration Day opening. Large trailer trucks parked out front with machines being loaded on them, and sidewalk stacked up with gnomes, coin row, moving equipment out through the doors. "Now that we've had a sunny weekend," stated Mike, "everybody buying for immediate deliveries. Other wholesalers rushing out machines to places with locations at shore and resort spots.

A. D. Palmer, Jr., advertising and sales promotion manager of The Rudolph Wurlitzer Company, spends several days here. Reports tremendous interest in the company's new model 1650 phone. Joe Younig, Young Distributing, local Wurlitzer distributor, smiles happily as he gets a large delivery of the 1650 phones.

Nat Cohn, Bitways Sales, back from a week's tour through Tennessee, announced Willie "Little Mo" Ikon' Blast of Miami, Fla., and associated with the operations of Harry Siska, Brooklyn, announces he'll be engaged to Mrs. Pat Saenz, sometime in June.

Samuel Wolberg, Chicago Coin Machine Co., Chicago, in New York to greet his daughter, Rosilyn, and her husband, James G. Marks, who were arriving by boat from a European trip. Phil Gould, doing very well at his Newark, N. J. arcade, Phil had another arcade in Coney Island, but sold it this spring. Hymie Koeppe, Koeppe Distributing Co., still jittery over the near harmful injury to his wife occasioned when she was knocked down by a boy on a speeding bicycle. Mrs. Koeppe suffered head injuries, and was hospitalized, but fortunately no concussion resulted. Irving Kaye tells us that the firm name for his kiddie ride manufacturing company has been changed to Rondolok Manufacturing Corporation. The firm is now in full production, and its "Sea Queen," kiddie boat ride, will introduce a complete line of 6 or 7 new small type, low priced rides, which can be used on the same base, a double action type movement.

Barney (Shug) Sugerman, Runyon Sales Co., studying blue prints of renovations and modernizing of his New York offices. Actual work will start immediately, he proudly stated, be the new building ready on coinrow.

Harry Brown, well known commuter between Chicago and Philadelphia, visits along with his wife, Edgewater, a town of Princeton, of Ben Smith, advertising counselor for many coin firms, showed some of his father's instinct. When the Princeton students rioted a few weeks ago, George took several pictures and scooped the professional press.

The current issue of Time magazine reproduced one of these pictures. Sam Kramer, one of New York's pioneer operators, flashing pictures of his new grandchildren.

The second annual Banquet of the Western Distributor Guild being held at Bill Rebers' Restaurant, Tuesday night, May 19, a complete sellout. Many out-of-town visitors expected, as well as a number of top recording artists.

Archie Berger, now out of the coin biz, visits his friends on 10th Avenue. Humbert Betti, H. Betti & Sons, once again leaves for a vacation in Italy.

Al Simon, Albert Simon, Inc., busy on the phone trying to explain to out-of-town ops, who demand more and more of Chico's "Crow Bowler", that the factory can't supply the demand. Hey, you "20 Year Club" members—get ready for Babe Kaufman's get-together on Sunday, June 21. Send back that letter to Joe Orlieek of The Cash Box (which you'll get in the mail) indicating your intention of attending. Dave Rosen, Philadelphia distributor of Wurlitzer coin machines, back from a week's vacation in Min Keeper, states he's ready for anything," smiles Dave. Local coin firms greatly perturbed over the pressure exerted on them to join in celebrating a certain innocuous, meaningless event. Music machine industry had better keep its eyes on impending legislation, such as surprise price legislation, for public hearing in Washington, or they'll be fighting for their existence.
Tremendous acclaim for the informative "Guide For Visitors" directory column, which appeared here last week, brought requests that Chicago's distributors also be listed, so that operators visiting here would have this information at their finger tips. The list appearing here consists of "exclusive distributors" for manufacturers, firms listed alphabetically.

ATLAS NOVELTY CO.
2200 N. Western Ave. (Tel: A-Rmitage 6-8550)
Located on Northwest side of city. About 20 minutes from Loop by cab. (Western Ave. is 2400 West). Distributors for: J. P. Seeburg Corp. See: Marvin Ginsberg, Eddie Ginsberg, Nate Feinman, Harold Schwartz.

AUTOMATIC PHONO DIST. CO.
806 N. Milwaukee Ave. (Tel: Chesapeake 3-3000)
Located on near Northwest side of city. About 10 to 15 minutes from Loop by cab. Distributors for: AMI, Inc. See: Mike Spagnola, Joe Glince, Phil Weismann.

COVEN DISTRIB. CO.
3181 N. Elston Ave. (Tel: Independence 3-2210)
Co., Smoke Shop Cigarette
Located on Northwest side of city. About 25 minutes from Loop by cab. (Elston Ave. is 2800 West at this point intersected by Belmont Ave., 3200 North) Distributors for: The Rudolph Wurlitzer Vendors. See Ben Coven, Mac Brier.

DONAN DISTRIB. CO.
5097 N. Ashland Ave. (Tel: Jumifer 8-1211)

EMPIRE COIN MACH. EXCH.
1012 N. Milwaukee Ave. (Tel: Everglade 4-2600)

FIRST DISTRIBUTORS
1750 W. North Ave. (Tel: Dickenson 2-0500)
Located on Northwest side of city. About 20 minutes from Loop by cab. (North Ave. is 1600 North). Distributors for: Exhibit Supply, J. H. Keeney & Co., Inc. See: Wally Finke, Joe Kline, Sam Kober.

GLOBE DISTRIB. CO.
1623 N. California Ave. (Tel: A-Rmitage 6-7870)
Located on Northwest side of city. About 25 minutes from Loop by cab. (California Ave. is 2800 West). Distributors for: Downey-Johnson Coin Counters. See: Jimmy Johnson.

NATIONAL COIN MACH. EXCH.
1411 W. Diversey Blvd. (Tel: Buckingham 1-6666)

PURVEYOR SERVICE
4322 N. Western Ave. (Tel: Juniper 8-1814)
Located on Northwest side of city. About 25 minutes from Loop by cab. (Western Ave. is 2400 West). Distributors for: American Shuffleboard Co. See: Herb Perkins.

WORLD WIDE DISTRIBUTORS
2380 N. Western Ave. (Tel: Everglade 4-2300)

In addition to the above there are also manufacturers as well as distributors of vending and service machines, as well as jobbers for all types of machines.

The above list, along with the list of manufacturers published in last week's (May 16, 1953) issue, are engaged in the music and amusements field, though some of these firms also manufacture and distribute vending and service machines.

For any further information in regards to vending and service machine manufacturers and distributors, as well as associations and individuals in the City of Chicago, contact the Chicago offices of: THE CASH BOX, 32 West RANDOLPH STREET, CHICAGO 1, I.L. (Tel: DEarborn 2-0656)

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

FOR PROVEN QUALITY RIDES

CHICAGO — Ben Coven and his Coven Distributing Co., this city, have been named exclusive factory distributors for the "Smoke Shop" cigarette machines for the state of Illinois.

This is an eye level machine with 146 exclusive coin columns. There are extra match columns. All columns can be converted to any king size cigar. The machine features an automatic change changer which will sell from 5c up to 50c and give change.

The Coven firm is very enthusiastic over the initial receipt of the machines received here and roadmen of the firm report that interest is just as keen wherever they have traveled.

"We have set up a very efficient sales and service organization, especially for the 'Smoke Shop' cigarette vendor," Coven reported, "and we are ready to serve the needs of all opera-

IN THE MIDST OF THE WORLD

AIRMMAIL SUBSCRIPTION to THE CASH BOX $30.

It's what's in THE CASH BOX that counts.
MEMBERS of THE “20 YEAR CLUB”

are listed in this issue

If you have been engaged in the Coin Machine Industry for 20 years or longer — JOIN THE “20 Year Club”

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.

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

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ADDRESS

CITY

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STATE

Date I entered the C. M. Business

- Also Send Membership Card For

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

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CALIFORNIA CLIPPINGS LOS ANGELES

Seems as if everybody in town has taken to remodeling and redecorating their offices and showrooms, with the Paul Laymon Co. latest to hop on the bandwagon. The Laymon firm has moved their counter partitioning the office space to make room for an additional desk soon to be occupied by a pretty secretary. Altho cutting off some of the floor space, the boys over at Laymon’s say they won’t need it, what with games and music continually flowing at a rapid pace. Jimmy Wilkins back from one of those quick trips to San Diego and busy filling orders for those Wurlitzer “1500” and “1600” models. Charley Daniels welcoming the heat wave Los Angeles suffered under with, “where else can you get such wonderful weather all year round?” Charley sporting a nice coat of tan—not via the sun bathing method, but rather from yanking weeds around his Westwood home. And Bally’s “Beach Club” just keeps rolling along, “like Old Man River” see Ed Wilkes. Bill Black and wife visiting Los Angeles on a combined business-pleasure trip from Bakersfield. With the fish biting like mad throughout the many Southern California resort areas, we doubt whether many operators will be spending the weekend at home. Lloyd Sanders and wife going up to Bishop for a little relaxation and a try at the rod and reel. Seymour Smerling, head of Confection Cabinet Corp., visiting Los Angeles this past week. With Bill Happep, presy of Badger Sales Co., now firmly ensconced in Europe as a tourist, things at the Badger emporium kept humming like sixty this past week. Bill sailed on the S. S. America for Southampton, England, and then on to Bremerhaven, Germany. Ray Powers insisting he could use another pair of arms in a whirligig of activity in both games and music, with the new Williams “Times Square” causing loads of excitement. Fred Gaunt, formerly with the C. A. Robinson Co., now staffing at Badger in the games department. Altho Al Silverman is still on a strict diet because of an ulcer, we’re happy to note the handsome store we call the “SodaShoppe” continues to increase. Paul Weddell from San Diego a welcome visitor to Los Angeles this past week, making the rounds of the distribs and jobbers along Pico. And H. D. McClure too, from San Luis Obispo. John Ketchersid, well known veteran up from Artesia, completely recovered from a minor bit of surgery, recuperating at his home and enjoying many friendly visits from his coin-biz here in town. The addition of new rides to the ever-increasing popular line presented by National Kiddie Rides is rapidly pointing toward a solid niche this firm is making with ops throughout Southern California. Their first, “Dopey Duck”, still in heavy demand, with ops all reporting excellent grosses. S. Chapman of the recently formed music ops union ordering 400 reprints of the widely discussed “Why 10¢” Editorial, to be distributed to the group’s membership. B. E. Peterson, a steady visitor from San Diego, in town again this past week.

Hank Trounich, Minthorne Music Co., taking early lunch again, this week around three in the afternoon. “Can’t help it,” says Hank, “no sooner do I get through with one customer and try to dash out for lunch, then another pops in the door.” Installation of the new switchboard at Minthorne was completed this past week, with minor details to be cleared up prior to the painters taking over. And then bedlam. Nks Neshoemakers at the Seeburg office report peak grosses with the agricultural season in full swing now. We know it’s hard to believe, but Al Silverman says he’s got the cash to prove that he picked Dark Star in the Kentucky Derby... and he likes Maro in the heavyweight title bout this week. Nice to meet up with Dan Smerling, Riverside operator. Ain’t seen much of Lyn Brown lately, altho we manage to catch glimpses of his widely known “little red wagon” racing around town... Hear tell though, that interest in the great line of Exhibit Supply kiddle rides is at a high pitch... Jack Simon, Simon Sales Co., breaking in a new secretary this week, with business at the firm moving smoothly along. Jack expects to have one of his biggest seasons ever this year, with business thus far way ahead of a like period for ’52. Al Anderson made the trek in again this past week from Schafer. Local operators will miss M. I. Slater, who’s retiring as head of the Western Vending Machine Operators Association after eleven years. Slater recently sold his candy vendor route to Bill Tray and Ed Farrell. Removal of the sales tax an candy is urgently being pushed by the association. Jack Dolan, Dan Stewart Company, looking quite the Beau Brummel. It’s hard for us to doubt if he’ll be giving Phil Robinson of Chicago Coin any competition. Jack reports a tremendous rise in the demand for those fabulous Rock-Ola “Fireball” phonos, and points to 10¢ play as one of the reasons. Ops are getting rid of those pre-war phonos. Phil Robinson heaving broadly with a “I told you so” twinkle in his eye as Chico’s “Crown Bowler” goes on to a flying start... J. Bryant Herrin of Auto Photo Company back in town after a sales tour that took him back to New York. Firm plans some distributor announcements in the near future... Al Cicero of Santa Barbara looking over some new equipment along Pico this past week.
FOR SALE—Ball Spot Lite and Ball Romeo Deluxe Machines are reconditioned. Ready to ship. Priced right. Buy direct from Bally factory distributor. Write, Wire, Phone, TO-1100, JOHN M. CINKIN, Bally Rides, SOUTH BROAD AMUSEMENT CO.; $225 SOUTH TACOMA WAY, TACOMA 9, WASHINGTON.

FOR SALE—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed in beautiful condition regardless of price. Tell us what you need. Get your machine for less than you think. WHITING DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.

FOR SALE—5 Brand New—Never Used—Kidde Riders—Rocket Patrol—Airplane—Cost $60; Satisfies for $395.50 each. AMERICAN VENDING CO., 2539 CONEY ISLAND AVE., BROOKLYN, N. Y. Tel.: Elsinade 5-1256.

FOR SALE—Seeburg; M100A phonographs, thoroughly reconditioned and finished. Look and operate like new phonographs $595; Seeburg; M102A, reconditioned, finished $249; Seeburg H146 reconditioned, finished $149; Seeburg H146 Hideaway reconditioned, refinished $175. ROYAL RIDE INC., CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE—Reconditioned Wurlitzers: 1250's $425; 1100's $300; 1015's $150; 1005's $150. Seeburg: 146M $150; 147M $175; 148M $275. Packard Manhattan's $125; Packard Sevens $75; Wall Box 3-2$ l. 50c; 12$; 50c, Id's $10 less tubes. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, VA.

FOR SALE—Alleys at the lowest prices in the country. United 5 Player $160; 6 Player $190; 6 Player Deluxe $225; 6 Player 10th Frame $385; Kenney 6 Player League Bowler $135; Bally Baseball $75; Ex. Twin Rotation $375; Horseheads $100; Double Header $75. Will accept Bingo Games in trade. What have you? CLEVELAND COIN MACHINE EXCHANGE, 524 NO NORTH HIGH STREET, COLUMBUS, OHIO. Tel.: TOW-8175.

FOR SALE—Palm Beach $325; Frolicks $345; Bright Lights $175; Coney Islands $275; Atlantic City $375; Brite Spot $265; Spot Lite $295. UNIVERSAL MACHINE EXCHANGE, 585 NORTH HIGH ST., COLUMBUS, OHIO. Tel.: University 6-9000.

FOR SALE—Shuffleboard Wax $6.25 case of 241 Crusader Horse, painted like new $345; Chicago Coin Horse Shoes $60; Chicago Coin Shuffle Baseball $45. Will take used records or flipper type pin game in trade. NATIONAL NOVELTY COMPANY, MERRICK, N. Y.

FOR SALE—12 Packard Wall Boxes clean $4.50 each; United 3-4-3 $125; 1 Williams Super World Series $185; 1 Genco Double Action $50; 1 Williams Long Beach $225; 1 Player (5c) $225. AUTO- MATION AMUSEMENT CO., 100 PENNSYLVANIA STREET, EVANSVILLE 10, INDIANA.

FOR SALE—World Series $150; Hot Rod $35; Luxury $35; Feathers $35; Red Shoes $60; Hay- burners $100; Twin Rides $80; South Pacific $40; Four Horsemen $60; Pinky $65. F.O.R. ST. LOUIS, RAY FLOYD DISTRIBUTING CO.; 4539 ST. LOUIS AVE., ST. LOUIS 15, MO.

FOR SALE—Empresses; Thrones; '39 and '40 Standards and DeLuxe; Coin Machines; Pinball Machines, Counter Models; Walling Hiloey Scales; Arcade Equipment; Misc. Bally, Chicago, AMUSEMENT VENDING, 308 N. SYCAMORE ST., PETERSBURG, Va. Tel.: 349.

FOR SALE—AMI "A" $275; "B" $395; Wurlitzer 1015 $90; 1100-229.50; Rockers 1422 $65; Seeburg M1078 $995; 48 Blond Seeburg ML $195; Aerion Coronet $50. All machines checked, ready for location. UNITED DISTRIBUTORS, INC. P.O. BOX 1953, 113 E. CENTRAL, WICHITA 2, KANSAS.

FOR SALE—AMI "A" $295; AMI "C" $495; Seeburg 100-78 $995. Many other machines in stock. UNITED DISTRIBUTORS, INC., 599 TENTH AVENUE, NEW YORK. N. Y. Tel.: Hickokring 4-0050.

FOR SALE—United Steeplechase $295; Coney Island $245; Torchbane $250; All-Weather $250; Can $225; Hayburner $225; Sea Jockey $200, $225; Chicago $200. sundry pinball machines, bingos, arcade games. LEHIGH SPECIALTY, 226 N. BROAD STREET, PHILADELPHIA 30, PA.

FOR SALE—Nothing temporarily—Cash Box has produced such action we can not sell off our stock at this time. WITHAM ENTERPRISES & ASSOCIATES, 20-28 CUMMING AVENUE, GLEN FALLS, N. Y.

FOR SALE—100 Record Seeburg 45 (write): 1250 Wurlitzer 45 $425; 600 Wurlitzer 50; Double Header $50; Ski Alley 75; Williams Super Winner $225; Davis 3-4-5 $225; Real Shooter $160; Dale Gun $50. Y. TONTZ SALES CO., BYESVILLE, OHIO.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Low prices, the best merchandise. One letter, wire or phone call will bring you the best in used phonograph distributors. Factory Representatives for United, Kenney, Bally, Taran Distributing, Inc., 3401 N. 36TH STREET, MIAMI 42, FLA. (Tel.: 64-4664).

FOR SALE—The finest used phonographs in all our service is now available for immediate sale. Get our price on every phonograph you want before you buy. UNITED, INC., 4227 WEST VIET ST., MILWAUKEE, W. I. Tel.: West 3-3224.

FOR SALE—Chicago Coin Band Box $150; Wurlitzer 1100 $825; Super Champion $375; Waltzer Praties $65; Chicago Coin Hit Parade $65, A. P. SAUVE & SON, 7501 GRAND FOR LIST, YOUNGSTOWN, OHIO, DETROIT 4, MICHIGAN. Tel.: Tiller 3-4180.

"It's what's in THE CASH BOX that Counts"
FOR SALE—One Stop Record Service. Large stock of major, independent 45's, 78's. Popular, Rhythm, Blues. We ship anywhere at cost plus 5c per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, ILL., Tel. Sacramento 2-5020.

FOR SALE—Bingo Games—Music Boxes—6 Player Bowlers—One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and rehandled and ready for location. Call—write for your needs. PARKWAY MACHINE CORP., 715 ENSOR ST., BALTIMORE 2, MD. Tel.: Eastern 7-1021.

FOR SALE—The old reliable Massen-grill-coined 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—Niagara $150; Chinatown $205; Happy Days $200; Minstrel Man $85; KO's $40; Ristorant $45 $40. STARK NOVELTY CO., 2429 TTH N.W., CANTON, OHIO.

FOR SALE—Bally Atlantic City; Palm Beaches; Trophies; and Beauties. Also, floor sample Chicago Coin-Ball-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—Brand New Original Creu's: Universal stands for balls, 60 single weighted, "Revol-A-Round" safes, 1 single, 7 double. One Edison Electronic Executive Voice Writer and Transcriber with stands to sell. Make offer. Large selection postwar original flipper five balls, $10—one balls. $20. J. ROSENFELD COMPANY, 3220 OLIVE STREET, ST. LOUIS 3, MISSOURI. Tel.: Olive 2800.

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

FOR SALE—We have a large stock of reconditioned Five Balls. One Balls Bingo and Phonos. Write for list. WESTERHAUS COMPANY 3726 KESSEN AVENUE CINCINNATI, O. Tel.: MOnstant 5001-2.

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

FOR SALE—Bomber $40; Judy $45; King Pin $50; Buttons & Bows $32.50; Thing $32.50; What's My Line $49.50; Tré-Score $35; Harvest Time $35; Knock Out $45; Punchy $40; Fighting Irish $45; Gin Rummy $42.50; Spring Time $65; Big Hit $165; Slug Fest $140; White Kids $105; His & Hers; Genco, 355; Canasta $25; Boston $39.50; 49 Majors $27.50; Jennie $50; Tumbleweed $52.50; St. Louis $32.50; Red Shoes $60; Tucson $22.50; Hi Parade $27.50; South Pacific $49.50; Shanty Town $62.50; Morocco $22.50; Bank-A-Hall $35; Mardi Gras $72.50; 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.

MISCELLANEOUS


NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, III., DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WEster 1-1211.

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

NOTICE—Mailing list of more than 11,350 active coin machine operators and distributors in the United States. Shows types of machine operated. $25 per copy. State listings 1e per name. L. W. WHIPPLE, P.O. Box 125, MATTHEWS, N. C.

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ROBERT GNARRO
A.B.C. Music Service Corp.
Chicago Illinois
Popular music, available to all through the medium of the coin-operated phonograph, is indeed an American birthright. Only a few of us can play any other kind of musical instrument, but all of us can play the juke box. Not all of us go to expensive night clubs and hotels, the theatre, the concert or the opera. But when any of us feels in the mood for music, we all can find it within easy reach on the juke box.

The appetite whetted for music need not take anything or everything to satisfy its hunger. The music menu provided by the juke box is so rich, so varied that each and everyone of us can select exactly the tune, the song and the performer we love and long to hear. Of all musical performances, the juke box alone has the availability and versatility of program which permits each of us to make his own selection from a wide choice of offerings. This generation of Americans regards the juke box
as an indispensable American birthright, a deep-rooted national pastime. More people play and enjoy it than baseball. Playing the juke box is not merely a spectator sport, but always richly participant and personal.

Music, whose basic rhythms beat in cadence with human nature, has received its greatest impetus in our time from the juke box. Not a day passes but that studios in Hollywood, Chicago or New York are crowded with hundreds of musicians painstakingly recording new numbers for the millions. Every week a new name flares forth in the world of music, a new star is born, a new thrill is sent over the country giving hope and ambition to countless aspiring song writers and performers whose merit, in the American way, wins deserved recognition through the juke box.

AMI Incorporated feels it is our opportunity and our duty, every day and every year, to make the juke box better serve and please more Americans.
### How To Use “The Confidential Price Lists”

[Also Known as the “C. M. I. (Coin Machine Industry) BLUE BOOK”]

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter, “The Confidential Price Lists” can only feature the market prices as they are quoted. The “Confidential Price Lists” are exactly the same as the most reputable 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 are very widely divergent. Someone on the West Coast may feel a certain machine worth $10.00 whereas someone on the East Coast may think it worth $5.00. Of course, serial, appearance, territory, quantity, and condition of equipment must be taken into consideration. Some equipment offered by outstanding firms, having a reputation for shipping complete, reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.”

**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 2 to 4 Weeks**
6. **No quotations 4 Weeks or Longer**
7. **Machines Just Added**

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### AIREON

1. Fiesta 50.00 70.00
2. 1/2 Hideaway 119.50 195.00
3. 410 Coronet 464.00 74.00
4. 49 Coronet 125.00 169.50

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UNITED'S CLOVER SHUFFLE ALLEY

TRIPLE MATCH FEATURE

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10TH FRAME FEATURE

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

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

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