Silvana Mangano, sensuous Italian star, has her first record hit in "Anna" which was taken directly from the sound track of the film. Above she is shown in a scene from the movie in which she does the number. Released by MGM Records, the disk is taking off not only in the pop field but is showing up strong in Rhythm and Blues locations throughout the country.
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What Does The Juke Box Mean To A Publisher?

There are several vital questions which every publisher in the business asks himself constantly. One is, “How can I get my tune recorded?” and another is “When do I get a record, how can I best promote it?”

A publisher asks himself these questions not because records are his only income, but because without records he has nothing. It is the basis for all his income.

A few years ago, it would have been revealing to say that all hit songs depend on records. Today it is axiomatic. Simply and briefly, the music business revolves around records.

It doesn’t pay any longer to moan about what used to be. It doesn’t pay to long for the good old days. The only important thing is to get into the swing of the business as it exists today, to get material that is acceptable this year (not the kind that was acceptable a decade ago), to develop contacts with the A & R men who can give you records (ever changing and ephemeral as A & R jobs may be), and lastly to concentrate on the means of promotion that will do the most good.

When it comes to promotion, there are two avenues open to the publisher. One is the disk jockey and the other is the juke box operator.

Both of these sources are vital to the creation of a hit. It is no longer a question, as it once used to be, which is more important. Both are so closely related today that it takes an approach to each of them to establish a record.

Publishers’ realization of what a disk jockey could do for them came about rather quickly.

But their realization of what the juke box operator could do has had a more gradual development. It started off slowly, and grew and grew until today almost every publisher knows how vital it is for him to get his record into the boxes if he expects to make it a hit.

When a publisher gets a record, that’s not an end in itself. It’s a means to an end. His greatest profit won’t come from records. It will come from the sheet music that he can sell on the song. And the only way he’s going to sell sheet music is to get his record played as often and in as many places as possible so that people hear the song and want to play it.

With this in mind, it’s obvious why publishers must concentrate on juke box play. There are 550,000 juke boxes all over America. They are located every place you look. Now a record that gets into only a small percentage of these boxes is not only giving the publisher direct income from the cost of those records to the operator, but it is giving him a promotional outlet which could not be purchased at any price.

For instance, if it gets into only 10% of the boxes, that means approximately 55,000 locations. And if in each of those boxes it gets played only once a day, that’s 55,000 plugs per day or 385,000 plugs a week. And remember, those are minimum amounts. A hit usually gets into 75% of the juke boxes.

Now where can you get 385,000 plugs per week not only at no cost to yourself, but actually also getting a royalty on the records that were put into those boxes?

A publisher’s interest in the juke box therefore is a matter of simple arithmetic. It offers him a fabulous avenue of promotion and revenue which he can get nowhere else.

In the last several years, as juke boxes have expanded in numbers and capacity, their importance to the music trade has multiplied so many times that today when a publisher asks himself, “What does the juke box mean to me?”, the answer is very simple and clear.

It can mean the difference between profit or loss, a hit or a flop, success or failure.
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The Cash Box

(Dated: JULY 18, 1953)

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TERRY'S THEME FROM 

"SYMPHONY OF A STARRY NIGHT"

RCA Victor 20/47-5326
THE TEN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. SONG FROM MOULIN ROUGE  ..Percy Faith (Columbia)
2. APRIL IN PORTUGAL ...........Les Baxter (Capitol)
3. RUBY ....................................Richard Hayman (Mercury)
4. I'M WALKING BEHIND YOU ...Eddie Fisher (RCA Victor)
5. I BELIEVE .........................Frankie Laine (Columbia)
6. SAY YOU'RE MINE AGAIN ....Perry Como (RCA Victor)
7. ANNA .....................................Silvana Mangano (MGM)
8. PRETEND ...............................Nat "King" Cole (Capitol)
9. MY ONE AND ONLY HEART .......Perry Como (RCA Victor)
10. SAY "SI SI" ............................Mills Brothers (Decca)

Hal Murray (WHK-K-Akron, O.) wanted an appropriate musical introduction for an interview with Johnny of the Phillip Morris show. Only disk on hand was a May Kyser record of the Phillip Morris theme. On The Trail Murray hadn't heard the Kyser etching and didn't know it was a vocal. Hal put it right on after an intro and Johnny's famous "Call For . . ." and what should emerge but the braying hee-haw of a donkey, which opened the Kyser etching. The audience broke up, but Hal's face is still red. . . . One of Chicago's neighborhood newspapers took a poll recently of deejay popularity. Winner was Bob Drew, WIND; second; Eddie Habbard, third. . . . Bob Duck (WMLS-Sylacauga, Ala.) celebrated his fifth anniversary during May. . . . According to a letter received by Georgia McCarthy, promotion director for WQZ-Orlando, Fla., the station has been awarded the National Safety Council's Public Interest Award for exceptional service to safety in 1952. Award will be given sometime in June.

Bill Rase (KCRA-Sacramento, Calif.), recorded "If I Could Sing Like Bing" on a local small label. Rase sings it Crosby style. Over 1000 disks have already been sold. Larry Crosby, Crosby Enterprises, is interested in getting Bill to re-record it with a better backing. Understand, the disk was submitted to Capitol, but Dean Martin got the deal. . . . Outside of radio, Bob Drew's (WAAAF-Chicago, Ill.) first love is cars. Since May 3, Bob has been broadcasting the 8-Mile Auto Races from Cole-Lenze Field every Friday night from 8 to 11 p.m. Also broadcasts the motorcycle races from this field each Tuesday evening from 8 to 11. On Sunday afternoon, Bob lives dangerously. He partakes in races, driving a Crosley stock car from Mance Park. On his first afternoon of racing, Bob overturned his car at two separate times . . . Al Wolfe (WHGB-Harrisburg, Pa.) encasing the Jaycees "Rose Queen" contest in place of Pete Wambach (WCBB-Harrisburg, Pa.), who auctioned off paintings for the Harrisburg Art Association same nite. Incidentally, Pete and wife adopted a kid named Vincent, age 7. He's their ninth child. Six boys, three gals. All healthy and happy and does the old man have to hustle for a buck. Hats off to the Wambachs. Any couple who has eight roughtbacks and can still find it in their hearts to adopt a ninth is just tops with this department.

Tom Harvey, who used to share Philly honors with Doug Arthur at KIBG, went to L. A. on vacation, got a job at KMPC and is now a steady feature there. . . . Jimmy Wakely's Monday-Friday 4-d show goes over 22 Pacific CBS stations. . . . Jack Rowzie (WWDC-Washington, D. C.) has started a new service on his program, "Yawn Patrol," this time for the racing fans. Every Monday at 1:15 a.m. Rowzie will give the results of the last three races at Rosecroft Raceway. Rowzie discovered recently that many of the bettors at the trotting track place their bets on the last races and then depart for home without waiting for the results. Rowzie figures he is adding another service to his already long list of services to his listeners. He reasons his latest this way. After the party places his bet, he is so nervous about the results that, despite his intentions of going to bed, he stays up all night waiting for the morning papers for the results. Now they can listen to Rowzie and go to sleep. Or place a gun to the temple.

"It's What's in THE CASH BOX That Counts"
BUSINESS BAD?

... NOT WITH WE HAVE.... Not 1....

Shes Fabulous

1. Marian CARUSO
singing
"WISH ME GOOD LUCK"

b/w "LILACS"
JUBILEE 6041 (45x6041)

Young As Spring—Refreshing As A Breeze

2. Tommy MARA
singing
"I'LL TRY"

b/w "BELLA MIA"
Ork. & Chorus directed by Monte Kelly
JUBILEE 6040 (45x6040)

Jubilee

"It's What's in THE CASH BOX That Counts"
This is the next No. 1
According to Operator Reaction

3.

Lou Monte

"The Long Way"

"REPEAT THESE WORDS AFTER ME"

JUBILEE 9001 (45X9001)

Novelty of the Year
Greater Than "Bei Mir Bist Dué Schoen"

4.

4 Chicks & Chuck

"Please Don't Bend My Ear"

(Hock Mir Nisht Kein Cheinik)

b/w "SMARTY" JUBILEE 6042 (45X6042)
JOHNNY MADDOX
(2:00) [Dot 45-1305]

"LEARNING" (2:30) [Random Smith Music] In his infectious honky-tonk manner, Johnny Maddox does a masterful job on a cutesy bouncer with a catchy melody. The Rhythm Masters and Lobby Colton assist with fine backing and a good vocal.

"BIGHT BEAT BOOGIE" (2:30)
The famous Tommy Dorsey Boogie Woogie of some years back gets a chance to live again as Johnny and the Men beat out the rhythm. Fine dance music that could click again. More fine material for the Doross.

FOUR CHICKS & CHUCK
(Jubilee 6042; 45-5042)

"HOCK MIR NOTT KEIN HEINKE" (2:20) [General Music] In a novel "Bei Mir Bist Du Schoen" manner, 4 Chicks & Chuck rhythm throbbing in a ditty with a cute Yiddish expression. Fine harmony and terrific ideas. Could hit big. Fitting to Erwin's trumping is a fine rife.

"SOMARTY" (2:2-2) [Joshua Music] The group gives a lightfeet enjoyable styling to another bouncer which is a novel item copped with cute harmony. Ok side.

BENNY STRONG ORCHESTRA
(Imperial 40002; 45-40002)

"HELLO BEAUTIFUL" (2:20) [Bregman, Vocco & Conn] Benny Strong and the ork bounce through a lively instrumental and give in a generally good sound. The lively forward vocal fits the number perfectly.

"I CALLED YOU UP TO CRY ON YOUR SHOULDER" (2:40) [Condon Music] A simple ballad with an effective set of lyrics is eased through by Benny's ork. The number picks up tempo towards the end and comes out a fine side.

BERYL DAVIS
(MGM 11151; K-11151)

"YOU" (3:00) [Leo Feist, Inc.] On a tender and melancholy ballad, Beryl Davis shows all the warmth and good quality of her voice as she offers the tune in an inviting manner with the aid of Earl Hagen's ork as backing.

"NOWHERE GUY" (2:47) [Leo Feist, Inc.] Another tune from "The Girl Next Door," this one with a sentimental and bluesy air, is pleasantly varied by the thrum. Beryl can put over a song with sincerity.

TONY BENNETT
(Columbia 40044; 4-40044)

"TLL GO" (2:35) [Bourne, Inc.] Tony Bennett hands in another fine vocal offering with his heart felt manner the lovely lyrics set to the French tune "Monica." The sentiment and melody are nicely handled in this fine item, which has a lively jump beat to it. Tony gives his all.

SOMEONE TURNED THE MOON UP SIDE DOWN" (2:20) [Burke & Van Heusen] Tony esizes out the rhythm and has a ball in a high key as he delivers the tune with a tear in his voice. The romantic ballad has a sentimental air about it. Both quality sides could catch on.

GISELE MacKENZIE
(Capitol 2550; F-2501)

"THERE'S NO USE CRYING" (2:35) [Randy-Smith Music] A wonderful interpretation of one of the most popular songs of the moment by Gisele MacKenzie. It's a sentimental job on a heard rendition, folk flavored ballad.

"I SHOULDN'T HAVE BEEN WITH YOU" (2:27) With Buddy Cole's crk and a lush chorus in the background. Gisele sings a sultry tango number in a fine style. Good dance material and a fine arrangement.

JOHNNY LONG ORCHESTRA
(Coral 61004; 9-61004)

"I WANNA KNOW" (3:00) [Park Avenue Music] A current blues slicker that's making a strong bit on the R&B charts, gets a good pop going over from the Johnny Long ork and the Vocal Ensemble. The delivery is a bluesy flavor and a sock earing.

"TILL THE MOON TURNS" (2:27) [Arrington Music] A cute take on off a ditty that almost every child has sung at one time. It is a song that's been cleverly wedged through by the group. The lead of the drop in on a synth job on the cute bouncer. Could catch.

ALAN DEAN
(MGM 11151; K-11151)

"LOVE ME! LOVE ME!" (2:36) [Brandom Music] Fine lyrics are set to the lovely melody of "La Spargnola" which Alan Dean handles so perfectly in his delivery. A full chorus and Joe Lipman's ork back the chartest in a smashing way and could catch on. It's a strong little to a pretty wait.

"MAKE ME YOUR SLAVE" (2:17) [United Music] Alan gives out with an emotional number set to a soft melody that's a sentimental item with a hint of oomph into a stellar presentation. A good side.

TED HEATH ORCHESTRA
(Decca 1105; 45-1305)

"LA MER" (2:28) [T. B. Harman] A lovely tune often done in a lush manner gets a lively jump going over from Tel Heath and his boys. Fine rhythmie dance music with a flavor of the Billy May style and sound.

"ON THE BRIDGE" (2:20) [Unpublished] With handclapping and solid rhythm coloring the side, Ted's gang goes out with a number that gives extra oomph to the arrangement. Opening has a good style to it.

JERRY FIELDING ORCHESTRA
(Trend 52; 45-52)

"TEA FOR TWO" (3:11) [Averylmore Music] Another one gets a cute jump styling by the rhythmic aggregation of Jerry. The boys put a good bounce into the number that should make for spins in the boxes.

THE CASE BOX
BEST BIDS

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

[LEARNING] Johnny Maddox Dot 15909; 45-15909

[ALL I DESIRE] Johnny Maddox Camarote Orch. Decca 28714; 9-28714

[TIL GO] Tony Bennett Columbia 40004; 4-40004
POW!

What a hit -
in pop & country!

NEW SINGING STAR-
WENDY WAVE

GREAT TREATMENT OF-
"I'M NOT FREE"
"DON'T CALL MY NAME"

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Central Record Sales
2104 W. Washington Blvd.
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Chatton Dist. Co.
1921 Grove St.
Oakland, Calif.

Essex Dist. Co.
114 Springfield Ave.
Newark, N. J.

General Dist. Co.
2329 Pennsylvania Ave.
Baltimore, Md.

Gramophone Enterprises
1607 Dragon St.
Dallas, Texas

Gramophone Enterprises
1906 Leeland Ave.
Houston, Texas

Gramophone Enterprises
1011 N.W. Fifth St.
Oklahoma City, Okla.

Hit Record Dist. Co.
1043 Central Ave.
Cincinnati, Ohio

Marnel Dist. Co.
1622 Fairmount Ave.

Pan American Dist. Co.
3731 Woodward Ave.
Detroit, Mich.

Portem Dist. Co.
733 11th Ave.
New York, N. Y.

Records Inc.
255 Huntington Ave.
Boston, Mass.

Roberts Dist. Co.
1518 Pine St.
St. Louis, Mo.

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1615 Main St.
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JUDSON RECORDS
Mfg'd by ROOST RECORDS
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(Rev. 805)
NEW YORK, N. Y.
CI 6-4630

"It's What's in THE CASH BOX That Counts"
LES BAXTER ORCHESTRA
(Capitol 2479; F-2479)

"GIGI" (2:41) [Alamo Music] a lively waltz instrumental with a pleasant flavor to it. Pretty ditty.

"I love PARIS" (2:20) [ChapPELL & Co.] With the Baxter chorus blending voices on the melody, Les glides through a jazzy version of a lovely tune from the B'way hit "Can Can." The Cole Porter tune has a Latinist beat. Very pretty.

HAMISH MENZIES
(Decca 28705; 9-28705)

"ALIBI" (2:33) [Supreme Music] Hamish sends up a stylish moderate jumper in his smooth and individual manner. His fine vocal treatment is backed by the Jack Halloran Quintet and Lew Douglas' orch.

"FLY HOME LITTLE BLUE DELILAH" (3:20) [Johnny Mc PARTLAND] With the lush Halloran Choir setting up a soft mood, Hamish deals a sentiment with something that might click for the lady. He does a wonderful job on this end.

MIGUELITO VALDES
(Mood 1001; 45-1001)

"I'm in the Mood" (2:30) With an exciting Latin beat as the backdrop, Miguelito Valdes hands in a sparkling vocal of a tune which played the lead role in making the artist popular. It's a wonderful offering done in Spanish with a sock beat. Could hit again.

"ME GUSTA" (2:29) The artist renders a slow bolero with the lyrics again sung in Spanish. The steady Latin beat in the backdrop adds a great deal to the side. The tune is pretty too.

DENNY VAUGHAN
(MGM 1151; K-1151)

"BLESSEDNESS" (2:36) [Cosmo Music] The talented and versatile Denny Vaughan bounces through a lively polka novelty which he composed and he dished up some good lighting material. It's a lively item with a bit of a country flavor.

"SPoon, Spoon, Spoon" (2:47) [Canada Limited] A pretty tune with a summer romance flavor lilt along in an invigorating manner with a light ditty type of approach. Tune has a tempo like that of the soft shoe.

CAMARATA ORCHESTRA
(Decca 28714; 9-28714)

"ALL I DESIRE" (3:16) [Broadcast Music Inc.] From the flick "All I Desire" comes this lovely instrumental tently treated by Camarata and the orch. The romantic mood mus has a dreamy air and with lush instruments hitting it big thing that could click too. It has the qualities.

"RETURN TO PARADISE" (2:58) [Music Maniac Music.] A mysterious beat instrumental theme from the movie of the same name is dished up by the orch. Number has a similarity to Ravel's "Bolero." An intriguing item.

THE CASH BOX

SLEEPER OF THE WEEK

"ONCE UPON A TUNE" (2:45) [Jefferson Music]

"YOU YOU YOU" (2:52) [Robert Mellin, Inc.]

THE AMES BROTHERS
(RCA Victor 20-5325; 47-5325)

The Ames Brothers have not only a touchy feeling but a talent for making a piece of music. Two brother numbers that take holds of two wonderful numbers and delivers them in grade "A" fashion. With the competent Hugo Winterhalter orchestra in the backdrop and a soft shoe tap keeping the rhythm, the boys hit through the beautifully bouncing duchess "Once Upon A Tune." Their waltz tune is irresistible. The tune could serve as a theme for the boys and they give it that something different that makes it head to the top. "You You You" is another wagnerian ballad that the boys give an individuality. It also contains some lovely lilt that should draw loads of spins in the boxes. The velvety approach to both numbers could make them click. Watch 'em.

ART MOONEY ORCHESTRA
(MGM 11104; K-11104)

"720 IN THE BOOKS" (3:00) [Robbins Music] a terrific oldie. Has a rhythmic shuffle beat from Art Mooney and his boys as Cathy Ryan handles the part vocal in her stylish voice. Fine treatment of a past hit "KENTUCKY" (2:51) [Sheldon Music] Another top notch Art Mooney version as Cathy and the Clevelander's handle the vocal chores. This oldie makes for good dancing too.

BILLY ECKSTEIN
(MGM 1151; K-1151)

"SEND MY BABY BACK TO ME" (2:51) [Edwin H. Morris] With the Texstar Singers aiding in the backdrop, Billy Eckstein sends up a jump item with a catchy twist. The tune is making noise sales wise which could help Billy's version click.

"I LAUGH TO KEEP FROM CRYING" (2:21) [Kahl Music] Nelson Riddle and the orch go into the lush mood for Billy as he waltles in his stylish manner a strong and meaningful ballad. The Texstar singers again assist.

AL MARTINO
(Capitol 2480; F-2480)

"WHEN YOU'RE MINE" (2:00) [Commercial Music] Al Martino gives with a powerful reading of a jump number with backing by Les Baxter and the orch. Good vocal with a fitting orking in a slow jump beat. "THIS NIGHT I'LL REMEMBER" (2:45) [Jimmy Wakely Songs] Al Martino gives out with a strong vocal job on a feelingful ballad. He puts his heart and soul into every word and makes the tune come across with zest.

ELEANORE RODGERS
(Chance 9001; 45-9001)

"YOU'LL NEED MY HELP" (2:00) [Acuff-Rose Pub.] A catch novelty which is an answer to the recent pop hit "No Help Wanted" is lightly treated by the pert voice of Eleanore Rodgers. Rhythm novelty could catch spins. It has color and similar tune to the hit.

"I'LL NOT FORGET" (2:53) [Boulevard Music] Remo Bi ono's crew assists the thrush on this end with a soft tender orking for a slow danced vocal by the artist. A good tune delivered in a convincing manner.

AL SOYKA ORCHESTRA
(Doré 3192; 45-3192)

"CLAP HANDS POLKA" (2:28) With hand clapping and an ac cordion in the forefront Al Soyka and his orch lean into a lively polka citty and send up some peppy dance music. Piece is fitting for the boxes where this music is popular.

"UNCLE SAM POLKA" (2:20) Fans oughta go wild for this end too as the Soyka crew belts out another item with zip. The number really moves.

TITO PUENTE ORCHESTRA
(Tico 162; 45-162)

"MAMBO IN BLUES" (2:53) " Some rhythmic mambo music that's a natural for the Right places is belted out by Tito Puente and his orch with Vicente Valdes handling the vocal, Solid rhythm.

"MAMBO CALYPSO" (2:30) The Cuban musical crew leans into some faster tempo mambo material and draws up a sock instrumental. Lovers of the music ought go for this piece in a big way.

JIMMIE DALE ORCH. & EDDIE MILLER TRIO
(Rainbow 207; 45-207)

"CENTURY, THE BUMBLE BEE" (2:10) [Arch Music] Jimmie Dale and his men bounce through a cute ditty that oughta meet with the children's fancy. It's a novel piece that gets a light and pleasant reading. Catchy item. Good for dance schools too.

"OH! SUSANNA" (2:10) Eddie Piano Miller and his Trio are cn this end to dish up a honky tonk version of the oldie. Routine delivery good for tap dancing.

BILL HEVER
(Oehke 6975; 4-6975)

"YOU'RE GONE" (2:31) T. Presser Music.] A fine new voice in Bill Heyer makes an impressive debut on a pretty waltz that he sings in a fine round voice. A good tune and a pretty piece of listening. Boy has a brilliant future. Could catch.

"INVISIBLE HANDS" (2:58) [Alamo Music] Another swaying with a title of note by Bill. He fits a swinging chord backing from the Lieden Brothers' chorus. The Leyden Brothers' chorus in head of chorus towards end so that the listener can sing. Good side.

WALLY STOTT ORCHESTRA
(Columbia 40013; 4-40013)

"LITTLE RED LIGHT" (2:39) [Bourne Inc.] A lively instrumental from the flick "Gentlemen." It's sensitively treated by Wally Stott and his orch on a waxy made in England. It's a melodious item that's catching on like wild fire.

"INCIDENTAL MUSIC FROM LIME LIGHT" (2:53) [Bourne Inc.] Some more lush and inviting music from the flick is handled by the orchestra. These melodies are not as good as the top half for commercial possibilities but should also make for good dancing in soft spots.

CALLIE MCGUIRE
(Allied 5001; 45-5001)

"WITH YOU" (2:30) [Coa chella Music] Callie McGuire dishes up a smooth and impressive vocal job on a tune with a pretty melody. The simple piano backing sets up and effective backdrop for the piece, with a good mood.

"RAIN IN THE NIGHT" (2:29) [Tact Music] The talking of the train wheels on the rails done with a syncron system adds a unique touch to a moving ballad with a Latin like tempo. The thrush has an inviting and lovely voice.

CLIFF AVYERS
(Emerald 9444; 45-9444)

"DO THE WHISTLE POLKA" (2:23) [Crescent Music] A bouncy polka with a whistling injected is colorfully treated by Cliff Ayvers and his orch. The Thrush sells solids and the Gem Tones.

"YOUR EYES WILL LIGHT THE WAY" [Music] The entire aggregation teams up and dishes up a slow and soft ballad with a folksy flavor. The straight forward treatment by the thrush is supplemented by a guitar backing.
NEW YORK:

Taking to hear the recent editorial in The Cash Box, entitled “What Can Be Done About The Summer Slump?” which advises disk jockeys that sales especially during the summer, Dick Cowitt of Sanford Distributors, New York distrub for MGM, has started a special promotion aimed at operators. Radio station WOR in New York has eliminated its music production department. Elliott Jacoby, Richard Du Page and Carl Nutter, Jr., who have been with the department for the past eight years, will go into the free lance field. Harry Jacoby operates at the Autor Roof.drew plenty of music personalities. It is reported, by the way, that Buddy Rich, who is playing the date with Harry, is getting $700 per....The appointment of Joe Carlton to head RCA Victor’s A&R department has touched off a series of rumored A&R changes in several other record firms. Woody Herman’s orchestra opens at The Band Box for two weeks on June 9...June Pickens about to do a month-long and record column in Screenland Magazine. BMI will move its offices to a building now being constructed right across from its present location at Fifth Avenue and 47th Street as soon as it is completed. Walt Frame who produces such shows as “Strike It Rich” and “Double or Nothing,” has another one planned called “Jack In The Jukebox” which will have teenagers try to say which number on the jukebox contains their favorite song. Winners get the jackpot. According to newspaper reviewers Conrad Thraust was a smash at his night club opening in Montreal.

CHICAGO:

The Italian Welfare Ccuncil’s “Night Of Stars” brought out great disk artists. Bob Hope, Dean Martin, Jerry Lewis, Frankie Laine, Tony Bennett, Tony Martin, Jere Southern, Johnny Martin, and many others put over this big affair....Bob Hope, bemoaning the fact that nothing happened with one of his records, remarked, “My record would have been a smash. It was just that they forgot to put the hole in the center.” Frankie Laine has himself a busy schedule which will take him throughout the way to Europe. Leaving August 20, he will play the Palladium and the Empire Theatre in London. Tony Bennett, currently playing the East, advised he will open at the Edgewater Beach, June 25, for two weeks. In the old days, Coleman, Frenz of the Carolette, Records, and Veepee Carl Byrnes, came through town on tour taking them to 29 cities. Report have a canteen of old masters, including 46 sides by Jack Starr. Diskjockey’s roster is headed by Bob London and movie starlet Jacki Fontaine....Handsome Jim Lowes is a man of many talents. Jim announced and deejaying around town for more than a year. Suddenly friends discovered that here was a guy who, besides being able to write music, also possessed a grand singing voice. They convinced him to cut a dub. And brought this dub to the Steak House. Linn Burrell played it. Art Talmage heard it. Whaddaya think? Jim is now a member of the Mercury stable. First release just about ready to go called, “Gambler’s Guitar,” backed with, “The Martin’s And The Coys” and “Tennessee” behind Jim Lowes’ disk hoping to make this another case of “local boy makes good.”....Happy to report Edy Howard now up and around, Edy’s band is headin’ for Denver in four weeks. He hopes to accompany the boys....Johnny Desmond currently appearing at the Chees Parke and, from what we hear, doing a bangup job....Bud Brandon just back from the West Coast. Called to San was very happy with their show. They’ll be announcing on his two current tunes, “Love Me, Love Me,” and “Almost Always.”

LOS ANGELES:

Host of music biz personalities turned out for the recent cocktail party in honor of Mercury Records’暨 and James this past week. On hand were Jesse Kaye, MGM vEEP out thisaway; Gordon Wall, Sunland distrib; Dick Whittingall, KNPC; Peter Potter, KLAC and his charming wife Beryl Davis; Billy Eckstine; Milt Edmunds; disk jockey George Jay, maestro David Rose and oh so many, many others....Ta’ shoulda seen the crowd that literally mobbed Joni’s opening at Croc’s though....Bob London’s bow on the Crystelle label getting lots of attention around town. Hear tell that tdy tour being made by Perry Bennett has won her to the hearts of so many throughout the mid-west and east....Later, Vague echoes of Progress being oiled by a couple majors. Lotsa guys around town had an awful scare re the Freddy Martin bus crash up around Prairie last week. Most of the musicians make Los Angeles their home now, and there was many an up and comin’ to keep complete details of the accident arrived. Joni and Saul Bihari, Modern Records, back in town after a swing through the mid-west. Joni kinda saddened with the passing of Warner Lisa “Honeybear” Warren off to England and the Coronation. Nat “King” Cole recuperating and should be short order....We heard much wild enthusiasm for a record of Nat’s as on Cole Porter’s “I Am In Love”...not since “Nature Boy” anyway. Thrush Gillespie McCracken, former disk jockey, with smooth fingers appearing with Jack Benny a couple of weeks ago. Gal is working on a couple of movies now, with a good tour in the offing. Jim, on the part of Bobby Troup, June Christy, Stan Freberg and Johnny Mercer was a week’s preview, KNX-TV, with Bill Leyden as host. Nervous Jack Lewis, California Music Co., may be tying the knot party soon we hear. That much Homer and Jethro record of “Hound Dog In The Window” racking up great sales. ..Yours truly asked to guest on the Al Jarvis Make Believe Ballroom, KNX-TV. Like the way those Four Winsome Harpers, “Honey In The Horn”...and Sauter-Finneman arrangement of “Honey Jump” takes us back to the old days.

"It's What's in THE CASH BOX That Counts"
Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation ending May 30 without any changes on the part of THE CASH BOX.

Robert Perry
WCAF—Lowell, Mass.
1. Song From Moulin Rouge (Richard Hayman)
2. I'm Walking Behind You (Perry Coma)
3. Say You're Mine Again (Perry Coma)
4. You're Mine Again (Perry Coma)
5. Is It Any Wonder (J. James)
6. All The Time And Everywhere (Dick Valentine)
7. Ooh! Say What You Do To Me (Patti Page)
8. Oh! (Faye Westlund)
9. You Shouldn't Have Missed Me (Norman Brooks)

Art Helyer
WMAD—Chicago, Ill.
1. Song From Moulin Rouge (Richard Hayman)
2. April In Portugal (Les Baxter)
3. I Believe (Frankie Laine)
4. Say You're Mine Again (Perry Coma)
5. Dance'In With Someone (Terence Brewer)
6. Many Are The Times (Valli)
7. Say "Si" (Mills Bros.)
8. Ruby (Les Brown)
9. Ramona (Les Brown)
10. Without A Memory (Gerfand)

Bud Wilson
WKXW—Concord, N. H.
1. April In Portugal (Barnes)
2. Now That I'm In Love (Richard Hayman)
3. The Ho Ha Song (Barnes)
4. Scrape Off Paper (B. Howard)
5. Put Back (Eileen Barton)
6. Organ Grinder's Swing (Perry Coma)
7. You're Driving Me Crazy (Perry Coma)
8. Say You're Mine Again (Perry Coma)
9. You Shouldn't Have Kissed Me (Norman Brooks)
10. Enchanted Guitar (R. Costa)

Ed Railey
WBBR—Waterbury, Conn.
1. Song From Moulin Rouge (Perry Coma)
2. Pretend (Nat "King" Cole)
3. April In Portugal (Les Baxter)
4. I'm Walking Behind You (Richard Hayman)
5. I Believe (Frankie Laine)
6. You're Mine Again (Perry Coma)
7. Say You're Mine Again (Perry Coma)
8. Ooh! Say What You Do To Me (Patti Page)
9. Is It Any Wonder (J. James)
10. Organ Grinder's Swing (Four Aces)

Dave Robinson
WEL—New Haven, Conn.
1. Ruby (Richard Hayman)
2. April In Portugal (Les Baxter)
3. I'm Walking Behind You (Richard Hayman)
4. Say You're Mine Again (Perry Coma)
5. You Shouldn't Have Kissed Me (Norman Brooks)
6. My One And Only Heart (Les Baxter)
7. Say Your Mine Again (Perry Coma)
8. Just Another Polka (Eileen Barton)
9. You Shouldn't Have Kissed Me (Norman Brooks)
10. Enchanted Guitar (R. Costa)

Al Ross
WBAL—Baltimore, Md.
1. Song From Moulin Rouge (Richard Hayman)
2. I Believe (Frankie Laine)
3. April In Portugal (Les Baxter)
4. Pretend (Nat "King" Cole)
5. How Much Is That Doggy In The Window (Patti Page)
6. My Lady Loves To Dance (Perry Coma)
7. Ruby (Vic Young)
8. Till I Walk Again With You (Terence Brewer)
9. Seven Lonely Days (G. Gibbs)
10. Ruby (Richard Hayman)

“JOHNNY”
(IS THE BOY FOR ME)

“VAYA CON DIOS”
(MAY GOD BE WITH YOU)
THE CASH BOX PAGE 18
JUNE 6, 1953

2 NEW SMASH HITS
by THE MASTER MUSIC MAKER

RICHARD HAYMAN

“EYES OF BLUE”
from The Paramount Picture
“SHANE”

and

“TERRY’S THEME”
from "LIMELIGHT"

MERCURY 70168

THE CASH BOX LONDON LOW DOWN

THE NEWS FROM LONDON STARTS OUT AGAIN WITH EDDIE FISHER. THIS WEEK, HE BOY WHO MADE HIS FIRST APPEARANCE AT THE PALLADIUM, IS NOW PLAYING AT SAVOY. THE TWO VICTORIOUS CRUISES IN ENGLAND AND THE DUNKELHARTE ORCHESTRA. THE TITLES ARE KEPT SECRET BUT I CAN TELL YOU THAT WE ARE CLAIMING FOR THE SHIP LONDON LOW DOWN. A MUSICAL MISS EMPIRE CIRCUIT PRIOR TO THEIR LONDON PALLADIUM RETURN DATE. ROSE MURPHY ON THE STOLL CIRCUIT.

Bristol Hippodrome (a Stoll Theatre) had the trial showing of “Guys and Dolls,” opening at the London Coliseum May 28th and starring Vivian Blaine, Sam Levene and Jerry Wayne. Tunes are beginning to hit the airwaves.

Jean Sablen and Bobbie Maxwell started on their vaudeville tour this week. While in London Sablon cut the “Moulin Rouge” song for H.M.V. with George Melachrino. Recorded was on the market within four days.

That “Limelight Theme” is doing real fine having gone into the best sellers within a week of the Franck Chacksfield disc. Coronation Supper Club attains insane Earl’s Court at the Bagatelle, Josephine Baker at the new Don Juan and Noel Coward at the Cafe de Paris.

Rumors are going around Geraldine being offered $150,000 to go to U.S.A. to form a band. Wonder if the maestro will take the plunge?

Jane Morgan (The American from Paris) now starring in the London Casino show “Three Cheers,” cut her first sides for the Parlophone label.

Top Record Sellers this week:
1) I Believe - FRANKIE LAINE
2) Pretend - NAT COLE
3) Pretty Black-Eyed Susie - GUY MICHHELL
4) Down Hearted - EDDIE FISHER
5) Tell Me A Story - LAINE-BOYD
6) Oh Happy Day - JOHNSTON BROS. (British recording)
7) Doggie in the Window - LITA ROZA (British Recording)
8) Side By Side - KAY STAR
9) In A Golden Coach - BILLY COTTON (Coronation Song)
10) Limelight - FRANK CHACKSFIELD

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

TORONTO TOPICS

Russ Eastcott, back from his honeymoon and busy at Hamilton’s CHML with “Main Street Jamboree” shows and tours. Localities are betting that the much-photographed guitarist will spend his week day down to more 16 or 20 hours. Bert Niess is one of the busiest musicians in the business. In addition to his weekly network shows, probably give him the championship, and a new country styled TV show and one night stand. Shirley Harner, the Oshawa oriole is in this scribbler’s bet for top vocal honors and a lot of program producers and radio listeners seem to agree, but don’t mention Joyce Sullivan or Dorothy Deane or I may change my allegiance. As usual, the long awaited followings and they deserve them. Remember that you read it here first when Tin Pan Alley latches on. This week’s columnist isdealt with his new country styled show. Pop Haynes, one of Remington’s Records of N.Y., last week at King Eddy, and successfully launched Remington’s “Music of the World” series.

HILDEGARDE

Plus “s” in Canada, Don Johnston, Montreal distributor, the RCA Victor, Winnipeg distributor, in for very successful dealers’ meetings later in evening when all of the out-of-town distributors were addressed by Dr. Spaeth and Laszlo Halasz. “Spring Thaw” still holds the record for a song release, starring brilliant Canadian vocalist June Russell. Incidentally June’s SLP platter “Anna Russell Sings” still doing very well. Hildegarde’s show was very successful autograph session with lovely star Rose Stevens in town with Metropolitan Opera Company at Maple Leaf Gardens last week. Rose was interviewed later by wee little popular CBC display whose program “Byng’s Choices” is a very strong event. The program is being broadcast at 7:30 each night for three days making the incomparable Hildegarde’s Toronto engagement a whopping success. The whole show was a hit. Siring Dorothy Sarnoff, Paul Hartman, Tommy Wonder, Margaret Banks and Don Delair really setting this town buzzing. Johnny Linden opened to enthusiastic crown at Royal York Hotel for summer season dancing, with lovely vocalist Betty Jean Ferguson, a former “Miss Canada” beauty queen. Expect terrific turn-outs for Connie Norman Brooks at Casino Theatre next week.

MONTREAL MEMO

Carl Cogan, Decca Records popular Promotion Manager, taking on duties as staff announcer at CJQB, Belleville, very near future. Best wishes, Carl. Congratulations are in order to Phil Suss, C.B.C. Sales Manager, Phil will be “middle-nailing” very shortly with Gwen Bruce, P.V.A. Aspect’s but-beautiful Record Manager. Montrealers still buzzing after sensational Canadian debut of gorgeous, blonde chantress, Miss Spaw, at the Savoy. Loch Norman. G. G. Faith in 10th week at the popular Top Hat. This Toronto boy has Montreal fans all heaven down his throat. The show, under the auspices of CJQB, Antigonish all winter, but is off to CJIB, Summerside, Prince Edward Island the first of June.

WINNIPEG WORDAGE

Georgia Gibbs will be the headline at the Fair. “Her Nibs” has a host of fans in these parts and the operations of the RCA are busy with their platters in advance of her personal appearance. C.B.Y. programs are showing the dett and band and Mac Graswell, who has a way with discs. His Sunday shows is tops with the local music folks. Out at Artistic Products, they are busy with their own disc checkout and instrumental records. Bosman, Bill Leeder, just back from the Pacific coast, tells us that their country hit reissue of Reoton (London) MacGregor, Windsor and Aragon dance discs are great, and he hopes to add a polka line and another instrumental label to satisfy the demand from the foreign language districts.

CBC’s new network radio show, “Canadian Hit Parade” is a new idea, but it is getting a lot of attention, thanks to its featured vocalist Wally Koster being an ex-Winnipeg music maker. Rene Dufour, who music maker, has recently returned from Paris, since the French language station went on the air, moves over to the CBC early in June. Lots of other station staff changes resulted in CKRC and GLOB each throwing going-away parties for their old-timers. We’re always sorry to see the regulars move away, but it makes room at the top for the talented newcomers. Answering the query of H. R. D. of DJ. O. Russell says the old CJAC strong slapper club is now the Trianon since Don moved to his new and larger El Rancho on the outskirts. Both spots are doing good business. Allan Carson’s Mello-Music publishing firm is expanding their activities in the polka, accordion and religious fields.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
Milt Gabler Named A & R Head of Decca; Bob Thiele Takes Over At Coral

NEW YORK—In the second major A & R change in the record industry within a week, Milton Gabler last Thursday (May 28) was named A & R head of Decca, replacing Jimmy Hilliard. It was announced by Milton R. Rackmil, Decca president.

Gabler moves over from Coral, Decca's subsidiary, where he was also A & R head.

Replacing him at Coral is Bob Thiele, who has been his assistant for the past year.

Jimmy Hilliard, who reported that his resignation was offered last Monday, May 25, said that he will take a vacation for at least a month and that upon Rackmil's return from England he will discuss his future status with Decca.

Gabler is one of the veterans of the record business with experience dating back over 25 years when he founded the Commodore Music Shop in New York City.

In 1938 he launched a new record company with the Commodore label which became famous throughout the world as one of the foremost jazz labels. Gabler's success with the Commodore line brought him to the attention of Decca and he was hired in 1941. Soon after his appointment Decca realized his vast knowledge of the entire recording field could be used to great advantage and he was transferred to the pop A & R department where he personally handled many of the top stars. Gabler then stayed with Decca until 1952 when he was made head of the A & R at Coral.

Bob Thiele is also a veteran of the business. He founded and was President of one of the first independent companies in the early 40's, Signature Records. The Signature label under Thiele's guidance developed some of the top names in the record business today. Amongst these stars were Mindy Carson, Toni Arden, Alan Dale, Ray Bloch, and Connie Francis. In 1952 Thiele concluded an agreement with Coral Records which brought all of the Signature masters under the Coral label, and then several months later in 1953 he joined Coral A & R department. Thiele was instrumental in signing such artists to the Coral roster as Alan Dale, Eddie Gormes, Ray Bloch and Johnny Long. One of his best projects at Coral is JAZZ TIME U.S.A., using the fresh idea of a live audience at an actual recording date.

McKenzie Replaces Valli

NEW YORK—Giselle McKenzie, Capitol recording artist has been engaged for the Hit Parade beginning next fall. She replaces June Valli, RCA Victor artist, who had appeared on the show this season.

Robbins-Kassner Suits Settled By Arbitration

NEW YORK—In accordance with an arbitration judgment handed down by Judge Irving Kurtz, Jack Robbins and Ed Kassner settled their suits against each other by Robbins' paying Kassner back the $5,000 which he originally put into the firm plus $4,500 which he also lent the firm.

This settles all the suits which Robbins and Kassner had pending against each other including one for libel, one for assault and one for breach of contract.

In consideration of the money paid to him, Kassner relinquishes all interest which he had in J. J. Robbins and Sons.

Both Robbins and Kassner have now opened separate offices and are continuing in the publishing business alone.

Robbins' petition for arrangement of debt under the Chandler Act is expected to be decided upon this week.
JUST RELEASED... Rush Your Order! Over 20,000 sold first 7 days!

"I'LL HELP YOU BABY"
by Christine Kittrell
Republic Record 7044

Republic Recording Co.
Nashville, Tennessee

NEW EXCELSO Releases
"DETROIT ARROW" By "Shy Guy" Douglas
Excelsior 3058
"SKID'S BOOGIE" By Kid King's Combo
Excelsior 2009
"HAPPY GO LUCKY" By "Good Rockin' Beasley"
Excelsior 2011

"HE'S GOT THE WHOLE WORLD IN HIS HANDS" By "The Boyer Brothers"
Excelsior 2010

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HOT JAZZ SELLERS
1. KING PLEASURE - Red Top - 821
2. EDDIE JEFFERSON - Skillet - Instrumental - 556
3. ANNIE ROSS - Farmer's Market - 839
4. CHARLIE FERGUSON - Stop Talkin' - 855
5. ZOOT SIMS - Jugglin' - 552
6. MILT JACKSON - Vendome - 851
7. MILES DAVIS - Blowing - 846
8. JOE HOLIDAY - Hello To You - 848
9. SONNY STITT - Jeeps Creepers - 826
10. JAMES MOODY - Stardust - 841
11. BILLY TAYLOR - Man With A Horn - 822
12. THELONIOUS MONK - Trinkle Tinkle - 838
13. WARDELL GRAY - April Skies - 840
14. ANNIE ROSS - Twisted - 794
15. JOE HOLIDAY - Blue Holiday - 815
SEND FOR FREE CATALOG

THE CASH BOX
Page 20
June 6, 1953

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, And New Orleans.

1. HOUND DOG
   Willie Mae Thornton (Peacock 1613)
2. I WANNA KNOW
   The Du-Dropers (RCA Victor 20-7229)
3. IS IT A DREAM
   Yodelers (Red Robin 114)
4. RED TOP
   King Pleasure (Premise 827)
5. I'M MAD
   Willie Mae Thornton (RCA Victor 20-7229)
6. SHE'S GOTA GO
   Fowlers (Mercury 70119)
7. LET ME GO HOME
   Whiskey (Aladdin 3164)
8. HITTIN' ON ME
   Buddy Johnson (Mercury 70116)
9. MAMA, HE TREATS YOUR DAUGHTER MEAN
   Ruth Brown (Atlantic 986)
10. DREAM GIRL
    Jesse & Mervine (Speciality 487)

in SAN FRANCISCO
1. I WANNA KNOW
   The Du-Dropers (RCA Victor 20-7229)
2. RED TOP
   King Pleasure (Premise 827)
3. MEET ME WITH YOUR BLACK DRESS ON
   Jimmy Johnson (R. P. M. 387)
4. GON' TO THE RIVER
   Fate Dumon (Imperial 933)
5. HITTIN' ON ME
   Buddy Johnson (Mercury 70116)
6. I'M MAD
   Willie Mae Thornton (Chess 1338)
7. SHE FELT TOO GOOD
   Jimmy McCorklin (Peacock 1615)
8. TIN PAN ALLEY
   James Wilson (Blue Tune 101)
9. THESE FOOLISH THINGS
   The Dominoes (Federal 12129)
10. YOU'RE MINE
    The Crystals (MG 1428)

in NEWARK
1. I WANNA KNOW
   The Du-Dropers (RCA Victor 20-7229)
2. HOUND DOG
   Willie Mae Thornton (Peacock 1613)
3. HELP ME SOMEBODY
   The "5" Royales (Apollo 446)
4. ONE ROOM COUNTRY SHACK
   Mercy Dee (Specialty 458)
5. LUCY MAE BLUES
   Frankie Gaines (Specialty 459)
6. HITTIN' ON ME
   Buddy Johnson (Mercury 70116)
7. YOU'RE MINE
   The Crickets (MG 1428)
8. WAY BACK HOME
   Big Mama (Okeh 6955)
9. EVERY DOG HAS HIS DAY
   Jimmy Wilson (Aladdin 3169)
10. THESE FOOLISH THINGS
    The Dominoes (Federal 12129)

in MEMPHIS
1. I WANNA KNOW
   The Du-Dropers (RCA Victor 20-7229)
2. HOUND DOG
   Willie Mae Thornton (Peacock 1613)
3. HELP ME SOMEBODY
   The "5" Royales (Apollo 446)
4. ONE ROOM COUNTRY SHACK
   Mercy Dee (Specialty 458)
5. CRAZY, CRAZY, CRAZY
   The "5" Royales (Apollo 446)
6. HELP ME SOMEBODY
   The "5" Royales (Apollo 446)
7. THE MOJO
   J. B. Lenoir (Jubilee 1219)
8. 21 MINUTES TO NINE
   Willie Love (Tramp 172)
9. MAMA, HE TREATS YOUR DAUGHTER MEAN
   Ruth Brown (Atlantic 986)
10. I'M MAD
    Willie Mae Thornton (Chess 1338)

"It's What's in THE CASH BOX That Counts"
THE CASH BOX
in PHILADELPHIA in LOS ANGELES in ST. LOUIS

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

1. HOUND DOG Willie Mae Thornton (Peacock 1612)
2. I'M MAD Willie Moman (Chess 1538)
3. THE HONEY JUMP Oscar McLain (Modern 902)
4. RED TOP King Pleasure (Prestige 821)
5. HEAVY JUICE Tiny Bradshaw (King 4627)
6. I WANNA KNOW Dolly Cooper (Savoy 891)
7. THE HONEY JUMP Oscar McLain (Modern 902)
8. HELP ME SOMEBODY The "5" Royales (Apollo 446)
9. RED TOP King Pleasure (Prestige 821)
10. I'M MAD Willie Moman (Chess 1538)

The Cash Box Hot Charts in San Francisco, St. Louis and Newark and taking off strong in Atlanta, New Orleans and New York

"She Felt Too Good" by Jimmy McCracklin
Peacock-1615

Peacock RECORDS, INC.
4104 Lyon, Houston, Texas

A Cash Box (B+ Excellent) and DJ's and Ops Agree! PHYLIS BRANCH great recording of "BABALU" b/w "THANKS FOR YESTERDAY" TUXEDO RECORD # 689
TUXEDO RECORDS 132 Monroe St. (N.Y. 23541) N.Y.

Hitting Big!
DON'T TURN YOUR BACK ON ME
by LLOYD PRICE
# 463

Hitting Like "MAMA"!!!
RUTH BROWN'S "MEND YOUR WAYS"

"It's What's in THE CASH BOX That Counts"
VIN STRONG
(RCA Victor 23-5931)
MARIO DEL HOMBRE POBRE (2:41) Vin Strong on the organ dishes up a quick beat instrument mambo for a lively and happy side.

"BESAME" (2:38) Strong etches a similar item on the flip deck.

ALLEN BUNN
(Apollo 447)
"WINE" (2:40) [Bass Music] Allen Bunn sings a quick bounce story of the gal who loves his wine. Bunn’s singing is solid and the orking hot.

"BABY I’M GOING TO THROW YOU OUT" (2:37) [Bass Music] Bunn sings a quick beat story of how he took her in from the streets, and if she continues to set as she has that’s when he’s going to end up, poor poor Bunn’s Lovely song channeling add up on a strong platter.

AMOS MILBURN
(Aladdin 3168)
"LONG, LONG DAY" (2:43) [Aladdin Music] Amos Milburn lends his polished pipes to a romantic middle beat bounce and comes off with a good deck. Milburn has a big following and this one catches a lot of dubs.

"PLEASE, MR. JOHNSON" (2:37) Flip is a slow blues with Milburn channelling in soft and tender fashion. Lyrics tell of his having lost the best gal he ever had.

KENZIE MOORE
(Specialty 462)
"MY BABY’S GONE AGAIN" (2:45) [Venice] A slow blues is the material and Kenzie Moore sings the sad item in deserted fashion.

"I’M BEGINN’ YOU BABY" (2:45) [Venice] A similar number with Moore performing in acceptable manner. Joe Dyson’s band backs the vocalist on both decks.

CHRISTINE KITTRELL
(Red Top 7044)
"I’LL HELP YOU BABY" (2:41) [Babb Music] Christine Kittrell dishes up a slow blues that picks up tempo and in it she really gives. She laughs and pleads and comes across in great style.

"L & N SPECIAL" (2:29) [Babb Music] Christine sings a quick beat bounce with a New Orleans feel. Gal gives the etching drive. A good coupler.

LITTLE BILLY BIG
(Imperial 4003)
"VENGEANCE" (2:38) [Fam-mency by Varetta Big etches a slow dramatic love tune in good style. The chanter is soft and tender in his treatment.

"I BROKE A PROMISE TO MY HEART" (2:28) [Cadice Music] Singer lends his intimate style to a romantic middle bounce but the result is a platter strong for both r & b and pop.

HAL PAIGE
(Atlantic 996)
"DRIVE IT HOME" (2:47) [Progressive] Hal Paige gives an infectious vocal to the middle rhythmic bounce tempo item with earthy lyrics. Paige’s style is easy on the ears. This deck is certain to stir up some action.

"BREAK OF DAY BLUES" (2:36) [Progressive] The flip is a slow rhythmic blues appealingly chanted by Paige. Instrumental backing is strong on both sides.

"SHY GUY DOUGLAS" (Excello 2008)
"DETROIT ARROW" (2:39) "Shy Guy" Douglas sings a slow blues engagingly in which he tells of the train taking his baby away.

"NEW MEMPHIS BLUES" (2:37) Another slow blues is the "shy Guy" material for the lower end. Douglas sings of losing his baby and he is Memphis bound.

GAYLE BROWN-SARAH McLAWLER
(Brunswick 84008)
"I FEEL SO UNNECESSARY" (2:57) [Challenge Music] Gayle Brown etches a slow emotional side potentially. Sarah McLawler helps out with solid organ playing.

"HOW CAN" (2:41) Brown sings an infectious middle tempo tune with a stirring vocal. McLawler also provides the organ backing on this deck. Chanter makes Johnnie Ray-like sounds in portions of the platter.

ROBERT WETMORE
(Flame 1004)
"LAZY HAMMOCK BLUES" (2:38) Robert Wetmore dishes up a slow rhythmic blues with the aid of the Bill Carter Quartet.

"WHERE IN THE WORLD" (2:37) A dramatic item dramatically chanted by Wetmore. Bill chamber is used to heighten effect.
NEW YORK—With Ruth Brown’s “Mend Your Ways” and “Wild Wild Young Men” certain hits, and Hal Paige’s “Drive It Home” looking like a big one, Atlantic Records is really setting pretty. . . Sol Handler, M.G.M. and a number of other records excited about the early reactions of The Cash Box’s newest, “I’ll Cry No More” and “For You I Have Eyes,” is stirring up. . . Joe Cohen, Essex Distributors, Newark, N.J., tells us the Savoy-Varetta Division of the Mercury label looks like a strong seller. Joe is sporting a flaming red sunburn picked up on the golf course at Grossinger last week-end. Joe likes it made a new man of Joe. In fact with the aid of Jennie’s blintzes it looks like made two new men of Joe. Ivy Cohen also sun darkened. But this was gotten walking his two and one-half year old cutie around on her parole. Harry Apelstalser, Apollo Distributors, New York, tells us the Big Town “I’m Pan Alley” shows definite signs of breaking into the rhythm and relaxation. Couldn’t stand the inaudibility and just busting at the seams for some record session action. . . Watched Syd Nathan and Henry Glover, King Records, cut some sides with Africentric Allen. Expected to find them tense and perhaps jumpy because of the concentration demanded, but instead they were cool, calm, and enjoying themselves. Nathan and Glover also reported that Joe Robinson on some tops and scored terrific surprises—Sugar Ray really sings well. Two good sides, and with Sugar Ray’s adulatory following, should really sell. King Records announced the signing of Charlie Fuqua’s Ink Spots. . . Rose Marks, personal manager of Billy Ward’s Dominoes, announced the appointment of Milton Horowitz as legal representative of the group and the Ward-Mark Music Co., Inc. Also, Mike Haas Associates have been appointed national public relations advisors for both enterprises. . . Load of friends in the music business turned out to boogies to Salute Bill Graham, new Peacock artist . . . Don Robey and Irv Marcus, Peacock and Duko, feel they have another “hit” in “Ain’t That Good News” by the Robins . . . Ted Neuman & Tempo tells our Record Distributors some great news out of Miami, Fla., really doing a job. President Vincent Klohe and Norman Dunpee handle the sales for their company which includes Coral, Imperial, Specialty, Jubilee, Prestige, Chud & Staff and Allied. . . Carl Robey, Apollo Records, announces the signing of a new blues group, “The Jumping Jacks,” and a spiritual group, “The Melody Echoes.”

CHICAGO:

The great songwriting team of Benny Benjamin and George Weiss, responsible for such hits as “Oh, What It Seems To Be,” “Wheel Of Fortune,” “Shoulder To Weep On,” and many more, in town for a few days planning their latest hit, “Just For Love.” Turner cut out at the Judson label with Woody Waye, who is also in town. Another of their recent hits, “Don’t Make Me,” is really catching on. Song has been covered by several labels. . . Leonard Allen of United Records very much concerned over controversy involving disk called, “Please Wait For Me” cut with Debbie Andrews. Leonard feels time would really click if he could release it. Believes Debbie Andrews possesses one of the warmest sounds on wax today. . . Hear Willie Mabon heads for New York next week to Apollo. . . Following engagement at The Black Orchid, Mary Kaye Trio heads for the West Coast. Opening at the Mocambo, June 14, Schedule also have a great movin’ pitch with T. Crosby. Their MGMer, “Did He Ask About Me,” getting lots spins around town. . . In the Beale Beach, Jockey Jack (Gibson) of Radio Station WMNB announced that the first person to come to his studio and tell the significance of Ballantine’s 5 Rings would get a free case of beer. A terrific traffic jam resulted. For this, both Jackoy and Station Mgr. Jim Van Pelt’s on the ball. Well, Harri, apparently, you know you have a terrific listening audience. . . The Bee Hive here is switching its policy to name attractions as of June 12. First of these will be Coleman Hawkins. With a possible follow-up of Roy Eldridge/Gerry Mulligan. . . "Goin’ To The River" No. 3 according to The Cash Box R&B Top Ten, has begun a Midwest tour. Into Dayton for four days, followed by a series of one-nites.

LOS ANGELES:

That R. B. King etching of “Crazy, Man, Crazy” starting to take off from these parts. . . Lowell Fulson and Lloyd Glenn, Swingtime record artists, off on another tour that will extend for two months and beyond. . . Leo and Eddie Mesner, Aladdin Records, both house happy these days, what with Eddie having just completed his Pacific Palisades palace and Leo’s Valley Vista mansion in the final stages. It’s nice to know that we’ll be able to swim at Leo’s pool and use the cabanas, or will Leo install a pool for that dear old Leo? . . . Lew Duck, Imperial Records, pressy, off on a quick trip thru the midst and south, and then back to sunny Los Angeles. Don’t know what he’s going to do but we’re wagering that Lew travels at least 100,000 miles a year. . . Latter’s Bobby Mitchell shows his fighting spirit by getting a hit with “Black Eyed Jill,” which is starting to make noise around these parts. . . Local 47, AFM just issued a complete list of companies granted recording licenses for California and the thing tops more than 500. Of these there are about 60 that are active, and about 20 that should be. . . Jazz still jumps around town, with Mingus, Kid Ory, Howlin’ Wolf, Benny Carter, Charles, Gerry Mulligan, to name a few. . . Lloyd Price release has hit mark all over it, but the side we go for is “Where You At.” Mrs. Art Rupe leaves the Specialty office to become a lady of leisure, and altho we’re sorry cause we’ll miss her, it’ll give her a well deserved rest. . . The Vocalists’ rendition of “Is It A Dream” pushed “Red Top” for honors around town . . . ditto that fats Domino recording of “Going To The River.”

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

NEW YORK—The heads of four associations pay tribute to Martin Block as he receives the Clef Award symbolizing his outstanding achievement as a disk jockey. Above are: Charlie Tobias, President of the Song Writers Protective Association; Walter Douglas, Chairman of the Board of Music Publishers Protective Association; Martin Block; George Goodwin, founder and sponsor of the Clef Awards; and Bob Miller, President of the Music Men’s Contact Association.

A DOUBLE HIT! BOTH SIDES! SAVOY AND VARETTA DO IT AGAIN! OVER 20,000 SOLD IN 4 DAYS! Savoy #97 by VARETTA DILLARD 45 & 78 rpm

"MERCY MR. PERCY" By VARETTA DILLARD

Watch "50 Million Women" SAVOY RECORD CO. INC. 58 Market St., Newark, N.J.

Block Wins Clef Award

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★ THE CROWS
★ JOE Loco
★ VIOLA WATKINS
★ THE BUDDS

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C allot Distributing Corp. 2766 Westwood Blvd. G e n e r a l
Carter Distributing Co. 120 South Main St. Canton, Ohio
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**Up and Coming Tunes!**

**SCRAP OF PAPER**

Soon to be released

**“MOONLIGHT TANGO”**

**“TENNESSEE WIG-WALK”**

**Village Music Company**

169 BROADWAY - SUITE 507
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**A Knockout**

**Huge Party Planned To Introduce Dick Noel To Trade**

CINCINNATI, Ohio—Dick Noel, the newest Decca artist, will be introduced to the trade at a tremendous party to be given in this city on June 7 by Harry Carlson, his manager.

Dick jockeys from the entire midwest region will be flown into Cincinnati for the occasion and among those who will attend are: Don McLeod, WJBK, Detroit; Bob Seymour, WKEZ, Chicago; Jack Owens, KWK, St. Louis; Ed Bonner, KXOK, St. Louis; Hall Frederick, KXOK, St. Louis; Bill Randle, WERE, Cleveland; Art Pallan, WSSW, Pittsburgh; Jay Michaels, WCAE, Pittsburgh; Easy Gwynn, WIBG, Indianapolis; John Gale, WGRG, Louisville; Beecher Frank, WKLO, Louisville; Paul Cowley, WLEX, Lexington, Ky.; Art Kay, WVLY, Lexington; Hugh Cherry, WMAM, Nashville; Irwin Johnson, WBN, Columbus, O.; Maurice Jackson, WKAC, Columbus; Johnny Michaels, WVKO, Columbus; Jay Jaysin, WHIK, Columbus; Gene Fullin, WBNS, Columbus; Lou Emnu, WHIO, Dayton; Gene Barry, WING, Dayton; Howard Malcolm, WNOE, Dayton; Bud Baldwin, WING, Dayton; George and Mary Lou Case, WON, Dayton; Johnny Reznor, WPFB, Middletown, O.; Jim Harp ring, WPFB, Middletown; Norman Keller, WMOH, Hamilton, O.; and Ted Richardson, WMOH, Hamilton.

In addition the following will be guests: Jimmy Dorsey, Lew Douglas, Bud Brandom, Lee Petrolio, Jimmy Hilliard, Mike Conner, Dick Kuhn, Dale Stevens, Braynard Platt, Julian H. Miller, representatives of all the radio stations and newspapers in Cincinnati and representatives of the trade press.

In the meantime Decca is planning a strong promotion for Dick Noel's first record which is to be released on June 15. The disk will be a number one plug for the record company.

NEW YORK—Sugar Ray Robinson adds to his entertainment laurels by making records. Here he is shown with Syd Nathan (left) president of King Records, the firm for which he is recording and Dan Fisher, King of Rhythm and Blues, and publisher of "Knock Him Down Whiskey," Sugar Ray's first side. The disk was cut last week and is due to be released in conjunction with the ex-fighter's opening in Detroit.

**Quinichette Quintet**

**Off To Fast Start**

NEW YORK—Pamid tenor sax star Paul Quinichette, an alumnus of over a dozen "name" bands and most recently a leading soloist with the Count Basie troupe, organized his own five piece unit in April. Following a successful two-week debut stint at the Band Box, the Quinichette group has appeared in St. Louis, Philadelphia, Edwardsville, Pa., and Youngstown, Ohio, and will return to New York for an extended engagement at Birdland beginning June 15th.

The unique instrumentation, featuring Quinichette on tenor, Joe Pairs on the Hammond organ, Squeeter Best on guitar, Les Erskine on drums and Gene Wright on bass, plus Quinichette's tasty arrangements, has brought high praise from jazz critics, who expect the new group to take its place among the leading small combos in the jazz world within the next few months.

Recording on the Mercury label, "People Will Say We're In Love," and "Rose of Birdland" are the unit's most recent and most popular sides. Crea ting a distinctive and appealing new sound in jazz, the Paul Quinichette Quintet looks like it's off to a fast start.

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**Breaking Out as Another Big R&B Hit!!!**

The Crickets

**FOR YOU I HAVE EYES**

and

**I'll CRY NO MORE**

MGM-11507

M.G.M RECORDS

"It's What's in THE CASH BOX That Counts"
End of a Successful Tour

DANVILLE, VA.—Johnny Maddox, Dot recording star and his road manager, Tommy Chapman, wound up a successful trip through Texas, Georgia, South Carolina, North Carolina, and Virginia by appearing at the Virginia Barn Dance in Danville. Above from left to right are: Ken Parker, announcer for the Virginia Barn Dance and WDVA; Tommy Chapman; Johnny Maddox; Clyde Moody, Decca recording artist and star of the Virginia Barn Dance; and Dick Campbell, program director of WDVA and director of the Virginia Barn Dance.

What Is A Disk Jockey?

NEW YORK—A few weeks ago, we asked Don Tibbett, president of the American Society of Disk Jockeys, to explain in a concise manner just what the difference between a disc jockey and an announcer was.

In the following definition, Donn puts forth his conception of what the difference is:

A Disc Jockey is a person employed by a radio station (or TV Station) primarily for his ability to select music for broadcast and his distinct method of presenting this music to the public and at the same time project himself and his personality into a given program. This unique presentation of music by TV's special-registered radio personality sets his program apart from a "staff" program using music in its format. In the case of a Disc Jockey program, the public tunes in for the personality presenting the music as well as for the music itself.

To illustrate: A radio station has a program featuring the nation's Top Ten songs on record. If they use a staff announcer, he will introduce the records in a more or less straight forward manner without ever trying to become known to the audience in a neighborly fashion. The audience may never learn the announcer's name nor will they ever feel they really know him. On the other hand, this same station presents the Top Ten songs as introduced and succeed by a personality. This time the audience feels a more direct contact with the man behind the " mike." He injects himself into the program, perhaps mentions happenings in his family, certainly everyone becomes familiar with his name and soon counts him among their friends. Eventually the program title may take a backseat to the name of the Disc Jockey on the program. Another point is that most "real" deejays have their name in the program title or are closely tied-in with the program title.

Homecoming

NASHVILLE, TENN.—As soon as the American war prisoners recently released by the Communists arrived back home, they did some of the things nearest to their hearts. Two of these prisoners asked for tickets to the Grand Ole Opry as soon as they returned home. They were Roycey Joe Heath of Murfreesboro, Tennessee, and Servant Albert Howard of Nashville who are shown above reminiscing with Hank Snow about Korea.
"THE HOTTEST THING OUT!!" "TIN PAN ALLEY"
by James Wilson
Big Town 101
If not available in your territory
WRITE, WIRE, PHONE

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THE CASH BOX

FOLK & WESTERN
Top Best Sellers

COMPiled BY JACk "ONE SPOT" TUNES

1. THAT HOUND DOG IN THE WINDOW
Homer & Jethro
(RCA Victor 20-5220; 47-5220)
2. YOUR CHEATIN' HEART
Hank Williams
(VGM 11416; K-11416)
3. KAW-LIGA
Hank Williams
(VGM 11416; K-11416)
4. NO HELP WANTED
The Cardinals
(Henery 7028; 7028 x 45)
5. RUMMING AROUND
T. T. Sharp
(Decoy 3579; 8-2579)
6. MEXICAN JOE
Jim Reeves
(ABBOTT 116; 45-116)
7. BIG MAMOU
Pete Matos
(Orke 6906; 4-6906)
8. A FOOL SUCH AS I
Hank Williams
(RCA Victor 20-5034; 47-5034)
9. TAKE THESE CHAINS FROM MY HEART
Hank Williams
(VGM 11479; K-11479)
10. RAMBLIN' MAN
Hank Williams
(VGM 11479; K-11479)

"THE TERRY THEME" (LIMELIGHT)
"WHEN THE RED, RED, ROBIN"
Comes Bob, Bob, Bobbin' Along"
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GOING STRONG!
New and Different
DARRELL GLENN
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"CRYING IN THE CHAPEL"
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"IT'S WHAT'S IN THE CASH BOX THAT COUNTS"

FOLK & WESTERN REVIEWS

"DON'T START COURTIN' IN A HOT ROD" (2:32)
[Snyder]
"WE'RE A-GROWING' UP" (2:01)
[Alamo]
TENNESSEE ERNIE & MOLLY BEE
(Capitol 247)

J. T. ADAMS
(Republic 7028)

BOB WILLIS
(MGM 1516)

"I WANT TO GO TO MEXICO"
(2:38) Bob Willis and his Texas Playboys dish up a medium tempo tango engagingly. The cute and lilting tune is given a light hearted vocal by Bob. [Snyder]

"A BROKEN HEART FOR A SOUVENIR" (2:37) The flip is a slow country lament warmly sung and softly backed by the orke. Flipping note is the injection of side remark on what is supposed to be a sad and serious tune.

JIMMY JAMES
(85 H-5000)

"PINS AND NEEDLES" (2:24)
[Acutt-Rose] Jimmy James sings a slow romantic tune with a lilt and warmth. James has a potent style and will surely make out. A good etching.

"IS THAT WHAT YOU CALL LOVE" (2:25) [Libra] Don Cantons sings this side. A cute rhythmic love ditty with a gay approach.

CARL SMITH
(Columbia 21110)

"WE SHALL MEET SOME DAY" (2:24) [Sesac] Carl Smith's talented pipes dish up a slow religious item as only he can. Carl receives top deck support from The Carter Sisters and Mother Maybelle.

"THE NAIL SCARRED HAND" (2:30) [Libra] A similar item etched by the artist and his supporting cast. An excellent religious disk.

DIXIE BILL HILTON
(Apex 2636)

"THOUSAND MILES AT SEA" (2:41) Dixie Bill Hilton and the Calgary Range Riders wax a middle beat bounce with romantic lyrics. The artist, with the chorus, dish up a pleasing side.

"CARELESS WAYS" (2:40) The flip is a quick beat bounce. Bill Hilton, singing the romantic lament, tells his gal she is wrecking their lives with her careless ways. A strong deck.

ROSALIE ALLEN
(RCA Victor 20-5300)

"JUST WAIT TILL I GET YOU ALONE" (2:20) [Tamman Music] Rosalie Allen gives us a fine etching of the infectious cutie and does a potent job.

"BRING YOUR SWEET SELF BACK TO ME" (2:30) [Bill & Range] After a slow tempo opening the item breaks into a fast bounce and Rosalie has herself a happy time of it. Effective yodel and echo lends color to the etching.

DORINDA VON
(Crosby 105)

"YOU BROKE MY HEART" (2:30) [Judith Pub.] Dorinda Von pipes a sorrowful romantic item against a quick beat honky tonk backing.

"OLD FASHIONED WALTZ" (2:30) [Judith Pub.] The femme chanter etches a slow tender waltz with Eddie Hatrick's Barefoot Boys supplying the proper support.

"THE TERRY THEME" (2:20) Brave, a light hearted fast moving ditty engagingly warbled by the country singer. Hazelwood tells his gal nobody gives him orders.

EUGENE HAZELWOOD
(Inter 6072)

"YOU AND YESTERDAY" (2:35) [Intro Music] A sentimental middle beat bounce is capably chanted by Eddie Hazelwood, Eddie's soft and tender treatment is cushioned by an easy string accompaniment.

"I WON'T TAKE ORDERS FROM YOU" (2:30) [Southern Music] A light hearted fast moving ditty engagingly warbled by the country singer. Hazelwood tells his gal nobody gives him orders.

"DON'T START COURTIN' IN A HOT ROD" (2:32)
[Snyder]
"WE'RE A-GROWING' UP" (2:01)
[Alamo]
TENNESSEE ERNIE & MOLLY BEE
(Capitol 247)

That veteran country chanter and the moppet join forces for a pair of cuts that should spell a-e-i-o-u-in for the jukes and retail outlets. The upper lid, "Don't Start Courtin' In A Hot Rod," has Tennessee Ernie and Molly Bee doin' a rhythmic middle beat jump with fetching appeal. The tune has zip, the young gal singer a freshness, and Tennessee a sales approach that guarantees sales. Flip is another quick-tempo ditty about the pair who are growing up and like the things adalties do and like. Another light hearted ditty for the warm weather. Cliffe Stone's Orchestra provides the solid instrumentation on both decks.
Chairman, Meridian, W. P. Kennedy, President BFT, and the mother of that was headed by the top country artists and personnel in the folk music world. Participating in the dedication program were: Mrs. Jimmie Rodgers, Gov. F. C. Clements (Tenn.), Lt. Gov. C. Ginn (Miss.), Rep. J. E. Comstock (Mich.), Ralph Peer, Peer Music, Hollywood, Calif., Col. W. Sullivan, Meridian & Vig- bean Railroad President, J. B. Elliott, Vice-President, RCA Victor, New York City, Joe Saunders, Jaynee late Hank Snow, Mrs. W. W. Stone, Ernest Tubb, who helped promote the Memorial Day event from the beginning, was unable to attend and his son, Justin Tubb, participated in his father’s behalf. Top personnel in the music field were well represented, and among them were: Ralph Peer, Peer Music, Hollywood, Calif., Llic, E. Bennett, Nashville, Tenn., Mrs. H, Jones, Jackson, Tennessee, J. B. Ellert and Steve Sholes, and Bob Mc& own of RCA Victor, New York. Fred Rose and Ken Nash came to lunch, as did Ray Price, Universal-International, Nashville, R. B. Gilmore, New York, Jack Newman, Montreal and International, Ted Mark, Springfield, Mass., Nashville, Norman Silvers, Country Song Round-Up Magazine, Derby, Conn., W. Ben Steinhard, Artist Publications, Cincin- nati, Ohio, F. M. Smith, Tobacco Forever, Inc., Nashville, and Mrs. Jimmie Rodgers and her daughter, Mrs. Van Albert Court of San Antonio, Tex., Nelson King, WCTA, Moscow, Idaho, and the mother of folk music artists presented to the public from every section of our country, among those who presented hundreds of hundreds of hours of music. Johnnie & Jack, Carl Fitzgerald, WMOR. Meridian opened all the studios in the station immediately following the dedication program and interviewed all the artists and folk music fans on the “Country Music Party” show. More than 14,000 people gathered in the Junior Stadium to hear the three-hour program presented by WMOR from a cast of hundreds...probably the largest array of Country Music artists ever to gather for a single performance. The event could easily be called the top attraction presenting folk music in America today...perhaps it will be some time before such an ensemble of talent will be gathered again as a group for a single performance.

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

1. MEXICAN JOE — Jim Reeves (Abbott)
2. NO HELP WANTED — The Carlises (Mercury)
3. YOUR CHEATIN’ HEART — Hank Williams (MGM)
4. TAKE THESE CHAINS FROM MY HEART — Hank Williams (MGM)
5. THE LAST WALTZ — Webb Pierce (Decca)
6. SEVEN LONELY DAYS — Ronnie Lou (King)
7. KNOTHOLE — The Carlises (Capitol)
8. I CAN’T WAIT — Foron Young (Capitol)
9. THAT HOUND DOG IN THE WINDOW — Homer & Jethro (RCA Victor)
10. I HAVEN’T GOT THE HEART — Webb Pierce (Decca)

"It’s What’s in THE CASH BOX That Counts"
AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

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Select-o-matic MECHANISM

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DEPENDABLE MUSIC SYSTEMS SINCE 1902

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CHICAGO 22, ILLINOIS

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

www.americanradiohistory.com
WEBSTER: "The annual return of the day of a past event, especially some notable event"

GENEVA, SWITZERLAND—ASCAP working quietly and swiftly to rush legislation through which it will permit them to collect royalties on records made in juke boxes in this country, it is reported. Word is being passed around that juke box operators in the United States will soon have to pay this additional royalty, and that coinmen here may as well accept the condition.

NEW YORK—the City Council here, in an effort to increase its revenue, plans on imposing a 3-per cent city sales tax on certain categories of service not now covered by the present tax set-up. Among the items is labor charges. If all repairs. This could become quite an item for the coin machine industry in this city.

PITTSBURGH, PA.—Leaders of the steel industry are confused, puzzled and concerned. They had expected evidence of a seasonal letdown in buying—but instead, the demand is so great, users are paying premium prices, it is reported.

DONCASTER, ENGLAND—Juke boxes were licensed here for five locations. The operation of these music machines are subject to the following conditions: They must not be played after 11 P.M.; they should be situated well away from the doorways in order not to cause any obstruction; and they must not be played on Sundays.

NEW YORK—a local clothing merchant, it is reported, has increased his sales in his stores by putting a dime in the pocket of a suit being tried on by a buyer. He has learned that the odds are strongly in his favor that the youngster will put his hands in his pockets when he gets the suit on. How this idea can be improved would be to have a kiddie ride on the premises—and let the boy get some fun for the free dime. What say, kiddie riders—this angle could be developed.

NEW ORLEANS, LA.—This ocean gateway to the Middle West is in the process of putting the finishing touches on a $21 million, 2-year improvement program designed to reinforce its position as one of the great ports of the world. At the head of this tidewater channel, a new port area, including slips, wharves, warehouses and terminals would be constructed at an estimated $45 to $55 million cost.

Like Webster's definition, in a few more weeks The Cash Box will be celebrating its 11th Anniversary, a most "notable event" in all the history of the industry.

Though The Cash Box is older than 11 years, it only became known as "The Cash Box" eleven years ago.

For some years prior to June, 1942, there existed "The Confidential Price Lists".

After that dastardly and now historical day, December 7, 1941, with the war emergency taking all industry, with the publications running from this field, with the men in this business left destitute of any openly published means of communication with each other, with business rapidly reaching a state of complete paralysis, The Cash Box was created.

Not only to take up this slack, but to be the medium among all who, at that time, existed in the field, and who wished to carry on in this industry.

The Cash Box came in to the field with an optimistic outlook, with complete faith in the future of the industry, with belief in its peoples, with the surety that there would always be a coin machine business.

Today, as the eleventh anniversary of The Cash Box approaches, all these beliefs have been proved true.

In celebration of its first anniversary The Cash Box wrote:

"A year ago there came into being a most unique publication. . . . Devoted to the sincere belief that this industry desired a true, honest and fearless medium it could exclusively call its own. . . . Conceived with the purpose of meeting the problems of this industry during the tragic war period and to help make strong and solid a nucleus of men to act as a base for greater growth and future development in the post-war era. . . . Dedicated to bringing to the fore constructive ideas, better business methods, and generally aiding, through intelligent effort, the greater growth of this business.

"This past year has been truly eventful. The trade knows today of the great acceptance and phenomenal growth of The Cash Box. This is solely attributed to the wholehearted and intelligent support which the subscribers to this medium put forth to solidly establish a publication which would work for this business—and this business exclusively—quietly, confidentially and fearlessly."

Re-reading of the above will, most definitely and sharply, bring home to every single subscriber of The Cash Box the accomplished truth of the statements therein written.

Today, without a single doubt, The Cash Box is accepted, everywhere in the world, as the truthful and fearless champion of the industry. "The 'Bible' of the Coin Machine Industry," as it is known all over the world.

The Cash Box is the most imitated magazine yet to appear in this industry. This flattery of its composition, of its ideas, of its great achievements, is of great credit to each and every individual who, over the past eleven years, has helped The Cash Box to its present accepted position of greatness.

Remember the origination of The Cash Box. Its "Confidential Price Lists." Its great, daring and successfully used analyses of all the ASCAP attempts to force extra tax tribute from the industry. Its call for 10¢ play which is now national in scope. Its creation of MOA (Music Operators of America). Its two wartime conferences to help solidify a nucleus of peoples in the industry for a better post-war era.

Its call for a "National Public Relations Bureau." Its analyses of the wartime OPA situation and its highly successful defense of these analyses. Its achievements with the War Manpower Commission which gave this industry a special interpretation of blackout hours of play.

Its call for a "National Coin Machine Board of Trade." Its logical explanation of why there should be in existence a "National Coin Machines Credit Bureau." Its demand for a "National Coin Machines Tax Council." Its long fought fight for a "School for Mechanics."

The tremendous association activities of The Cash Box. Its wholehearted support of charitable efforts of all in the industry, leading to its present great, and nationally recognized, "Edgewater Heart Fund." Its creation of The Cash Box "20 Year Club," a non-paying dues club composed of persons who have been associated in the Coin Machine Industry for 20 years or more.

Its most complete, fearless, truthful, and confidential defense of this industry, week after week, for all those eleven years. Its editorials which have won the greatest compliments ever bestowed on any publication by the membership of this field.

All this, and much, much more, has already been accomplished by The Cash Box over the past eleven years. And, as its 11th Anniversary rapidly approaches, The Cash Box looks to all in the industry, from operator to manufacturer, for the continued support necessary to help The Cash Box do the job which is bringing ever greater glory to all engaged in this field.

In its annual encyclopedia: The Cash Box 11th Anniversary Issue, will appear all the historical facts of the past year, all sources of supplies, all names and addresses of all leaders, all the things, during its 11th year, which helped make this a greater, a finer, a more appreciated business for all who are engaged in the industry today—as well as for the tomorrows yet to come.
Built to Get the LION'S SHARE of the Top Locations

WURLITZER 1500

The 104-selection Wurlitzer 1500 has so many features in its favor, from the beauty of its styling to the brilliance of its tone—it has been acknowledged the leader in the top location field.

WHERE A 48-SELECTION PHONOGRAPH MEETS THE NEED

You are money ahead by installing the Wurlitzer 1600 which will play 45 or 78 RPM, or the Model 1650 playing straight 45 RPM. Each is filled with famous Wurlitzer features and both are proven money-makers. Added attractions are built-in volume level control and lower price.

The only phonograph to play 45 and 78 RPM records intermixed, its crowd-pulling ability makes it the greatest revenue producer in the history of recorded music.

The Rudolph Wurlitzer Company • North Tonawanda, New York
LAST MINUTE NEWS FLASH!

DIRKSON & MCCARRAN BILLS HEARINGS IN WASH. D. C. FRIDAY, JUNE 5

Mencuri Finds Business Good; Collections Up; Quality Rides Wanted

CHICAGO—Frank Mencuri, sales manager of Exhibit Supply, this city, who has just returned from a long visit through three midwestern states: Illinois, Indiana and Ohio, reported “The one and most impressive thing I learned on this trip is that business is fine everywhere, as far as kiddie rides are concerned.

“Another thing,” he stated, “collections have been going up each week as the weather warmed up and the retailers were able to roll their kiddie rides out to the front of their stores.

“Also most interesting,” Mencuri commented, “is the fact that the operators want quality rides.

“They have learned,” he reports, “that, after much experimentation with many types of rides which were hurriedly introduced to the field, that the kids, just like themselves, prefer the quality rides.

“These are the rides which not only last longer, but which, in the long run, bring them the best returns.”

Mencuri was also very proud of the fact that wherever he traveled there was a great preference for the kiddie rides which Exhibit Supply have been building right from the first.

In this regard he stated, “Operator after operator complimented our firm on the sturdy construction, the attractiveness, and the continued drawing power, of the rides which we build for the kiddies.

“Almost unanimous was the remark, ‘quality is what we need today and you people at Exhibit have given it to us’.”

Genco Names Six Dists

CHICAGO—Sam Lewis and Avron Ginsburg of Genco Mfg. & Sales Co., this city, announced the appointment of six new distributors and one representative for the firm this past week.

Albert Simon of New York City, N. Y., was named distributor for Metropolitan New York City, as well as Eastern Representative for the firm to cover New York, New Jersey, Connecticut and Eastern Pennsylvania.

David Rosen, Inc. of Philadelphia, Pa., was named distributor for Eastern Pennsylvania.

Lou Singer’s firm, Central Music Distributing Co., Omaha, Nebraska, was named distributor for the state of Nebraska.

Central Distributors of St. Louis, Mo., Charley Kagels, Tony Koupals and Norwood Veatch, were named distributors for Southeastern Missouri and Southern Illinois.

Williams Distributing Co., Baxter Williams, Memphis, Tenn., was appointed distributor for Western Tennessee.

Harry B. Brink of Butte, Montana, was named distributor for the entire state of Montana.

Proponents Rush ASCAP Sponsored Bills. Music Machine Industry To Seek Postponement As It Is Unprepared To Present Case

NEW YORK—We were on the presses when this information reached us. In order to focus the attention of all in the music machine industry on this important matter, we stopped the presses to insert this flash (at great expense) and had to drop out other news stories.

The Dirksen and McCarran Bills are being rushed to the Subcommittee of the Judiciary by the proponents and open hearings will take place on Friday, June 5.

The members of the Automatic Music Industry were caught unawares (altho The Cash Box has been warning the trade for weeks this would happen) and are totally unprepared to present its case. It is understood that a postponement of a month or so will be requested, and if granted, the industry will then appear ready to fight to defeat this attempt of ASCAP to extract A TAX ON TOP OF AN ALREADY PAID TAX FROM THE JUKE BOX INDUSTRY.
Announcing
11th Anniversary

The Cash Box
(Dated: JULY 18, 1953)
An Annual ENCYCLOPEDIA
of the Coin Machine Industry

Featuring:
✓ UP-TO-THE-MINUTE LISTS of
  • Manufacturers—and Their Distributors
  • Jobbers
  • Merchandise Vending and Service Machine Manufacturers
✓ SPECIAL FEATURES
✓ HISTORICAL DATA
✓ REVIEW OF EVENTS—July 1952 thru June 1953
✓ CONFIDENTIAL PRICE LISTS
✓ EDITORIALS
✓ NEWS
✓ ADS
.....an annual directory full of VITAL INFORMATION and STATISTICS which will be referred to day in and day out.

YOUR ADVERTISEMENT WILL BE SPOT-LIGHTED ALL YEAR LONG

First Forms
Go To Press: JUNE 29

Final Closing Date: JULY 8

FOR PREFERRED POSITION—RUSH YOUR RESERVATION NOW!
or better yet—Send In Your AD Immediately!

THE CASH BOX

(PUBLICATION OFFICE)
26 WEST 47th STREET, NEW YORK 36, N. Y.
(PHONE: JUDSON 6-2640)

CHICAGO OFFICE
32 WEST RANDOLPH STREET
(PHONE: DEARBORN 2-0045)

LOS ANGELES OFFICE
6363 WILSHIRE BOULEVARD
(PHONE: WEBSTER 1-1121)
Big Memorial Day Weekend

Hope For Big Play Action To Officially Open Summer Season

CHICAGO—Though the big Memorial Day weekend will be all over when The Cash Box readers see this item, the hope among those in the field, this past week, was that this Memorial Day weekend would prove one of the best season openers in history.

For some years now, as some of the old timers pointed out, Memorial Day weekend has always been the criterion of the entire summer season.

“A good Memorial weekend,” as one noted up here stated, “is always good luck for the whole summer!”

This year, of course, in addition to the arcade men and others in the outdoor field, the kiddie ride operators are looking forward to this being one of the very best summer seasons they’ve ever enjoyed.

They base their statements on the reports of leading automobile associations that there will be more traveling this year than ever before.

They also point to the fact that daylight saving time has allowed the average working man and his family to enjoy more sunshine hours and longer weekends.

All this combined, they believe, will lead to one of the finest summer seasons the men have ever yet enjoyed.

“If this Memorial weekend gets us off to a good start,” one leading operator here said, “then we can plan on one of the finest of all summer seasons.”

“I make this statement from past experience,” he continued, “for almost everyone of the old timers in the business, he claims, “can judge the season by how the public takes to the play of the games this weekend.”

2 In 1 Production Run At Chi Coin

CHICAGO—Two games going down the production lines at the same time presented an unusual problem this past week as Chicago Coin Machine Company started one of its largest production runs for “Double Score Bowler” and for “Crown Bowler.”

As Ed Levin, general sales manager of the firm, reported, “Demand for both games reached such a stage that we simply had to push through the both of them at one and the same time to meet the orders which we already have on hand and which are coming in each day.

“It seems,” Ed continued, “that demand for our ‘10th Frame Double Score Bowler’ continues just as great as ever even though everyone agree that our brand new ‘Crown Bowler’ is the top.”

“We shall probably have to continue this two-in-one run for sometime,” Ed believes, “unless there is a slackening of demand for either game to give us a breathing space so that we can catch up completely with the orders we now have for both of the bowlers.”

At the present time the factory continues to work night and day at a speed clip than it ever has. Production engineers are hoping to be able to catch up with the demand in the days to come.

New Bar Installs New Wurlitzer

POWELL, WY.—The beautiful new Pioneer Bar in Powell is enhanced by the installation of a blonde Wurlitzer Model 1550. The location, owned by Leo H. Pod殊, also has eight Model 6394, 104 selection, Wall Boxes. The installation was made by Frank E. Negri of the Draco Sales Company, Denver, Colorado.

You reach....

BUYERS

and

SELLERS

instead of Lookers

thru

THE CASH BOX

May 21, 1953

The Cash Box
26 W. 47th St.
New York, N.Y.

... We had exceptionally good results with our last ad and hope we have the same with this one. The last ad cost about $25. Make the enclosed ad about $50, and put it in a good position as you did the last one.

REX COIN MACHINE DIST. CORP.
Joseph G. Glavin

It's a proven fact—if you’re looking to sell—or buy—equipment for either wholesale purposes or for operating...The Cash Box is where your advertising gets the action!

THE CASH BOX

Publication Office
26 WEST 47th STREET
NEW YORK, N.Y.

CHICAGO
32 W. RANDOLPH ST.
6999 WILSHIRE BLVD.

"It's What's in THE CASH BOX That Counts"
Set your sights on HIGHER PROFITS

WITH GENCO'S

SkyGunner

SENSATIONAL NEW ALL-LOCATION GUN GAME

BIG MONEY-MAKER IN SMALL SPACE!
34" long, 19" wide, 76" high

Exciting new money-maker goes "big" in any location! Packed with thrilling action for players-enthusiastic profits for operators!

NEW 3 DIMENSIONAL "BIG-PICTURE" SKY SCENE WITH LIFE-LIKE DEPTH...
...COLOR...MOTION!

Gives player feeling of actual Anti-Aircraft combat. Shoots Enemy Planes speeding through moving clouds-planes "explode" when hit.

• RAPID-ADD Drum-Type SCORING UNITS Score Shots and Hits!

• ADJUSTABLE SCORING keeps Players trying for highest rank!

• MOVABLE GUN MOUNT-Player adjusts to desired angle.

• 10 CENT DROP COIN CHUTE with built-in Slug Reject.

• DOUBLE-LOCKED CASH BOX—extra hasp on front door.

• ALL-STEEL GUN—STURDY WOOD CABINET.

Just like discovering a PIRATE TREASURE!

Packed with exciting NEW features to stimulate extra play...extra pay!

• In-Line and Sequence Scoring—up to 400 Replays possible!

• Tested Trouble-Free Action—proved in actual locations!

WRITE...WIRE...PHONE YOUR GENCO DISTRIBUTOR FOR DETAILS!

THE CURRENT GENCO FAVORITE!

"SILVER CHEST"

THRIllING NEW UPRIGHT BALL GAME

GENCO
MANUFACTURING & SALES CO.
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

June 6, 1953

SENSATIONAL NEW ALL-LOCATION GUN GAME

REMOVABLE RECOIL ACTION

TWIN BUTTON TRIGGER GRIPS!

FLASHING GUN MUZZLES!

300 EXCITING SHOTS!
Playing Time 1 MINUTE!

LARGE-SIZE 3-DIMENSIONAL TARGET SCENE IN COLOR!

EXCLUSIVE "SPACE-SAVER" DESIGN

Only 24" x 17" x 64" high. Weighs only 190 lbs. crates. Perfect for export!

AVAILABLE IN

2-COIN CHUTES

www.americanradiohistory.com
N. Y. - UJA Dinner Reservations Large

NEW YORK—A flood of reservations for the annual UJA dinner of the Coin Machine Industry division which this year is to be a testimonial in honor of Barney Supperman of Runyon Sales Company, has prompted Jack Mitnick, chairman, to warn the members of the industry to send their reservations in to the committee as soon as possible, as "there may not be enough places for everyone."

The testimonial dinner will take place on Tuesday night, June 25, at the Hotel Plaza, this city.

Attributing the great interest in the 1953 dinner to the industry-wide awareness of the campaign issues, Mitnick also appealed to the entire industry to attend as a "fitting tribute" to Barney Supperman.

"We all know his reputation at the head of all of our philanthropic and humanitarian activities," Mitnick declared. "This year let's pay him the kind of honor he deserves."

International Amuse Execs To Europe

PHILADELPHIA, PA.—Abe Witsen and Sol Groeneman, heads of International Amusement Company this city, have completed their plans for touring Europe this summer. The firm enjoys considerable business with European operators, and they state that their personal contacts with their customers will give them the opportunity to talk over many matters.

Witsen will fly over on June 25, and then make a flying tour of England, Belgium, Holland, France, Switzerland and Italy. The visit will be made over a period of six weeks.

Groeneman, who will fly over on August 2, will also spend six weeks covering many countries. Among these will be Holland, Belgium, Germany, France, Switzerland, Morocco, Lebanon, Norway, Sweden and Portugal.

Meeting Dates Of Music Operators' Associations

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.

1. Amusement Machine Operators of Baltimore
   Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.

2. Phonograph Merchants' Assn., Cleveland, Ohio
   Place: Hollenden Hotel, Cleveland, Ohio (executive board).

4. California Music Guild
   Place: Sacramento Hotel, Sacramento, Calif.

4. Phonograph Merchants' Assn., Cleveland, Ohio
   Place: Hollenden Hotel, Cleveland, Ohio (general).

   Place: 208 N. Madison St., Rockford, Ill.

8. Wisconsin Phonograph Operators' Assn.
   Place: Northern Hotel, Green Bay, Wis.

   Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.

   1010 Traction Bldg., 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.

   Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.

9. Western Massachusetts Music Guild, Ralph Ridgeway
   Place: Ivy House, West Springfield, Mass.

10. California Music Guild
    Place: Bakersfield Inn, Highway 99, Bakersfield, 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.

15. Westchester Operators' Guild, Inc.
    Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

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

    Place: Miami, Fla.

29. Central States Music Guild
    Place: 805 Main Street, Peoria, Ill.

30. Automatic Phonograph Owners' Assn., Cincinnati, Ohio
    Place: 1010 Traction Bldg., Cincinnati, Ohio (board meeting).
Definitely Tops!  
Gottlieb's

**GUYS DOLLS**

**PLAY THAT SPARKLES WITH SPECTACULAR THRILLS!**

**RESETING SEQUENCE FROM 1 TO 9**

ADVANCES BONUS for high score... INCREASES VALUE of point lines... LIGHTS ROLL-OVERS at bottom for replays... PAYOFFS REPLAYS for spelling out "DOLLS"... EACH RE-SET lights one letter... MYSTERY "SPOT-EM" spots one letter intermittently at start of game.

A - B - C - D SEQUENCE

creates dazzling ball action... marvelous recovery shots... induces repeat play.

ORDER FROM YOUR DISTRIBUTOR NOW!

As I See It

What I am about to write has been written in many ways in the past. Since the subject is of such great benefit to every operator, it needs repeating again and again. While there is very little that I can add to what every trade journal and manufacturer has been saying, I feel that this subject, in view of the enormous amounts of money being spent, should be retold so that its importance will eventually reach every operator. I often wonder if operators take the time to read the various circulars that are mailed out by the distributors and manufacturers. They have available and free of charge a complete diagram and parts catalogs for every machine manufactured.

They keep mailing flers from time to time on every improvement they make, so they can help the operator cut down his service calls. When I remove the door from a phonograph, and look at the beautifully engineered equipment whose mechanism is comparable to an engine in a submarine, I wonder why some operators expect this marvelous piece of machinery to keep running with very little attention from them.

When you think of the new type pick-up that brings forth beautiful music, you wonder about those machines you sometimes hear being distorted by poor records, old records and, yes, even broken records. Next to purchasing new equipment, it's my opinion that the most important function of an operator is to maintain his equipment in tip top shape. Every operator must see to it that; first, every machine on location is clean; and presentable to the public. Secondly: he should see to it that he gets records that will assure proper programing, so that the machine can earn its full capacity. By doing these things he not only creates good will with the location, but also creates good will with the public, which is most important. Since you are selling music through the medium of a juke box it behooves the operator to make sure that every bulb in line and every machine is clean, every record giving forth its finest. Then you are really merchandising. It's good business to follow this policy. As I see it, it gives the juke box a real chance. Then the operator can watch his collections go ahead and his service calls go down.

Airmail Subscription to THE CASH BOX $30.

"It's What's in THE CASH BOX That Counts"
William Mfg. Shatters Production Run Record

CHICAGO—For the second time since “DeLuxe Baseball” has been placed into production, the large William Manufacturing Co. plant, this city, shattered a production run mark.

The very first run on “DeLuxe Baseball” set a new production run mark for the firm. Then, due to a shortage of some components, the firm were forced to forego production of the game for a while and introduced “Times Square.”

A few weeks ago production of “DeLuxe Baseball” started all over again. And, once again, a new production run mark was set.

But, even this last record, was shattered this past week, when the Will-

iams' plant put thru what is probably an all time production run mark for their “DeLuxe Baseball” game.

Sam Stern, Executive Vice-President and General Manager of the firm reported, “There is no longer any doubt that more record making production runs will have to be made in an effort to satisfy the demand for “DeLuxe Baseball.”

“Each and every day,” he continued, “orders continue to flood into the factory and even though the engineers and production men try to anticipate these orders it is almost impossible to do so.

“We are going ahead just as fast as we possibly can with our “DeLuxe Baseball” production runs and hope to meet the demand for the game without too much of a backlog accumulating.”

SAM STERN

Overall Exports To Canada Rise 12% During 1st Quarter

Population Increasing 2% Per Year, Retail Store Sales Up 9%


Vote Conversion To Dime Play

OMAHA, NEB.—The Music Guild of Nebraska held its annual regular meeting at the Hotel Pathfinder, Fremont, on May 24.

Elections for the forthcoming year brought out a very large attendance and officers selected for 1953-1954 are as follows: H. W. Marble, president; Howard Ellis, secretary and treasurer; Jerry Witt, vice-president; C. R. McKee was reelected director of district No. 3 and Joe Zwienen, Zwienen Music Co., Columbus, was elected director of district No. 5.

After the new officers had been selected, the main topic was dime play and it was decided every operator was to convert as many locations as he possibly could to 10c play.

Baltimore Ops Sponsor Youth’s Baseball Team

BALTIMORE, MD.—Arthur Hausman, secretary of the Amusement Machine Operators Association of Greater Baltimore, announced that once again the A.M.O. will sponsor the A.M.O. Baseball Team. The team is composed of boys from the Baltimore Police Boys Club.

Mont. & Wyo. Ops R. F. Jones Guests

BILLINGS, MONT.—F. A. "Tommy" Thompson, R. F. Jones Company, Salt Lake City, reports that operators are still talking about the Bally Service School held at Northern Hotel, Billings, Mont., on May 21.

"Operators and servicemen" said Thompson, "drove hundreds of miles to attend the school, coming from all parts of Montana and Wyoming. A total of 62 attended and all expressed enthusiasm for the practical benefits of the school, conducted by Henry "Brownie" Bally, Bally service engineer."

Assisting Thompson and Brown were Preston Strope of the Salt Lake City office and Marshall Pat of the Denver office of R. F. Jones Company.

It is predicted, barring any unforeseen incidents and unexpected turn of events later in the year, that there is an excellent chance U. S. exports in 1953 to Canada will top the $3 billion mark.

The Canadian market is particularly important to the coin machine industry as it offers a large market for both new and used equipment, particularly with exports to many markets still closed, and others slipping a bit.

The optimistic outlook in Canada reflects the virtually uninterrupted industrial development of the past decade or so.

The overall demand for American products has fluctuated somewhat during the post-war period, but averaged around $2 billion annually for the first four years, and since then has gone on to establish new records.

Population is rising about 2 per cent annually and purchasing power generally is heading upward. Retail sales are at an extremely high level, and in mid-May department store sales were reported to be 9 per cent higher than the comparable 1952 figure.

Here, in New York, the quotations for the Canadian dollar have been at a premium for both since the latter part of 1951. This week, the Canadian dollar closed at 100% in terms of the U. S. dollar.

"It's What's in THE CASH BOX That Counts"
Southern Auto Celebrates 30th Year

Entire Staff Of 90 at Firm's 5 Offices To Host Thousands June 13 and 14

"I take this opportunity," Leo Weinberger concluded, "to invite everyone, from all over the country, to help us celebrate our 30th year in the coin machine industry."

Donan Looks For Large Attendance At Bally Service Session

CHICAGO—Don Moloney, general manager of Donan Distributing Company, revealed today that 3 top-flight Bally Manufacturing Company engineers have been assigned to conduct the Bally Service School scheduled for June 16, 17 and 18 at Donan headquarters.

"Advance enrollments for the 3-day session are coming in so heavy," Moloney said, "that we have had to revise our plans and call for an increased staff of engineers to handle the crowds. As a result, Bally has assigned 3 top service engineers to the School—Bob Brether, chief field engineer, Paul Calamari and Henry Brownie Brown, chief trouble-shooter at the main Bally plant. Our own service engineer, Norm Paskon, who gained his experience working on the production-line at Bally, will also be kept busy. Because of the anticipated large groups attending, we ask that all operators and servicemen come early each day so that sessions can start at 10 a.m. promptly. After a noon break for buffet-lunch, daily sessions will continue till 4 p.m."

Airmail Subscription

The Cash Box $30.

"It's What's in THE CASH BOX That Counts"
Industry Asked To Back: EDGEWATER HEART FUND

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

This is one of the most outstanding charitable causes, which is bound to bring greater glory 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 machines 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 throughout the nation, which can become the most outstanding charity achievement of all engaged in the coin machine industry.

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, III.
Edgewater Hospital, 5700 N. Ashland Ave., Chicago, Ill.
World Wide Distributors, 2330 N. Western Ave., Chicago, Ill.
Dr. Ira L. Schnarr, 109 N. Wabash Ave., Chicago, Ill.

Southern California coinmen were hailing the announcement that new freeway systems had been approved this past week, which will link outlying communities to the north of Los Angeles with the hub of the Southland shortly.

In addition, the Santa Ana and Cahuenga freeway sections have been rushed ahead of schedule and within a short period of time, you'll be able to travel right from Los Angeles Harbor (San Pedro) straight to the San Fernando Valley without stopping for a light—a distance of some 75 miles.

The Sunday athlete in Lyn Brown finally caught up with him when Lyn had the misfortune to tear a cartilage in his knee while playing golf one Sunday ago. Altho the accident was minor, Lyn manages to get around with the aid of a crutch. Lyn reports that Exhibit Supply's “Sea Skate” is doing very well around town, with grosses via this boat ride way up that. Ya' should see those beautiful gowns that Mary and Kay Solle wore at the recent cocktail party in honor of MGM Record's star Joni James at Ciro's this past week. Also on tap for the event was major domo Bill Leuenzagen and Sammy Ricklin and Betty Edwards, latter of California Music Company.

Latest word of Bill Happel, proxy of Badger Sales Co., has Bill passing thru Brussels, Belgium and enjoying every minute of his hiatus. Bill should be back to sunny California before too many weeks. Doubbling in brass during Billy's absence, Ray Powers heartily agrees that a revolving door would be quite the thing for the Badger offices. Business continues to increase for the firm by leaps and bounds, and with the recent addition of the AMI phonograph line, the firm looms as one of the largest coin machine houses on the entire West Coast. New Gottlieb “Grand Slam” baseball game is reported getting quite a bit of ops attention. Game packs a tremendous amount of kick in its many features with ops going for those “home-run” targets en masse. Bob Patton, veteran games and music operator from Hansford in town this past week making the rounds along Pico.

Gang over at Paul Laymon's continue their spree of games and music activity with Ed Wilkes and Charley Daniels holding down the fort while Jimmy Wilkins and Walt Pettette, Wurlitzer field service man, make the rounds. The acceptances of those new Wurlitzer 1600 series models, as well as well acknowledged now, with additional orders for the phono always keeping the boys hopping. Beautiful decorative touch in the form of some of the biggest, most gorgeous roses from major domo Paul Laymon's flower garden had other Sunday-green-thumbs looking over their handle. Like the way Jack's “Happy” Red was explaining the coin-his to a would-be operator, with the latter querying "how long you been in the business Red, forty mebbe fifty years?" and here Red is only a spys 30. Mr. and Mrs. Jack Spencer, Big Bear Lake in town this week with Jack shopping along Pico while the Missus takes over on Wilshire. "... if good at hoting operations..." the Chp phono ads at both board. They oughta cop a look at the score Jimmy Warren, Central Record Distribts, knocked off in taking top honors at the Culver City bowling tourney here recently. James took the trophy with a three-game score of 762. Jack Dolan, Dan Stewart Company, continues to expand his ever increasing business with Jack taking over additional storage and showroom facilities in the rear of his present quarters. With the big demand for Jack's varied line of coin products the extra space will surely be needed. Demand for all of Jack's lines has been great with many other coin stores across the nation ordering Jack's "Bowler" and National Kiddie Rides "Dopey Duck!"... Jack and Pete Ley expound only one theory—"You've got to get out and beat the bushes."... Al Cicero in town this week from Santa Maria, ditto Mr. and Mrs. S. L. Griffin from Pomonca...
Andy Benna of Ironwood, Mich., was seen in town on his regular trip in to the Twin Cities for parts and supplies for his route. . . Tubby Lynard of Kasson, Minn., was in a hurry to get in and out of town after picking up some supplies. It was a nice day so evidently Tubby had a golfing date. . . Mr. and Mrs. Ed Chesney of Aberdeen, S. D., managed to take some time off for their trip into the Twin Cities to see what was new in coin operated equipment. . . It was a little rainy and stormy when Mr. & Mrs. Darlow Maxwell came in to Minneapolis. . . Welcome visitors to the Twin Cities were Mr. & Mrs. Harold Scott of Mobraiding, S. D. The Scotts are very active in the South Dakota State Operators Association. . . We regret to report the death of Ralph Myers of Mitchell, S. D. Ralph suffered a heart attack and passed away Saturday, May 23rd. Ralph had been very active in the operating business in South Dakota for over twenty years. . . Stan Wozak of Little Falls, Minn., was overheard talking about the big ones and evidently he must be talking about the big fish in the lakes around Little Falls. . . Gordon Dunn of Moose Lake, Minn., Glen Rackliff of Superior, Wise., Jim Stansfield of Winona, Minn., Frank Pontierie of Worthington, Minn., Andrew Markfielder of Staples, Minn., Jim Lecking of Benson, Minn., Ben Jahne of Hutchinson, Minn., Fred Kovanen of Moose Lake, Minn., were seen at the various distributors' offices and record supply houses making purchases of records and supplies for their routes. . . Checking up on the latest in coin operated equipment were Mike Illies of Long Prairies, Minn., Con Kaluza of Browerville, Minn., and Mr. and Mrs. Harley Peterson of Bethel, Minn.

**Gottlieb Presents “Guys-Dolls”**

Features Six New Type "Pop-up Posts"

CHICAGO—Featuring an entirely new twist in five-ball games, the D. Gottlieb & Company plant introduced their latest game, "Guys-Dolls," and the new idea clicked almost instantly with everyone of the firm's distributors as well as the operator-customers of the distributors.

"Guys-Dolls" features six new type "pop-up posts" at the bottom of the game which kick with super powered coils and also, at the same time, set off flippers.

These give the players an entirely new and better scoring opportunity. These have made this game one of the most unique produced by the firm.

In the meantime, Alvin and Sol Gottlieb, who have just returned from an extended trip throughout the eastern part of the country, report that everywhere they visited the demand for their new game continued to grow greater as samples were received.

It is the belief of the factory men here that "Guys-Dolls" can prove itself the big summertime game of the Gottlieb factory.

The plant is now in full production on the machine and will be rushing them to distributors everywhere in the nation just as speedily as they come off the Gottlieb production lines.

**Airmail Subscription to THE CASH BOX $30.**

"It's What's in THE CASH BOX That Counts!"
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
FIRM
ADDRESS
CITY ZONE STATE

Date I entered the C. M. Business

- Also Send Membership Card For

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

If the weather has been so bad, many don't feel very optimistic. We've even had an arcade man offer to give us two to one that one of the days will show range. The weather is expected to improve, and people's hopes and fears, and coins might get lucky—it could be nice for this holiday.

As could be expected, Mike Mavrouses under the heaviest pressure this week to run the "Baseball Batting Range" at Kings Highway and Glenwood Road, excited over the wonderful business being done, despite the run of rain. "With any break in the weather, the business will be sensational for the season." The boys, in addition, have installed vendors of all kinds, which have been doing exceptionally well. They have on the premises a cigarette machine, a drink machine, a pearled vending machine, and a sandwich vendor...

With Morris Roed of Runyon Sales still out recuperating from his recent appendix operation, Barney (Shady) Sugarman, Irv (Kempy) Kemper, and Lou Weller, all chipping in to take care of work usually handled by the capable Morris. The teen-age distaff side of the Ben Smith family (Ben Smith Advertising Agency) does her bit to keep pace with the high standards set by her father, mother and brother, George, Alice, a junior at Scarsdale High School, is the copy girl of the school magazine "Maroon." Abe Witten and Sol Greentman, International Amusement, are also on the New York operators, arrived in quantity this week, and were taken out immediately by the ops for their locations.

Joe Orleck, THE CASH BOX

TENNESSEE TOPICS

Mr. and Mrs. Clements, Automatic Music Co., Clarksville, on a two week fishing trip, return to the family home. In the firm he has established a fine music route in and around Clarksville...

Herchell Revett, with the Tommys Distributing Company, Nashville, for some years, will go with Dunn as service man and route supervisor...

J. W. Bigger, Bigger's Amusement, Clarksville, can't see how anyone can get along without The Cash Box...

Another addition to the Tommys Distributing Company is H. B. Kee, who will come in as sales and service man. Kee later on in sales of operated machines for the past eight years...

Sid Parker, Parker Distributing Co., Nashville, opened his arcade at the Fair Park. Parker is looking forward to a big season. The distributing company is moving loads of games throughout the states and foreign countries...The Frank Swartz Distributing Co., Nashville, finally finished a remodeling job that went through the flooring...With all the rain they've been having, Frank Swartz tells all the visitors to take off their shoes before walking on his new floor...Parker had all those new Rock-Ola phonos, Genco, United and Evans games...

Jimmy Claxton, one of the oldest operators in Nashville, will be on the Noel Hall show (he got equipment out the Biltmore) over the Decoration Day holiday.

H. Smith, manager of S. L. Steible & Company, displayed one of the first Seeburg phonographs, a 10 Selection "Selectophone," on the Nash Chevrolet show, running and then the Mary Manning show on WLAC at noon.

Jack Tureman, Hermitage Music Company, put on an AMI show on the Roy Smith stent over WMAK when the Eddie Bell show on May 3rd. Al Engelet, a 20 year veteran for the last two years, has made it for many years beyond 20, appeared with Tureman. Al brought the first AMI and Mills "De X Mi" into Nashville...Dee King, Park Mercury Record Corporation, helped set up all the dealer shows...John E. Callioutte, Cain & Callioutte Amusement Company, in the St. Thomas Hospital for a minor operation.

"It's What's in THE CASH BOX That Counts"
With the Memorial week-end holiday out of the way, the field is expected to settle down for what, many believe, "will be one of the greatest summers in all history." From present indications at least, that statement will prove to be true, as attendance is going at top speed. Distributors are calling for more and still more equipment each day. Ops report collections on way up as operations open up for business. In general, there is an air of optimism apparent everywhere, which is helping the coins to progress with greater speed than ever before. And to help one and all comes The Cash Box's great "DeLuxe Baseball." And the demand for this game continues to grow. With AMI a distributor to the east and Gottlieb and Evick and planning some great plans, from all reports. In fact, a few conversations with Bill for some minutes, he yelled, "Getta off the phone. My 'Old Fashioned's gettin' hot."... Johnny Oomen, sparkplug of the Automatic Phone Bowling League, phones in for 10 copies of the last issue of The Cash Box. Seems, according to Johnny, that all the members who saw that interesting page want a souvenir copy.

In fact, interest around town as to just what will happen now that Supreme Court has given City 15 days to answer on favorable decision on: Shuffle Alleys. Wonder whether the city will, or will not, license the alleys?... Ben Coven dashed down South to meet with Ray Cunliffe and discuss this and that about thisa and thata. Gil Ritt still over in Europe. Expected back sometime this coming week. E. A. (Big Swede) Heston of United breaking ground for a new plantation, 20 acres now. Bill DeSelm has a real TV fan these nites. Plus taking his new, little, pedigreed Boston Bull for a walk in the evenings to get out the living and quiet life. ... With Lyn Durant busier than ever around the United experimental plant expect some startling innovations. Sid Palk took the honors in a foursome with a 91. Second—Herb Gertinger. Third—Hank Dabek. And last, but not least, Bill DeSelm. ... Big meeting at Brown & Koppel's Restaurant on Division St. re: forthcoming tourney in City. Director of Record-Music Service Assn. will give almost everyone of the members of this association present to give suggestions.

The "Traveling Gottlieb's" they call themselves. That is: Alvin and Sol Gottlieb, who came back from an extended eastern trip, Visiting Philadelphia, Baltimore, New York, Michigan, Chicago, Pittsburgh, New York, etc., to introduce the firm's newest game, "Guys-Dolls." Has an entirely new and different angle of play appeal which is reported to be clicking. ... Nate Gottlieb wrenched his back and is all taped up. Jim McNulty of Rock-Ola reporting from "way back in the plant" says, "They've got me where I belong." ... Bill O'Donnell claims that the area west of rock-n-ride is going to have his choice around the house. ... Genco presents new game, and also announces 6 new distributors, all at one and the same time. Then Sam Lewis and Avron Gensburg pop with, "O'mon out and see our gun. It's sensational." Can't hold these young guys back from going things in a big way. ... Art Levin takes a dip into town to enjoy the Memorial week-end with his family. After which Art plans an extended road trip.

Ed Levin returns from a quiet week at the Whitcomb in St. Joe and finds himself right in the midst of a double production run at the ChiCoin plant. Sam Wolberg down to Florida, and Sam Wolberg at the factory. ... George A. Miller advises that MOA doing everything in its power to keep the music business well informed of every move made by ASCAP in Washington so that the field will not get caught napping should Open Public Hearings be called by the Senate's Judicary Committee on either the proposed McCafferty Bill. ... Bob Guarro advises that the employees of his firm, ABC Music Service, have set up an exclusive little club of their own for all the male members of the firm. First was handicap golf tournament at White Pines Country Club with Red Gale winning top honors and Vern Hamann runner up.

THANKS A MILLION TO: Louis Boorstein of Distributors Corp., New York City, for his $800 donation to the "Edgewater Heart Fund." ... Frank Menconi gone for over a week returns to advise that Exhibit Kiddie Rides more appreciated than ever by ops who are, today, Frank says, demanding quality rides. Collections up, Frank hears, and his better than ever by there already. Now you're in the mood for rides. ... You are invited to attend the party of Leo Weinberger's Southern Automobile Music Co. Either in Louisville, Lexington, Cincinnati, Fort Wayne or Indianapolis. Leo and his gang are out to make this most memorable event in all the firm's history. ... Jack Nelson on a trip to Alabama and to the New York City Legal Dept. of William's "DeLuxe Baseball" has the Williams' plant working overtime to get these specially built games out to Myer Parkoff and Harry Rosen in Neo Yawk City. ... Some of the boys claim that, "Like good old, aged Scotch, Tommy Callaghans getting mellower and mellower these days."

Tried like anything to catch up with Ray Moloney this past week, but, Ray

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

WANT—$500, all types, Five Ball Flippers, Skee-Ball Sets, Skee-Ball Machines, and quantity, condition and quite lowest price. Mr. Robert J. Galleano, 703 South Michigan Ave., Chicago 5, ILL. Tel.: Dukich 3-1810.

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WANT—Used Juke box records, popular, hill-billies, and polkas. Can use any quantity. 50c per record. Dick Scott, 212 W. 66th Street, New York, N. Y.


WANT—Used Rock-Ola—Models 1428; 1432 and 1434. All plastics in good condition. Operator’s manual and coin distributing machine. Telephone: Bally, 10th CENTRAL AVE., ORLANDO, FLA.

WANT—Wurlitzer 1017; 1217; Skee-Ball 100 A & B; AMI Distributors, AMI Hideaways and Wall Boxes; Heavy Hitter, Ball Late 1 Ball F.P.; Metal Typer, Write stating condition, number and modal prices, ST. THOMAS, CANADA. Tel.: 2645.

WANT—Light Brights, Spot Lights, 6 Player Allers, 100 Record Skee-Ball. Quote price and condition in letter. City Distributors, 701 GOLDEN CATE AVENUE, SAN FRANCISCO 2, CALIF. Tel.: Market 1-3967.

WANT—Panoramas; Spot Lights; Lite-a-Lines; Five Stars; Coney Islands; Bright Lights and Keeney Models. Advise quantity and best price. REY COIN MACHINE DISTRIBUTING CORP., 821 S. SALINA STREET, SYRACUSE, N. Y. Tel.: 3-2855.

WANT—Metal Typer, Mutoscope Voice-Of-Golds, Chico Basketballs, Skee-Ball races, Skee-Ball machines. Give price and condition in first letter. MIKE RUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: Bbyant 6-6677.

WANT—All types of post-war flipper five, 10,500, and 15,000 games. Give names, condition they are in, price wanted, and when ready to ship. J. B. GIORDANO & CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT—Tubes: 2051; 2050; 7071; 244; 243; 54V; 616; 671; 671; 6V6 metal; 6X5 metal. Will pay $400.00 each. Must have minimum quantity 50 of a type. Have other tubes. Also wanted: 1000 or 2000 UNITS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—Operators and Distributors who have Skee-Ball, Inc.’s finest folder vending postage stamp machines. Will buy new and used. Steady round income. For free folders and complete data write SKEEBALL, INC., 1800 S.W. 17th STREET, MIAMI 45, Fla.

WANT—25 Million Constellation, State condition and lowest cash price. PASCO MUSIC CO., NEW PORT RICHEY, Fla.

WANT—Phonograph records made before 1940; any quantity or dealer stocks. Will pay $50 per box. We will inspect if required. Some labels wanted are: Brunswick; Victor; Vocalion; Paramount; Gramaphone; Bluebird; Champion. JACOB S. SCHWARTZ, 128 W. 66th STREET, NEW YORK, N. Y.

WANT—One Stop Record Shop. Any record, any label, 5¢ over wholesale. Free title slips. New accounts, $1/3 deposit with all orders. RAYMAR SALES CO., 170-21 JAMAICA AVE., JAMAICA 32, N. Y. Tel.: Olympia 8-4012-4013.

FOR SALE

FOR SALE—2500 brand new, 550, the highest price on the 45-75 records (records are down). Originally cost $22 each. Will accept lowest price on $50.00. Call collects LEEDS MUSIC CORP., 322 WEST 48TH STREET, NEW YORK, N. Y. Tel.: Circle 7-2670.

FOR SALE—New Wallboxes 3025 @ $19.50; Wurlitzer Outdoor Speaker 1000/2000 @ $150.00; 4000A @ $225.00; 4000 B @ $175.00; 3020 @ $600.00; 3015 @ $250.00; 3027 @ $320.00; 1450 @ $450.00; 1450 @ $250.00; 1450 @ $250.00. Tel.: New York, N. Y. Tel.: 213-3000.

FOR SALE—3 Spot Lites at $230.00 each. Will accept lowest price. Phone: CHURCH St., ELMIRA, NEW YORK. Tel.: 2-7462.

FOR SALE—For Ready for location. Bright Lights $195; Coney Islands $275; Bright Spots $275; Keeny-Lite-A-Line $85; Atlantic City $375. MERT INDUSTRIES, $42 W. 65th STREET, NEW YORK, N. Y.

FOR SALE—40 pieces Prewar music (F.O.B. Cleveland) being cleared away at the lowest inventory closeout price. J. D. CAKE AMUSEMENT COMPANY, 4533 PAYNE AVENUE, CLEVELAND 3, OHIO. Tel.: Easomond 1-7577.

FOR SALE—Chicago Coin Horse Shoe Machine, 1000 Player; $65.00; Genco Target $40; Universal Super Twin $60. Will take used records or flipper type pin names in trade. NATIONAL NOVELTY COMPANY, 183 E. MERRICK RD., MERRICK, L. I., N. Y.

FOR SALE—Wurlitzer 1015’s & 1100’s, Parked Manhattan, Exhbit Gun Patrol, Goulter Glamour, Williams Majorette, Williams Virgil, Williams City Distributors, 8005 Western Ave., WIX. Tel.: 3-2079. Bally 2 Players $175; 1100 Wurlitzer $300; Genes & Player $15; United Sluggers $60. MOUNTAIN DISTRIBUTORS, 6134 DOWNW STREET, DENVER, COLO. Tel.: Aloma 8518.

FOR SALE—The following phonographs—18 Mills 901; 10-7505; 2 Mills Empress; 4-7800; 1-7800; 2-500; 1-750. Make us an offer for the lot; no reasonable offers refused. MUSI-CAUTORS REPAIR SERVICE, 218 FRANKLIN STREET, FAYETTE- VILLE, N. C. Tel.: 2-3992.


FOR SALE—United Twin Rebound $75; United Six Player Super $150; United Six Player $250; Carlin $225; Star Series $50; Quartermasters $50. GNU SKILL GAME CO., 117 CLAY TOWN ROAD, SCOTIA 2, N. Y.

FOR SALE—Midget Movies, having in inventory complete with film and poster only $100 each. Will deal to legitimate movie houses, etc., Midget Movies will return investment quickly and create good name for you in the business for itself in one season in Arcade and summer spots. Limited quantity. Acts RED DISTRIBUTORS, INC., 198 LINCOLN STREET, BOSTON 34, MASSACHUSETTS.


FOR SALE—We are distributors in Michigan for AMI, Chicago Coins, Excalibur Distributor, and Victor Vending. We have the largest stock of used games and parts. Also have large lot of wall and accessories, MILLER-NEW- MACHINES DISTRIBUTION CORP., 20 FAIRBANKS ST., N.G. RAPIDS, MICH. Tel.: 9-3632 and 5728. Telephone: TROTT 8, MICH. Tel.: Tyler 8-2230.

FOR SALE—Had some good old fashioned coin operated machines, pinballs, bowlers, etc., how would you write an ad to attract a few salesmen? What would you charge? What can you use? ED. W. A. SELBY, SERVICE BOX 400, DOUGLAS, WYO.

FOR SALE—Finest premiums for stimulus and amuse- ment games. Every premium proven by operators. New feature and try these. We don’t sell stores. Write for our descriptive piece. BALLY DISTRIBUTING CO. 6100 BLUE MOUND RD. MILWAUKEE 15, WIS. Tel.: Blasene 8-5600.

“IT'S WHAT IN THE CASH BOX THAT COUNTS”
FOR SALE—Bally Spot Lights $225.00; 2 Atlantic City $350.00; 2 Frolies $375.00; 1 Palm Beach $405.00; Waterfall $151.00-$165.00; 1100-$295.00; Rockola 1428 $225.00; A M.C.-$425.00. MICK BOWMAN, 1118 S. 11TH ST., PHILA., PA. Tel.: T-2854.

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FOR SALE—Close outs, reconditioned like new, Coney Island $305; Leaders $255; Lite-A-Lines $95; Hot Rods $40; Citations $25; Frolics $350; Coney $450 now perfected and better than Jumping Jacks or Gold Nugget. Priced right, wonderful results. You pay for four weeks. Return if not satisfactory. We refund full purchase price. 1/3 deposit, balance COD. W. E. KEENEY MFG. CO., 5214 KIDDE AVE., CHICAGO 32, Ill. Tel.: HEmlock 3844.

FOR SALE—One Stop Record Service—Fun in a Book of major, independent 45's, 78's. Popular, Rhythm's, Injury. We ship anywhere cost plus $.50 per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, I11. Tel.: SACramento 2-5050.

FOR SALE-Bingoes at the lowest prices in the country—Balbo $15.00; Spot Lines $100.00; Britie Spots $250.00; Spot Lines $250.00; ABC $95.00; Frolics $395.00; Coney Islands $210.00; Beacons $455.00; Leaders $225.00; Stars $225.00; Wave Boat $375.00; Atlantic City $375.00; Five Stars $85.00; Palm Beach $375.00; Rodeo new $450.00. CLEVELAND COIN, 2029 PROSPECT, CLEVELAND, OHIO. Tel.: FOver 1-6715.

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

FOR SALE—Bally Atlantic City; Palm Beaches; Frolics; and Beacons. Also, floor sample Chicago Coin Bowl-A-Ball and all late Gottlieb 5-ball used games. If interested, call, write, or wire. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel.: Canal 6318.

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

FOR SALE—115 New and used wall boxes $100 at Thermopolis, Wyo. "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. WESTERHOPUS COMPANY, 3726 KESSEY AVENUE CINCINNATI, O. Tel.: Montana 5000-12.

FOR SALE—Bomber $40; Judy $45; King Pin $39; Buttons & Bows $35; Thing $32; What's My Line $49.50; Tri-Score $35; Harvest Time $35; Knock Out $45; Punjabi $40; Fighting Irish $45; Gum Rummy $42.50; Spring Time $85; Big Hit $16; Slot Tent $110; Whit Kids $105; Hits & Runs; Genco, $55; Canasta $25; Boston $39.50; 49 Majors $27.50; opera $50; Tumbleweed $52.50; St. Louis $32.50; Red Shoes $60; Tucson $22.50; Hit Parade $27.50; South Pacific $49.50; Shanty Town $62.50; Morseco $22.50; Bank-A- Ball $35; Mardi Gras $27.50; Rainbow $22.50; Just $11 $35; Play Tune $30; Freshie $42.50; MON ROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

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—Niagara $150; Chitodown $205; Happy Days $200; Minstrel Man 852; KO's $40; Riptoer 45 $40. STARK NOVELTY CO., 2427 7TH N.W., CANTON, OHIO.

MISCELLANEOUS

NOTICE—10c Seeburg and AMI Ops—Don't Pass Up Those Nickels! General's complete set of late model phonographs and wall boxes. Will take 2 nickels, 10c, and 25c. Send $3.50 for sample. In lots of 10, $2.95 each. Complete with deal and simple instructions. GENERAL DISTRIBUTING CO., 3574 HARDING, CARLSBAD, CALIF.

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


NOTICE—Louisiana & Mississippi Operator—you authorized AMI phonograph distributor is DIXIE RECORD CO., 122 NO. BROAD ST., NEW ORLEANS, La. Tel.: Magnolia 3931.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, III, DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WBerber 1-1121.

*A Anyone who wants to continue on ahead progressively and profitably in this business must have 'The Cash Box' right at hand all day long, every day of the year."

ROBERT GNARRO
A.B.C. Music Service Corp.
Chicago Illinois

*If you are reading someone else's copy of The Cash Box why not mail this coupon today

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

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

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Only an Exclamation Point Can Express the Tremendous Importance of this NEW . . .

. . . Period in Juke Box History That Begins Next Week

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

"It's What's in THE CASH BOX That Counts"
The page contains a list of prices and descriptions for various items, along with additional notes and explanations. The items are listed alphabetically and include categories such as AIREON, SEESE, BUCKLEY, MILLS, PACKARD, and ROCK-OLA. The page also contains a section titled "How To Use The Confidential Price List," which provides instructions on how to use the list. There is a section for "MISCELLANEOUS," which includes items such as 3Cholin Band Box, 125.00, 150.00, and Williams Music Mag., 350.00, 350.00. The page ends with a section titled "HUMPTY DUMPTY," which includes items such as 4. ABC, 26.00, 60.00, and 2. A.B.C. (N 5/31), 95.00, 135.00. The page also includes a section titled "FOOTBALL (CC 4/19)," which lists prices for various football-related items, such as 1. Football (CC 4/19), 59.50, 75.00, and 2. Four Corners, 169.50, 215.00.
<table>
<thead>
<tr>
<th>Price List</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Niagara</td>
<td>150.00</td>
<td>150.00</td>
</tr>
<tr>
<td>4. Nifty (Wn 12/50)</td>
<td>89.50</td>
<td>94.50</td>
</tr>
<tr>
<td>5. Bob (B 47)</td>
<td>25.00</td>
<td>39.50</td>
</tr>
<tr>
<td>6. Oats</td>
<td>45.00</td>
<td>85.00</td>
</tr>
<tr>
<td>7. Oklahoma (Un 6/49)</td>
<td>64.50</td>
<td>69.50</td>
</tr>
<tr>
<td>8. Old Faithful (Got 1/50)</td>
<td>75.00</td>
<td>100.00</td>
</tr>
<tr>
<td>9. Old Tyme (Wn 9/52)</td>
<td>150.00</td>
<td>185.00</td>
</tr>
<tr>
<td>2. Paratrooper (Wn 9/52)</td>
<td>155.00</td>
<td>185.00</td>
</tr>
<tr>
<td>3. Phoenix</td>
<td>35.00</td>
<td>39.00</td>
</tr>
<tr>
<td>4. Photo Finish</td>
<td>35.00</td>
<td>40.00</td>
</tr>
<tr>
<td>5. Pin Boller (CC 5/0)</td>
<td>75.00</td>
<td>95.00</td>
</tr>
<tr>
<td>6. Pitch Hit (Un 5/50)</td>
<td>49.50</td>
<td>54.50</td>
</tr>
<tr>
<td>7. Pinky (Wn 10/50)</td>
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<td>95.00</td>
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<tr>
<td>8. Play Ball (CC 1/51)</td>
<td>35.00</td>
<td>45.00</td>
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<tr>
<td>9. Play Boy (CC 5/5)</td>
<td>30.00</td>
<td>35.00</td>
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<td>10. Pop (B 6/5)</td>
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<td>75.00</td>
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<tr>
<td>11. Playtime (Ex)</td>
<td>30.00</td>
<td>45.00</td>
</tr>
<tr>
<td>12. Puddin Head</td>
<td>35.00</td>
<td>39.00</td>
</tr>
<tr>
<td>13. Punny (CC 11/50)</td>
<td>40.00</td>
<td>75.00</td>
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<tr>
<td>14. Queen (Wn 5/52)</td>
<td>55.00</td>
<td>75.00</td>
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<tr>
<td>15. Quartet (Wn 1)</td>
<td>150.00</td>
<td>190.00</td>
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<td>16. Queen of Hearts (Got 1/53)</td>
<td>250.00</td>
<td>250.00</td>
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<tr>
<td>17. Rainbow (Wn 9/54)</td>
<td>225.00</td>
<td>35.00</td>
</tr>
<tr>
<td>18. Raumbow (Wn 10/54)</td>
<td>30.00</td>
<td>35.00</td>
</tr>
<tr>
<td>19. Red Shoes (Un 12/50)</td>
<td>60.00</td>
<td>65.00</td>
</tr>
<tr>
<td>20. Repeater</td>
<td>17.50</td>
<td>29.50</td>
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<tr>
<td>21. Rio (Un 12/50)</td>
<td>15.00</td>
<td>20.00</td>
</tr>
<tr>
<td>22. Rip Snorter (Ge)</td>
<td>35.00</td>
<td>40.00</td>
</tr>
<tr>
<td>23. Riviera</td>
<td>14.50</td>
<td>15.00</td>
</tr>
<tr>
<td>24. Rocket (Ge 5/50)</td>
<td>90.00</td>
<td>90.00</td>
</tr>
<tr>
<td>25. Rockettes (Got 8/50)</td>
<td>85.00</td>
<td>95.00</td>
</tr>
<tr>
<td>26. Rondeo (Un 5/50)</td>
<td>15.00</td>
<td>25.00</td>
</tr>
<tr>
<td>27. Rose Bowl (Got 10/51)</td>
<td>25.00</td>
<td>35.00</td>
</tr>
<tr>
<td>28. Round Up (Got 12/51)</td>
<td>45.00</td>
<td>50.00</td>
</tr>
<tr>
<td>29. St. Louis (Wn 2/49)</td>
<td>32.00</td>
<td>40.00</td>
</tr>
<tr>
<td>30. Sally (CC 10/48)</td>
<td>20.00</td>
<td>25.00</td>
</tr>
<tr>
<td>31. Sake</td>
<td>10.00</td>
<td>20.00</td>
</tr>
<tr>
<td>32. Saratoga (Wn 9/50)</td>
<td>39.00</td>
<td>45.00</td>
</tr>
<tr>
<td>33. School Days</td>
<td>15.00</td>
<td>17.50</td>
</tr>
<tr>
<td>34. Score-A-Line (Wn 20)</td>
<td>350.00</td>
<td>350.00</td>
</tr>
<tr>
<td>35. Seaweed</td>
<td>25.00</td>
<td>35.00</td>
</tr>
<tr>
<td>36. Sea Jockeys (Wn 12/51)</td>
<td>250.00</td>
<td>250.00</td>
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<tr>
<td>37. Sea Isle (CC 11/47)</td>
<td>13.50</td>
<td>19.00</td>
</tr>
<tr>
<td>38. Select-A-Card (Got 5/50)</td>
<td>65.00</td>
<td>75.00</td>
</tr>
<tr>
<td>39. Serenade (Un 12/48)</td>
<td>19.50</td>
<td>25.00</td>
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<tr>
<td>40. Shanghai (CC 4/48)</td>
<td>21.00</td>
<td>39.00</td>
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<tr>
<td>41. Shaytown</td>
<td>62.00</td>
<td>65.00</td>
</tr>
<tr>
<td>42. Sharpshooter (Ge)</td>
<td>45.00</td>
<td>49.00</td>
</tr>
<tr>
<td>43. Show Shoe (Wn 2/51)</td>
<td>45.00</td>
<td>49.00</td>
</tr>
<tr>
<td>44. Shooting Star</td>
<td>35.00</td>
<td>45.00</td>
</tr>
<tr>
<td>45. Short Stop</td>
<td>25.00</td>
<td>45.00</td>
</tr>
<tr>
<td>46. Show the Moon</td>
<td>145.00</td>
<td>165.00</td>
</tr>
<tr>
<td>47. Snoopy (B 6/48)</td>
<td>40.00</td>
<td>49.00</td>
</tr>
<tr>
<td>48. *Show Boat (Un 1/53)</td>
<td>375.00</td>
<td>395.00</td>
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<tr>
<td>49. Silver Spray</td>
<td>14.00</td>
<td>16.00</td>
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<tr>
<td>50. Sky Jack</td>
<td>7.50</td>
<td>9.00</td>
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<tr>
<td>51. Sky Race</td>
<td>25.00</td>
<td>35.00</td>
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<tr>
<td>52. Slugsleat (Wn 3/52)</td>
<td>119.00</td>
<td>140.00</td>
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<tr>
<td>53. Sluggers</td>
<td>15.00</td>
<td>20.00</td>
</tr>
<tr>
<td>54. Smoke</td>
<td>12.50</td>
<td>16.00</td>
</tr>
<tr>
<td>55. Smover (Pacific Ge 3/50)</td>
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<td>49.00</td>
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<tr>
<td>56. Spark Plug</td>
<td>12.50</td>
<td>15.00</td>
</tr>
<tr>
<td>57. Wn 10/51)</td>
<td>125.00</td>
<td>150.00</td>
</tr>
<tr>
<td>58. Special Entry (B 9/49)</td>
<td>35.00</td>
<td>49.00</td>
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</tbody>
</table>
# Manufacturers' New Equipment

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

## Cigarette Machines

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>Du G ener (Med. C-A)</td>
<td>120.00-150.00</td>
<td></td>
</tr>
<tr>
<td>Du G ener (Mod. A)</td>
<td>120.00-150.00</td>
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</tr>
<tr>
<td>Du G ener (Mod. AC-7)</td>
<td>125.00-155.00</td>
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</tr>
<tr>
<td>Du G ener (Mod. AC-9)</td>
<td>190.00-220.00</td>
<td></td>
</tr>
<tr>
<td>Du G ener (Mod. DS-9)</td>
<td>190.00-220.00</td>
<td></td>
</tr>
<tr>
<td>Du G ener (Mod. ES-9)</td>
<td>190.00-220.00</td>
<td></td>
</tr>
<tr>
<td>Du G ener (Mod. EZ-9)</td>
<td>190.00-220.00</td>
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</tr>
<tr>
<td>Du G ener (Mod. ES-11)</td>
<td>150.00-180.00</td>
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</tr>
<tr>
<td>Du G ener &quot;W&quot; (9 col.)</td>
<td>50.00-90.00</td>
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</tr>
<tr>
<td>Du G ener &quot;S&quot; (2 col.)</td>
<td>50.00-90.00</td>
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<tr>
<td>Du G ener Champion (11 col.)</td>
<td>79.50-125.00</td>
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</tr>
<tr>
<td>Du G ener Champion (9 col.)</td>
<td>82.50-130.00</td>
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## Hot Coffee

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 cups</td>
<td>$300.00-$400.00</td>
</tr>
<tr>
<td>600 cups</td>
<td>$150.00-$250.00</td>
</tr>
<tr>
<td>600 cups</td>
<td>$97.50-$175.00</td>
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## Carbonated Drink

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5c, 1600 cups</td>
<td>$375.00-$500.00</td>
</tr>
<tr>
<td>5c, 1600 cups</td>
<td>$400.00-$500.00</td>
</tr>
<tr>
<td>5c, 1000 cups</td>
<td>$247.50-$325.00</td>
</tr>
<tr>
<td>5c, 1000 cups</td>
<td>$425.00-$525.00</td>
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## Chicago Coin

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Band Box (New Model)</td>
<td>$229.50</td>
</tr>
<tr>
<td>Bowl-A-Ball</td>
<td>$695.00</td>
</tr>
<tr>
<td>Double Score Bowler</td>
<td>$595.00</td>
</tr>
<tr>
<td>Crown Bowler</td>
<td>$625.00</td>
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## Exhibit Supply

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Big Branco</td>
<td>$997.50</td>
</tr>
<tr>
<td>Roy Rogers’ Trigger</td>
<td>1,047.50</td>
</tr>
<tr>
<td>Rudolph The Red Nosed Reindeer</td>
<td>725.00</td>
</tr>
<tr>
<td>Pete The Rabbit</td>
<td>725.00</td>
</tr>
<tr>
<td>Space Gun</td>
<td>375.00</td>
</tr>
<tr>
<td>Space Patrol</td>
<td>1,047.50</td>
</tr>
<tr>
<td>Silent Salesman (Card Vendor)</td>
<td>79.50</td>
</tr>
<tr>
<td>Sea Skate</td>
<td>1,047.50</td>
</tr>
</tbody>
</table>

## Ice Cream Vendors

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>200 Bar Capacity</td>
<td>$250.00-$350.00</td>
</tr>
<tr>
<td>300 cans</td>
<td>$250.00-$300.00</td>
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</table>

## Meteor Machine Corp.

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meteor Flying Saucer</td>
<td>$795.00</td>
</tr>
<tr>
<td>Meteor Pony Boy</td>
<td>575.00</td>
</tr>
<tr>
<td>Meteor Pedicab</td>
<td>640.00</td>
</tr>
<tr>
<td>Meteor Rocket</td>
<td>795.00</td>
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## Rock-Ola Mfg. Corp.

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>“Fire-Ball” 120 Selection, Model 16</td>
<td>$1,065.00</td>
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<tr>
<td>Model 154A, 5c-10c-25c Wall Box</td>
<td>$115.00</td>
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<tr>
<td>Model 1538, 5c-10c-25c Wall Box</td>
<td>59.50</td>
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<tr>
<td>Model 1536, 5c Wall Box</td>
<td>23 Wire</td>
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<tr>
<td>Model 1424 Playmaster</td>
<td>440.00</td>
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## Nate Schieller, Inc. (Nasco)

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>Atomic Jet (Airplane Ride)</td>
<td>$995.00</td>
</tr>
<tr>
<td>Aquas Jet (Boat Ride)</td>
<td>895.00</td>
</tr>
<tr>
<td>Tank</td>
<td>395.00</td>
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## Scientific Machine Corp.

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Scientific Space Ship</td>
<td>$1295.00</td>
</tr>
<tr>
<td>Scientific Ocean Liner</td>
<td>1295.00</td>
</tr>
<tr>
<td>Scientific Pokerino</td>
<td>79.50</td>
</tr>
<tr>
<td>Scientific S-4-Line</td>
<td>79.50</td>
</tr>
<tr>
<td>Scientific Pitch Master</td>
<td>2000.00</td>
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## J. P. Seeberg Corp.

<table>
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<th>Description</th>
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<tbody>
<tr>
<td>M100C (Select-O-Matic “100” phonograph)</td>
<td>78.50</td>
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<tr>
<td>HM 100C (Select-O-Matic “100” R. C. Special)</td>
<td>104.50</td>
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<tr>
<td>3W1 Wall-O-Matic “100”</td>
<td>1424.00</td>
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<tr>
<td>MVRV1 Master Remote Volume Control</td>
<td>1436.00</td>
</tr>
<tr>
<td>CV96.8-9 Wall Speaker Ivory (Teardrop)</td>
<td>85.50</td>
</tr>
<tr>
<td>CV6S.6-9 Reversed Speaker</td>
<td>257.50</td>
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<tr>
<td>CVST-12-9 Reversed Speaker</td>
<td>795.00</td>
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<tr>
<td>PS61Z Power Supply</td>
<td>349.50</td>
</tr>
<tr>
<td>ARAL-6 Auxiliary Remote Amplifier</td>
<td>349.50</td>
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## United Mfg. Co.

<table>
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<th>Description</th>
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<tr>
<td>Clover Shuzzle Alley</td>
<td>605.00</td>
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<tr>
<td>Cascade Shuzzle Alley</td>
<td>605.00</td>
</tr>
<tr>
<td>Regulation Shuzzle Alley</td>
<td>605.00</td>
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<tr>
<td>Cabana</td>
<td>600.00</td>
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## Wico Corp.

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Major Leaguer (Automatic Baseball Pitcher)</td>
<td>$1,095.00</td>
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## Williams Mfg. Co.

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>De-Luxe Baseball</td>
<td>479.50</td>
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<tr>
<td>Times Square</td>
<td>479.50</td>
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## The Rudolph Wurlitzer Co.

<table>
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<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Model “1400” Phonograph</td>
<td>1400.00</td>
</tr>
<tr>
<td>Model “1500” Phonograph</td>
<td>1500.00</td>
</tr>
<tr>
<td>Model “1600” Phonograph</td>
<td>1600.00</td>
</tr>
<tr>
<td>Model “1560” Phonograph</td>
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</tr>
<tr>
<td>Model 4650 5c-10c-25c Wall Box (48 Selections)</td>
<td>1424.00</td>
</tr>
<tr>
<td>Model 3084 Wall Box 5c-10c-25c (104 Selections)</td>
<td>1295.00</td>
</tr>
<tr>
<td>Model 5100 8” Speaker</td>
<td>104.50</td>
</tr>
<tr>
<td>Model 5110 12” De-Luxe Speaker</td>
<td>104.50</td>
</tr>
</tbody>
</table>
UNITED'S

CABANA

Select a Spot Feature
Player Selects Choice of Numbers
10, 16, 19, 20, 21, 22, 25
Four to Seven Numbers Lite Up
New Extra-Time Feature

2 SUPER CARDS
3 IN LINE SCORES
4 IN LINE SCORE

ADVANCING SCORES
4 CORNER SCORES

UP TO 3 EXTRA BALLS Per Game

TRIPLE SPOT Roll-Over Feature
Left and Right Playboard Buttons

STANDARD PIN BALL CABINET SIZE
SMOOTH, QUIET OPERATION Easy to Service

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

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

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

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

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

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

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

FINANCE PLAN
NOW AVAILABLE TO ALL DISTRIBUTORS

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

IT TROTS!
IT GALLOPS!