GRAND OLE OPRY'S 28th ANNIVERSARY

With this issue, The Cash Box salutes Grand Ole Opry and WSM on the program’s 28th anniversary. The occasion is of importance not only to the station and the show but to the entire music business which has been so beneficially affected by the music which has emanated from Nashville. In the top photo, we show a picture of how the Opry has looked in recent times while in the inset can be seen Uncle Jimmy Thompson, the first artist ever to appear on the program. The lower photo shows the crowds which line up for blocks every Saturday night to get into Ryman Auditorium from which the program is broadcast.
It's an Upper Bracket Earner

with high take home pay

No other phonograph equals the Wurlitzer Fifteen Hundred in earnings. Its appearance, tone, its ability to play 104 selections on 45 or 78 RPM records intermixed are unrivalled.

Pick a location. Put it in. What you take out of it—every week—will prove you've made a mighty fine investment.

See Your Wurlitzer Distributor

MODEL 1650
48-SELECTION—ALL-45 PLAY
MODEL 1600 FOR 78 OR 45 RPM PLAY
Ideal for the location whose requirements are adequately met by a compact, 48-selection phonograph. Also available as Model 1600, playing 45 or 78 RPM records.

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.
Grand Ole Opry is celebrating its 28th anniversary this week. Not only is this a tremendous achievement as far as a radio program is concerned but the influence of this show through the music it has introduced to the American public has been unprecedented.

In the 28 years since WSM in Nashville has been sending Grand Ole Opry across the airwaves, tastes in popular music in this country have undergone a drastic change. And certainly the part played by the show and artists who perform on it are among the basic causes for that change.

Folk music only a couple of decades ago enjoyed popularity in very limited areas. It was thought that this less sophisticated music could not appeal to a cosmopolitan audience, that its attraction was strictly local, restricted to areas where the folk tradition gave it a meaning and attraction to a large number of people.

But with the coming of radio—and particularly the Grand Ole Opry Show—large numbers of listeners who never had the opportunity before, were now being exposed to this kind of music. And what’s more, they found in it the same fundamental appeal which people in folk areas had always known about it. They found its directness refreshing. They liked its simplicity, its melodic strain, its whimsy, its charm.

When the modern juke box was introduced in the early nineteen thirties, thus reviving a record industry that had been given up for lost, it then too became a powerful method for spreading this music. And so in addition to radio and Grand Ole Opry, we had the ever increasing number of juke boxes across the nation bringing folk music to an ever increasing audience.

The change which this combination of radio and juke boxes laid the ground work for, really began to mushroom during World War II. That was a time of great movement in our country. People who had never been out of their hometowns suddenly found themselves in very different parts of the nation. Listeners who up till then may never have even heard folk music were now thrown together with people who already had a high appreciation of it. And this tremendous mobility on the part of the public resulted in increased acceptance and understanding of other people’s way of living, including their musical tastes.

Ever since the end of the war, the trend towards folk music and its effect on the popular idiom has been increasing steadily. Soldiers and civilians who went back to their home areas took with them the records and songs which had become a very integral part of their lives. Folk music spread clear across the nation even reaching the remote corners of Tin Pan Alley.

Today large numbers of our popular songs, if not taken directly from the folk field, are at the very least based on the rhythms, thoughts and philosophy expressed by folk authors.

And it all started with Grand Ole Opry.

So congratulations Grand Ole Opry and WSM. All of us owe you a debt of gratitude for your contribution to the music business. And all of us look forward to celebrating many more anniversaries with you.
A SPECIAL MESSAGE FOR ALL JUKE BOX OPERATORS

The votes in The Cash Box poll have been pouring in at a greater rate than ever before. The enthusiasm and response from operators and leaders in the field has been tremendous.

We would like to thank everyone who has voted in the poll and those who have urged others to vote. For these votes have shown not only a desire to indicate what the best moneymaking artists and records of 1953 are, but it also indicates a heightened awareness on the part of operators of the value and desirability of putting their best foot forward to the music industry and showing it in concrete ways just how important the juke box industry is to its continued prosperity.

To those of you who, for one reason or another, have still not voted, we urge you to fill out the card in this issue and send it in immediately.

FOR THIS IS YOUR LAST CHANCE TO VOTE. After this week, the final tabulations will be made and published.

Your vote should be included—for you will be doing more than just casting a vote; you will be acting on behalf of the entire juke box industry.

<table>
<thead>
<tr>
<th>Best Record of 1953</th>
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<tbody>
<tr>
<td>&quot;Song From Moulin Rouge&quot;—Percy Faith</td>
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<td>&quot;Till I Waltz Again With You&quot;—Teresa Brewer</td>
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<td>&quot;April In Portugal&quot;—Les Baxter</td>
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<td>&quot;I'm Walking Behind You&quot;—Eddie Fisher</td>
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<td>&quot;Vaya Con Dios&quot;—Les Paul &amp; Mary Ford</td>
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<td>&quot;I Believe&quot;—Frankie Laine</td>
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<td>&quot;Doggie In The Window&quot;—Patti Page</td>
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<td>&quot;Pretend&quot;—Nat &quot;King&quot; Cole</td>
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<td>&quot;Crying In The Chapel&quot;—June Valli</td>
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<td>&quot;Don't Let The Stars Get In Your Eyes&quot;—Perry Como</td>
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<td>&quot;Why Don't You Believe Me&quot;—Joni James</td>
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<td>&quot;No Other Love&quot;—Perry Como</td>
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<td>&quot;Anna&quot;—Silvana Mangano</td>
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<td>&quot;Oh!&quot;—Pee Wee Hunt</td>
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<td>&quot;Ebb Tide&quot;—Frank Chacksfield</td>
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<td>&quot;Limelight&quot;—Frank Chacksfield</td>
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<td>&quot;Ruby&quot;—Richard Hayman</td>
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<td>&quot;P.S. I Love You&quot;—Hilltoppers</td>
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<td>&quot;Dragnet&quot;—Ray Anthony</td>
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<td>&quot;Say You're Mine Again&quot;—Perry Como</td>
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<td>&quot;Have You Heard&quot;—Joni James</td>
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<td>&quot;Your Cheatin' Heart&quot;—Joni James</td>
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<td>&quot;Rags To Riches&quot;—Tony Bennett</td>
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<td>&quot;Eh Cumpari&quot;—Julius La Rosa</td>
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<td>&quot;Hold Me, Thrill Me, Kiss Me&quot;—Karen Chandler</td>
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<td>Hilltoppers</td>
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<td>Les Paul &amp; Mary Ford</td>
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<td>Bill Haley &amp; His Comets</td>
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<td>Johnny Maddox &amp; Eythymasters</td>
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<td>Three Suns</td>
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<td>George Shearing Quintet</td>
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www.americanradiohistory.com
Best Country and Western Record of 1953

"Mexican Joe"—Jim Reeves 39835
"Young Man Blues"—Tommy Dorsey 39928
"Dear John Letter"—Shepard & Husky 37621
"Don't Let The Stars Get In Your Eyes"—Skeets McDonald 19532
"Crying In The Chapel"—Rex Allen 16391
"Keep It Secret, Keep It Whitman"—Hank Thompson 11702
"Carrinbean"—Mitchell Terek 10854
"Gambler's Guitar"—Rusty Draper 9006

Best Country and Western Artist of 1953

Hank Thompson 39799
Jim Reeves 35857
Shebamburger 32991
Jean Shepard 28067
Pee Wee King 25446
Perlin Huskey 19200

Best Folk Record of 1953

"No Help Wanted"—The Carrioles 40632
"Your Cheatin' Heart"—Hank Williams 57851
"It's Been So Long"—Webb Pierce 35319
"Hey Joe"—Carl Smith 30127
"Kaw-Liga"—Hank Williams 20689
"Back Street Affair"—Webb Pierce 25399
"Crying In The Chapel"—Darrell Glenn 25017
"I Forgot More Than You'll Ever Know"—Davis Sisters 18218
"Take These Chains From My Heart"—Hank Williams 16729
"A Fool Such As I"—Hank Snow 13928
"Eddy's Song"—Eddy Arnold 13492
"I'll Never Get Out Of This World Alive"—Hank Williams 10921
"I Won't Be Home No More"—Hank Williams 9663
"That Hound Dog In The Window"—Homer & Jethro 8767
"Is That You Myrtle"—The Carlisles 8490
"Jambalaya"—Hank Williams 7624

Best Folk Artist of 1953

Webb Pierce 40285
Hank Williams 37299
Cari Smith 35418
Carlisle 34128
Hank Snow 27973
Davis Sisters 26188
Eddy Arnold 23505

Best Rhythm & Blues Record of 1953

"Hound Dog"—Willie Mae Thornton 41964
"Mama, He Treats Your Daughter Mean"—Ruth Brown 39723
"I Don't Know"—Willie Mae 38419
"Good Lovin'"—Clovers 37162
"Crying In The Chapel"—Oriloes 35623
"Shake A Hand"—Faye Adams 32933
"The Clock"—Johnny Ace 34725
"Baby Don't Do It"—5'5 Royals 30059
"Please Don't Leave Me"—Fats Domino 28481
"Softie"—Tiny Bradshaw 27859
"Please Love Me"—B. B. King 27783
"I'm Mad"—Willie Mae 27138
"Help Me Somebody"—5'5 Royals 28305
"Let Me Go Home Whiskey"—Amos Milburn 21411
"One Scotch, One Bourbon & One Beer"—Amos Milburn 18266
"Red Top"—King Pleasure 17847
"Crawlin'"—Clovers 16925
"Going To The River"—Fats Domino 14775
"Cross My Heart"—Johnny Ace 13892
"I Wanna Know"—Du Drappers 10092
"I'm Gone"—Shirley & Lee 10007
"These Foolish Things"—Dominoes 9265
"Wild Wild Young Man"—Ruth Brown 7906
"Third Degree"—Eddie Boyd 7188

Best Rhythm & Blues Artist of 1953

Clovers 38629
Willie Mae Thornton 37125
Ruth Brown 36893
Johnny Ace 36880
Willie Mabon 32168
Orsines 31091
B. B. King 29977
Fats Domino 25693
Du Drappers 22557
"5" Roydres 18655
Amos Milburn 17892
Faye Adams 16885
Tiny Bradshaw 13006
Dominoes 12792
Dinah Washington 11925
Lloyd Price 10129
Eddie Boyd 10068
Shirley & Lee 9752
King Pleasure 8839
Earl Bostic 7591
Hank Thompson 6945
Percy Mayfield 6602

Most Promising New Orchestra of 1953

Frank Chackasfield 27654
Richard Hayman 21023
Jackie Gleason 19607

Most Promising New Female Vocalist of 1953

Eartha Kitt 31685
Felicia Sanders 24915
Jenny Barrett 19607
Karen Chandler 20614
Eydle Gorme 21117
Sylvana Mangan 19443
Saffyra - 7391
Dorothy - 6117
Bonnie Lou 16353
Barbara Ruiz 6227
Helene Dixon 13267
Vicki Young 5860

Most Promising New Male Vocalist of 1953

Julius LaRosa 32640
Bob Manning 27277
Jimmie Boyd 20614
Norman Brooks 21036
Bob Dink 20181
Hamish Mento 14905
Ken Reno 8127

Most Promising New Vocal Group of 1953

Gaylords 29762
Parr Freshman 10086
LaVern - 8124
McGuire Sisters 15275
Julie & Betty 14717

Most Promising New Instrumental Group of 1953

Bill Haley & His Comets 27943
Elk Brothers 15129

Most Promising New Country & Western Vocalist of 1953

Jean Shepard 28377
Jim Reeves 24983
Bonnie Lou 19088
Mitchell Terek 13423

Most Promising New Rhythm & Blues Artist of 1953

Faye Adams 28452
Willie Mae Thornton 23529
Willie Mabon 24826
Du Drappers 24418
Shirley & Lee 17548
Crickers 16195
Clyde McPhatter & Drifters 11483
Advance Reports Indicate -
There will be one big Christmas record!

BOBBY SABATINO
singing
"I'M GONNA HANG UP MOMMY'S STOCKING"
Goldmine - NK-711

ON ALL CHARTS
and
Heading for TOPS In The Country
in Pop and R&B

"MARIE"
b/w
"I GAMBLED WITH LOVE"
by
THE FOUR TUNES
JUBILEE # 5128

3 Smashes for
THE ORIOLES
singing
"IN THE MISSION OF ST. AUGUSTINE"
b/w
"WRITE AND TELL ME WHY"
JUBILEE # 5127

"WHAT ARE YOU DOING NEW YEARS EVE?"
b/w
"LONELY CHRISTMAS"
JUBILEE # 5017

"THE LORD'S PRAYER"
b/w
"OH HOLY NIGHT"
JUBILEE # 5045

Available in Canada on QUALITY label

"It's What's in THE CASH BOX That Counts"
BILLY MAY ORCHESTRA
(Conte Music, 1953)

"COOL WATER" (2:03) [American BMI-Nolan]. The sax section is a highlight of this number, and the rhythm section is again prevalent as the crew glides through an oldie. Real good rhythm with Bob Morse chanting the occasional "Water."

"DIXIELAND BAND" (2:49) [Double D Records]. This is probably the last time we'll ever hear a good big band from the past. The fact that it's a blown-out number doesn't make it any better.

JANE DOUGLASS & TOM O'MALLEY (O'Malley, 1953)

"EMPTY WORDS" (2:46) [O'Malley]. This is a pretty good selection of a tune in its time. A good tune, and they do a good job with it.

"LOVE IS LOVE" (2:08) [O'Malley]. This is a good selection of a tune in its time. A good tune, and they do a good job with it.

LU ANN SIMMS (Columbia 40127; 4-40127)

"FIN!" (2:50) [Frank ASCAP—Adler, Ross]. This is a pretty good selection of a tune in its time. A good tune, and they do a good job with it.

"BAUBLES, BANGLES AND BEADS" (2:49) [Frank ASCAP—Wright, Forrest]. Lu Ann stays with the show songs and gives a pretty tune a "Kismet" a dreamy reading.

CLARK DENNIS (Tiffany 1303; 45-1303)

"MY BUDDY" (2:01) [Remick]. A great song, and it's done well here. Clark Dennis is a good vocalist, and he has the ability to make a tune sound good.

"YOU AND YOUR SMILE" (2:53) [Lake Forrest ASCAP—Murray, Balantine]. The luscious sounds of Eddie Ballantine's organ set up a perfect showcase for a terrific show reading on a beautiful ballad. Fine reading could hit big.

THREE DONS & GINNY (Coral 41102; 4-41102)

"THE JONES BOY" (2:17) [Geo. Pincess ASCAP — Miszy, Curtiss]. The artist who rose to popularity via "Say You're Mine Again," comes up with a jump version of a lively ditty that does like get a lot going for it. Fine job.

"JUST ANOTHER CHANCE" (2:29) [Mills ASCAP—Mancini, Allen]. Ginny and the Three Dons show their style on this end as they case through a romantic piece with a steady beat.

MARY MAYO (EMI 1104; 45-5004)

"AGAIN AND AGAIN" (2:02) [Duchess BMI—Jerome]. Mary Mayo makes a most graceful debut on the new Benida label with a potent reading of a feelingful tune with a sold out Latin backcloth. Real exciting. Could happen.

"STAR OF MY DREAMS" (2:48) [Baker ASCAP—Bergman]. Bill Stegmayer's organ supplies a lush accompaniment for the thrust's dreamy, voice-tinted treatment of a tender warm love song. Mary has a bright future.

VERA LYNN (London 1382; 45-1382)

"YOU WONT FORGET ME" (2:39) [Point ASCAP—Geil, Feelman]. With all the emotion that her voice carries, Vera Lynn comes out with a lovely reading of a pretty ballad. Tune glides into a tango tempo that's effective.

"DON'T LEAVE ME NOW" (2:49) [Wisell, Day ASCAP—Cobert, Mc- Gregor]. Roland Shaw again supplies the orking for a touching rendition of a heavy bit of material. Tune is difficult to remember but treatment is full of quality.

DONALD DUKE (Coral 1810; 1104)

"IN THE LAND OF OBLA- BLEE" (2:58) [—Mary Lou Wil- liams]). Dizzy Gillespie leads his or- ganization through an instrumenta- tion and vocal a la bop. Plenty of oobla-bloop-bloop talk on the amusing side.

DIZZY GILLESPIE (Contemporary 358; 45-358)

"MY MAN" (2:30) [Maurice Tynan]. Dizzy demonstrates some progressive trumpet work on a slow beat that should go well with the jazz lovers.

CHAMP BUTLER (Columbia 40126; 4-40126)

"SWAMI TELL ME" (2:20) [Cobert, BM]. "The Swami BM—Cobert, McGregor] Dizzy Farmer is an exciting bit and an interesting introduction for her rousing treatment of a chant. Eerie material on the exciting side. Well presented.

"DON'T CALL ME COBRA" (2:00) [Weamar BMI—Cobert, McGregor]. Bob Cobert's orchestra goes wild on a number that sounds like an African tribal chant. Real eerie in sound. Reminds one of those African wild life films.

DOROTHY FARMER (Allen 24; 45-24)

"SWANG TIME" (2:20) [Cobert, BM]. "Swang Time BM—Cobert, McGregor]. Dorothy Farmer gets an exciting bit and an interesting introduction for her rousing treatment of a chant. Eerie material on the exciting side. Well presented.

"DON'T CALL ME COBRA" (2:00) [Weamar BMI—Cobert, McGregor]. Bob Cobert's orchestra goes wild on a number that sounds like an African tribal chant. Real eerie in sound. Reminds one of those African wild life films.

JOAN TOLLEY (MGM 11630; K-11630)

"BUT NEVER MY LOVE FOR YOU" (2:50) [Geo. Pincess ASCAP—Silver, Hoffman]. Jo Ann Tolley offers another fine demonstration of her talent in an appealing ballad with meaning. Real good material.

"IF YOU NEVER AN- SWER" (1:47) [Uncuff Rose BMI—Mclvane]. A right country flavored bit could be a lively bounce from the thrush. Pappy item has that harmonizing thing, and her vocal dubbing is impressive.

WANDA WAYNE (MGM 45-1290)

"TAKING YOUR TEARS" (2:35) [Hometown ASCAP—Froem, Wise]. Wanda Wayne gets a colorful reading from Wanda Wayne as a chorus lends a hand. Tune has a sentimental quality that's interesting.

"DON'T FORGET TO WRITE" (2:27) [Advanced ASCAP—Law- rence, Dona]. A bit with tune with country flavor, Wanda sets up a pleasing reading. Tune is beginning to click in the pop market.

RICHARD HAYMAN ORCH. (Mercury 70237; 70237 c 45)

"SADIE THOMPSONS SONG" (2:24) [Mills ASCAP—Washington, Lee]. From the coming Rita Hay- worth film, stems this lovely sultry melody that Richard Hayman presents with such color. Harmonica in foreground is effective.

"IT'S NOW OR NEVER" (2:15) [Moonlight BMI—Bee]. From the blue mood, it turns his harmonica to a jump beat and rhythms through a lively item that makes your feet move. Real exciting stuff.

BRICK GLASSER (Triple A 2522)

"ANGELS IN THE SKY" (2:31) [Triplex A—BMI—Glasser]. A sub- dued organ backdrop creates a perfect religious feeling for Dick Glasser's potent waxing of a terrific piece of material. Tune and lyrics have hit.

"IT'S TOO LATE" (2:29) [Triple A—BMI—Glasser]. The warbler sends up an ok reading of another of his own songs and the tune is again good. The words and tunes are feature on both ends.

JOAN TOLLEY (MGM 11630; K-11630)

"BUT NEVER MY LOVE FOR YOU" (2:50) [Geo. Pincess ASCAP—Silver, Hoffman]. Jo Ann Tolley offers another fine demonstration of her talent in an appealing ballad with meaning. Real good material.

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THE NEW PRIMA
NOW ON JUBILEE RECORDS
HIS FIRST RELEASE...

Louis Prima
Singin'
"MAN, DIG THAT CRAZY CHICK"
"NON CHA SHAME"
JUBILEE-6054

Available in Canada on QUALITY label

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

SLEEPER OF THE WEEK

“LIFE IS JUST A BOWL OF CHERRIES” (2:20)
[De Sylva, Brown & Henderson ASCAP—Brown, Henderson]

[Karen ASCAP—Skylar, Ackers]

JAYE P. MORGAN and FRANK DE VOL

(Delby 837; 45-837)

JAYE P. MORGAN, whose first
Derby disk, “Just A Gigolo,” estab-
lished her as one of the strongest
est record name potentials in the business, follows through with the
disk which should really send her
to the top of the list. It’s the oldie
“Life Is Just A Bowl Of Cherries” backed with a powerful jump called
“Operator 291.” Both sides of this
disk could make it. On either end, the
thrust is backed by Frank De
Vol and his orchestra; Frank has
also come up with a couple of or-
chestrations which give the sides
a unique feeling. Once this disk
goes around, Jaye P. Morgan is
going to be one of the biggest
names in the business. Better get
with it fast.

CONNIE HAINES

(Coral 61094; 61094)

THE WRONG SIDE OF TOWN (2:58)
[Acuff-Rose BMI—Helm, Price] Connie Haines offers
an emotional and moody reading of
a pretty ballad. The entire reading
is loaded with feeling.

PINK SHAMPOO (1:50)
[Criton ASCAP—Alton] A catchy and lively ditty with a cute
and happy appeal is delivered by Con-
nie a la Teresa Brewer fashion. George
Cates orch backs.

THE CASE BOX

BEST BETS

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

☆ "THE GAME OF LOVE" [Bill Daniel] Dec 38936; 9-28936
☆ "SWEETHEART OF MINE" [Al Martinez] Capitol 2649; F-2649
☆ "YOU AND YOUR SMILE" [Clark Dennis] Capitol 1230; 45-1103
☆ "MAMA’S GONE, GOOD BYE" [Pee Wee Hunt] Capitol 2647; F-2647
☆ "AGAIN, AGAIN AND AGAIN" [Mary Mayo] Benido 5004; 50004

FLORIAN ZABACH

(Dec 28916; 9-28916)

"PLUNK, PLANK, PLUNK" (2:01) [Mills ASCAP—Anderson]
A famous ditty tailor made for
the violin gets a spritie and appealing
going over by the versatile fingers
of Pera, Bernstein ASCAP—Zabara.

THE FUNNY FIDDLE (2:19)
[Shapiro, Bernstein ASCAP—Zabara] has made his
laugh as he fills through a violin
novelty. Colorful ditty should draw
spins.

THE BLUE NOTES

(Rome 25; 45-25)

"TOO HOT TO HANDLE" (2:28) [War-Mil BMI—Lee Silver] Joe
Locco’s ork supplies the rhythmic
break on this terrific jump item.
The arrangement is tops and the
werk’s sound is great too. Real
solid tone. Could click.

"YOU’LL BE MINE" (2:20) [War-Mil ASCAP—Smith, Rogers]
The boys take the famous Wed-

Russ MORGAN ORCH.

(Dec 28964; 9-28964)

"OH MEINAPA" (2:31) [Sha-
ren, Lawrence] To a soft and

VicENTICO VALDES

(Seeco 7314; 45-7314)

"TENDERLY" (2:36) [Gross,
Mills] To a soft and inviting
Latin backrop, Vicento Valdes
comes through a Spanish reading of
a lively standard. Real smooth
lickin’.

"DANCE MY CHA-CHA-CHA" (2:57) [Goren] A rhythmic
mambo beat is the setting for Vicen-
tico’s reading of a good item. Spanish
delivery adds a certain appeal-
ing quality to the track. Should go
well in the right spots.

GEORGIA GIBBS

(Mercury 7279; 1953) 45

"UNDER PARIS SKIES" (2:39)
[Leeds ASCAP—Girard, Gun-
non] Georgia Gibbs sends up the first
lyric version of a lovely waltz mel-
dy that’s been clicking in spots at
different times that could make it a
smash.

I LOVE YOU (2:27)
[Adell ASCAP—Porter] The big
song from “Can Can” gets a vibran-
t vocal solo from the artist in her in-
dividual manner. Real top grade
job on a beautiful tune. Could also
make noise.
Jerry Marshall To Take Over WNEW's "Make Believe Ballroom" on Jan. 1st

Bernice Judis, vice president and general manager of New York Radio Station WNEW, announced today that Jerry Marshall will be the new star of the independent's "Make Believe Ballroom" segments, beginning January 1, 1954. Miss Judis revealed that when the question of a replacement for the program first came up, it was the consensus of her program and sales staff that the 31-year-old, Marshall, with his seven years of grooming on the high-rated "Music Hall" program, was the logical successor. Audience mail and unsolicited sponsor suggestions provided overwhelming support to the selection.

It was decided that despite these reactions and Marshall's consistently successful and audience rating record, such an important choice would not be made final until all other possibilities had been investigated. There followed the consideration of literally hundreds of applicants, ranging from the industry's top names to obscure personalities heard on small town outlets. Talent disks and the prospects in person formed a steady stream into WNEW from every conceivable area. "We have the impression that everyone who is anyone in front of the microphone applied for this position, and that we listened to them all," was Miss Judis' summation of the talent investigation.

It became apparent finally that none of the possibilities heard gave evidence of being more right for the spot than Jerry Marshall. No one appeared to be as much a "natural" to apply the unique WNEW treatment to "Make Believe Ballroom". It could certainly be said that the selection of Marshall was made from a field of the toughest competition available, both in numbers and quality.

WNEW will present the "Make Believe Ballroom", featuring Jerry Marshall, with no changes in time, content or format.

Northern - King Suit Settled

The suit which Northern Music Corporation (a subsidiary of Decca Records) brought against King Records, Lucky Millinder and others has been settled by payment of $7,500 to Northern by the defendants, who also have paid all Court costs.

The suit charged that the King Records recording of "I LOVE YOU YES I DO", a popular hit of several years ago, is an infringement of Northern's composition "TONIGHT HE SAILED AGAIN", which Northern entrusted to Lucky Millinder to record for Decca. As part of the settlement, King has taken a license from Northern authorising its recording of the composition.

Happy Halvah

NEW YORK—With a strong reaction reported on his San Francisco Boys' Allen Record of "Happy Halvah," Pete Dorsain, presby of Allen, sets up a promotional campaign tied in with Joyva Halvah. The recently formed division has already had its first hit blues disk in the Willows' version of "My Dearest, Dearest, Darling." Pet's looking for the first pop smash in "Happy Halvah."

CARDINAL RECORDS PROUDLY PRESENT

...THE GREATEST DOUBLE HIT!

THE MULCAYS and their ELECTRIC HARMONICAS

MY HAPPINESS B/W NEAR YOU

CARDINAL # 1011

Both speeds available

ORDER NOW!

PHONE, WIRE, WRITE

BLASCO MUSIC, INC.
1221 BALTIMORE, KANSAS CITY (6) MO.
Manufacturers of Cardinal Records

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

SONDRA and JON STEELE

in their most important record release since "MY HAPPINESS"

HOW MUCH DO YOU LOVE ME

B/W

HOLD MY LOVE

(IN THE HOLLOW OF YOUR HAND)

CARDINAL # 1012

Both speeds available

PHONE, WIRE, WRITE

BLASCO MUSIC, INC.
1221 BALTIMORE, KANSAS CITY (6) MO.
Manufacturers of Cardinal Records

...THE GREATEST DOUBLE HIT!

ISSUED IN YEARS!

BOTH SIDES TOPPING METERS EVERYWHERE

BILLBOARD NOV. 7

THIS WEEK'S BEST BUYS

SONDRA AND JON STEELE

How Much Do You Love Me? (Blasco, ASCAP) — Cardinal 1012 — First disk from and since "My Happiness."

Five years ago. Disk is spotlighted. Best to handle its return and to point up a very good piece of material. It also could still some action, tip is "Hold My Love." (Blasco, BMI).
LOS ANGELES—Larry Newton (right), president of Derby Records, offers his last words of suggestion to Jaye P. Morgan and Frank De Vol prior to their recording session of "Life Is Just A Bowl Of Cherries" and "Operator 299." Jaye P. handles the vocal on both ends, and Frank De Vol the arrangement and orchestration. All three look mighty happy about the future of the disk.

SANDY STEWART'S GREATEST "SATURDAY NIGHT" b/w "I'M GOING HOME" 5014 MIKE PEDICINI'S LATEST "NEVER MIND" b/w "MM—BOY!" 5012

Sandy Stewart's Greatest "Saturday Night" b/w "I'm Going Home"

THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK PLUS THE NEXT FIVE

1. RAGS TO RICHES Tony Bennett (Columbia)
2. EBB TIDE Frank Chacksfield (London)
3. MANY TIMES Eddie Fisher (RCA Victor)
4. YOU, YOU, YOU Ames Brothers (RCA Victor)
5. RICOCHEH Teresa Brewer (Coral)
6. EH, CUMPARI Julius La Rosa (Cadenze)
7. YOU ALONE Perry Como (RCA Victor)
8. VAYA CON DIOS Paul & Ford (Capitol)
9. ISTANBUL Four Lads (Columbia)
10. STORY OF THREE LOVES Jerry Murad (Mercury)

11) THAT'S AMORE
12) LOVE WALKED IN.
13) OFF SHORE

THE CASH BOX Music

BROADWAY SENSATION

Sings Every
Mood Record
To a Hit

FAY DE WITT
"MISERLOU"
"Snap—Snap—Snap Your Fingers"
Mood No. 1014

Mood Records
74 Prospect St.
Cambridge, Mass.

DEALERS—DISTRIBUTORS
World's largest selection of specialized dance records for dance teachers and students . . . tap, ballet, etc.
"Write or Wire"

U.S.S. RECORDS
BOX 318
VENTURA, CALIFORNIA

Bill Reynolds (WTMJ-Milwaukee, Wisc.) sends out a shoot of the 25 best retail sellers compiled through a survey of record store owners in the Milwaukee area. Bill airs the top seven on Saturdays 9 to 9:30 P.M.—Sandy Stewart's Greatest "Saturday Night," label of Top Tunes, Inc. (ECRC; Good Fok, Four Lads (Capitol) "One More Time," and "Tennessee Waltz." ... "Albuquerque" Al Hallamans (WBAP-Beaver Falls, Penna.) amazed at the audience reaction if "They Should Ask Me" by Wade Ray. When he was asked if the disk was designed too much reaction. However, last week after one spin the avalanche was on. It now rates as number three on the Hallamans chart, crowning "Wig Walk" and "Caribbean."

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Dick Elliott (WCFI-Chicago) has been getting a terrific response to his show featuring The Cash Box Top Tunes. Dick reports "This is getting more mail than ever before. The use of The Cash Box Top Tunes, tunes, and all other information related to the disk has proved extremely helpful to me and has pleased the listeners tremendously."... Station WGN-Newark, N.J. still working on plans to operate with all New Jersey. They will work out of offices on Union Ave. in Union, N.J. So far the station will air Red Sło Bros, Red Jackson, Hal Wade, Charlie Green, George Hudson and Babs Gonzales. "Moon Dog" (Alan Freed) will have a two hour taped show. Al Lampemore, at the helm of the station, is handling the reorganization. Joe Cohen, Essex Distributors, advises us he has increased his own rhythm and blues sponsored time on the station from 1 to 1½ hours daily. He will also have a Saturday evening dance hour, with only dance tunes aired. Mr. Blues will handle the deejay chores. ... David Shedd, Binkley Distributors, Miami, Fla. (GMG distributor) did a yeoman job guiding Jo Ann Tolley around to the disk jockeys and T.V. personal appearances while lovely Jo Ann was headlining the Olympic Theatre, Miami, the week of November 4. She guested on the shows of Bob Marshall, WGBS; Harry Barnes of WAM, and Don "Uncle" Fisher of WQAM. Jo Ann also helped to launch a new show called "Disk Jockey On Parade." WINZ had a huge radio equipped truck patrolling the main streets of the Beach and Miami from midnight to 2:30 A.M. Stan Gryn and Al Zebel handled the mike. Jo Ann's latest on MGM is "How Come."

WWDC-Washington, D.C. jockies Art Brown and Milton Q. Ford picked up the ball when it was fumbled and scored a touchdown last week for the Cerebral Palsy Fund. The Cage Bird Society, which had raised $840 for the Cerebral Palsy Fund, was robbed and for a time it seemed the "Fund" was out the proceeds. However, Brown and Ford appealed to their audiences and collected $692.71 to replace the missing funds. So—all's well that ends well—and a doff of the cap to Brown and Ford. ... The Four Aces, travelling the Merrill Parkway, Conn. on a 360 mile tour, had a scheduled one nightie, tuned in the ear radio at 2 A.M. and picked up their show. "Friday Night Special" was preceded by an one minute buildup. When the station break came in they learned they were listening to Jockey Bob Badgley away out in WHO-DN, Moines, Iowa. When the boys stopped for gas they put in a call to Badgley to thank him. He was so flabbergasted by the call that he responded by rescheduling his next half hour and played only Ford Aces tunes. See—It pays to be nice. ... Tom Edwards (WERE-Cleveland, O.) offered a job to write a column for "Songs That Will Live Forever" as a result of his weekly newsletter.

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

Winner of the Frankie Laine-Wurlitzer vocalist contest in New York is Patty Bross, seventeen years old. Patty will appear on Paul Brenner's Friday night television show. Things happen to Joe Leibowitz, Monarch Records, in bunches. His Ruth wallis, "I'm Mr. Godfrey," a hit and became a grandfather for the second time. Spike Jones coming to New York for his first personal appearance in many years. Will put on a revue at the 46th street Grand Theatre in Black Orchid. Sam and Jerry will do the choreography and Spike will be spotlighting a grand piano.

. . . Bernie Lawrence returned from Korea on November 14. Bernie sang with brother Steve Lawrence for King under the name of the Leslie Bros. . . Al Donahue announced the opening of his West Coast branch, on Sunset Boulevard. . . Joe Piccola signed Lauri Layton to a personal management contract. . . Joe Ponzetti, oldest man from the point of service, at Lou Boorstein's Leslie Distributing took the plunge last week. . . Joe and Lauri Layton, Int'l. . . Pint sized Dorothy Collins getting loads of "Happy Birthday" greetings this week. . . Sperie Karas going home for Thanksgiving to a great big welcome. . . Derby signed Dwight Fiske. He will make an LP and EP titled "Songs My Mother Never Taught Me." . . Ralph Curtis, who just got out "You Are You!" and "Why Go On" on Derby is a hit at the Thunderbird Hotel, Las Vegas.

CHICAGO:

Because Pat Morrissey's disk, "You're The Greatest," clicking so well, she'll cut new sides for Decca sometime in January. In the meantime, the gal opens this show (11/15) at the Black Orchid. If you haven't seen her perform, be sure to be present. . . Dirk Courtenay (WAAF) reports teenagers now coming to his Satiny show. . . Lee and the very charming, Mary Petrillo, in the cutest discussion we've yet heard. As to whether they're married 14 or 15 years. And Lee comes up with the clincher. 15 years. The guy's just mathematical.

JUST RELEASED! TWO TERRIFIC SIDES—
LEO DIAMOND

Playing the song he featured in the new Columbia picture starring Rita Hayworth.

"SADIE THOMPSON'S SONG"
(The Blue Pacific Blues)

b/w Easy Melody

LOS ANGELES:

Gil Storm, Sex on a Sax, and his group headline the show which bowed in with the reopening of the Los Angeles Club. . . The talented songstress, Lena Horne, opened at the Coconut Grove. Jerry Gray and his orchestra hold down the hillbilly sound. . . Capitol just released a bouncy arrangement of "Istanbul" by Joe Fingers. . . Hold on to your hats 'cause it looks like we'll hear versions from the Jack Webb theme even through the holiday season. Stan Freberg and Daws Butler have come up with another two-sided Capitol ditty called "Christmas Dragnet" parts one and two. . . Gale Clark's waxing of "Music Of Love" and "The Unashamed" on the FTD label has made other companies sit up and take notice. . . Leo Diamond's original Ambassador waxing of "Off Shore" is re-recording such big plays throughout the country that it's climbing fast in all pop charts. The oops here have it on most of the boxes but the local jocks haven't given it too much air time. We wonder why? Leo's latest staging of "Sadie Thompson's Song" also has all the earmarks of a big number. . . George Shearing, promoter general for Decca Distributing Corp., recently returned from a trip through the Western Division calling on deejays and distributors.

Leo Diamond, Jeri Southern, recently moved to the Hollywood area to make her home. . . Gregg Hayman, New York, also has moved into the area and started setting up local offices for Song-Craft Publications. Gregg collaborating on the tune "Texas Polka" and has been all excited since Bonnie Lou etched the number for King Records and it won the Bullseye in The Cash Box.

LEO DIAMOND'S

Haunting Harmonica Instrumental

"OFF SHORE"

b/w Easy Melody

AMBASSADOR RECORD COMPANY

1819 W. Pico Blvd. Los Angeles 6, Calif.

Phone DUnkirk 8-4027 or DUnkirk 8-7891

"It's What's in THE CASH BOX That Counts!"
England’s “Creep” To Bow In U.S.

NEW YORK—The record world seems to be going wild about “The Creep.” And it all started something like this.

Lester Sams, general professional manager of Miller Music, was relaxing one evening last week when the Don Holbecke’s TV news program went out on the air. One of the features on the show was a short film clip which Holbecke had cut from a dance craze that was sweeping England. The picture showed a huge ballroom in England with hundreds of youngsters swinging on the dance floor to a tune called “The Creep,” a slow two-beat shuffle.

The next morning Sams rushed to the office and ran into Abe Oleman’s office raving about the dance and tune he had heard on TV. An immediate check was made and it was discovered that the song belonged to Miller Music.

Other publishers, who had seen the same TV broadcast were on the phones checking the ownership of the tune. However, it remains Miller’s.

The tune will soon make its debut on wax in the United States since every song diskery is already cutting it with their top bands, and some independents have also requested the song.

Television shows are being set up for the presentation of the tune, and Miller Music is going all out on this tune, making it its number one plug song.

Sams thinks that “The Creep” will be bigger than the mambo.

Negotiations are in hand to bring popular composer Leroy Anderson over to conduct a full-size British concert orchestra for a nation-wide tour. The concert would be a success if the U.S. trip with nothing but praise for The Cash Box. Met the Capitol label executives this week. They told Mr. Sams he could parlay with E. R. Lewis of British Decca label. “Just a friendly visit,” Glen Wallback told me, speaking of E. R. Lewis; but it seems that he is a real live-wire; always on the ball; doesn’t miss a thing in the record business, and certainly gets the best results.

George Atkens, head of the Australian Record Company, Ltd., also in London. Aside from his own label, Atkens also runs the Capitol label Downs Under.

Just heard a forty-five minute show called “Vera Lynn’s Christmas Song.” It includes BBC Show band and chorus conducted by Cyril Stempson. This show was taped for the U.S. to be aired on Christmas Day and is being offered to American networks. I’ll say, right here and now, that it’s well worth getting. How about a whole show on British auto band Teddy Foster has received and accepted an offer of $5000 per record. His Decca and EMI contract are to undertake a twelve-weeks tour of the United States in May of next year. He’ll visit New York early in the new year and will call on James C. Miller, Jr. to obtain his assistance on this project which would make Teddy Foster’s the first British band to tour the U.S. since the suspension of the Anglo-U. S. ban some years ago.

I hear that Harry James may be coming over here with his full band and will play Britain as a solo act in the halls. Will Mr. James make the trip too? Who knows?

I saw Dick Almy’s Smart record of “I Remember Gone With The Lovers” and the title song of “Sweet Mamma Tree Top Tall” in the office of a big record company executive this week. Did I say that man never misses a thing??....

Larry Anthony gets a D.J. spot Sunday night on EBC. London shocked by Kenton crash. Something tells me that this guy is going to be crushing into the record world with, believe it or not, some excellent sshh... the guy has a top spot on her uncle’s TV show and seems to have made it the easy way. Watch out for this little spark of LIGHT which may turn out to be quite a flame; and that’s a very good clue to the name of the heifer!

A little girl who could, I think, have quite a following over here is Vicki Young. She’s full of life and her record will be issued over here on January 1st.

Ted Heath’s cutting “The Creep” for the Long white label. Who’s happening with this number across the Atlantic?

This Week’s Best Selling Pop Records


Ed Bonner KXK-Kansas City, Mo. 1. I Will Never Stand In Your Way (Joan James) 2. Rags To Riches (Terry Bennett) 3. My Woman To Tell (Dean Martin) 4. Many Times (Eddie Fisher) 5. American Pie (Frankie Laine) 6. Be Alone (Perry Como) 7. I’m Yarning (Don Cornell) 8. Tipico Serenade (H. Jerome) 9. Home Of My Heart (Nat King Cole) 10. When A Man Loves A Woman (Kay Starr)

Frank Pollock KFV—Fort Worth, Tex. 1. That’s All (Aurora) 2. My Woman To Tell (Dean Martin) 3. From Here To Eternity (Louis Prima) 4. Passacalia (Barney Young) 5. Heart Of My Heart (Nat King Cole) 6. Story Of Three Loves (Julius Mural) 7. Sweet Mama, Tree Top Tall (Frankie Laine) 8. Ebb Tide (Frankie Laine) 9. Lover Come Back To Me (Nat King Cole)”
### The Cash Box Disk Jockeys Regional Record Reports

**November 28, 1953**

**Listings below are reprinted exactly as submitted by leading stations during the week ending November 21 without any changes on the part of THE CASH BOX.**

<table>
<thead>
<tr>
<th>Howard Miller</th>
<th>WIND—Walt Disney World</th>
<th>Chicago, Ill.</th>
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<tbody>
<tr>
<td>1. Rags To Riches (Tony Bennett)</td>
<td>3. Story Of Three Loves (Jerry Murad)</td>
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<td>7. Heart Of My Heart (Four Aces)</td>
<td>8. Off Shore (Leo Diamond)</td>
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<td>10. Heart Of My Heart</td>
<td><strong>Bob 'Coffeehead' Larsen</strong></td>
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<td>WFMF—Milwaukee, Wis.</td>
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<tr>
<td>1. Rhyme (Julie La Rosa)</td>
<td>3. Missin' Around With Love (Louis Russell)</td>
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<td>2. Story Of Three Loves (Jerry Murad)</td>
<td>4. Don't Ask Me What I Said (Paul &amp; Ford)</td>
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<td>5. Heart Of My Heart (Cornell, Desmond, Dala)</td>
<td>6. Rags To Riches (Tony Bennett)</td>
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<td>7. Istanbul (Four Lads)</td>
<td>8. Toys (Eddie Bauer)</td>
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<td>10. The Typewriter (L. Anderson)</td>
<td><strong>Wayne Stitt</strong></td>
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<td>WLYN—Planview, Ind.</td>
<td>WHB—Kansas City, Mo.</td>
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<td><strong>Carmine Anthony</strong></td>
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<td>KGKO—Dallas, Texas</td>
<td>WQAM—Miami, Fla.</td>
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<td>3. Vaya Con Dios (Paul &amp; Ford)</td>
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<td>5. Crying In The Chapel (Valli)</td>
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<td>9. Love Walked In (Millipanners)</td>
<td>10. Many Times (Eddie Fisher)</td>
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<td><strong>Jerry S. Hughes</strong></td>
<td><strong>Gene Whitaker</strong></td>
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<td>WMLN—Marion, Tex.</td>
<td>WNCA—Siler City, N. C.</td>
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<td>7. Stand Off Three Loves</td>
<td>8. From Here To Everywhere (Jerry Murad)</td>
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<td><strong>Jerry Kay</strong></td>
<td><strong>Bill Thornton</strong></td>
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<td>WLBK—Lebanon, Pa.</td>
<td>KRLW—Walnut Ridge, Ark.</td>
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<td>8. Laughing On The Outside (Four Aces)</td>
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<td>9. Sweet Mama, Tree Top Tall (Lancers)</td>
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<td>8. Ebb Tide (Frank Chacksfield)</td>
<td>9. Off Shore (Leo Diamond)</td>
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<td>9. Many Times (Eddie Fisher)</td>
<td>10. Oh, Moin Papa (Eddy Calvert)</td>
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<td><strong>Jerry Kay</strong></td>
<td><strong>Jeff Evans</strong></td>
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<td>WLBK—Lebanon, Pa.</td>
<td>WDLY—Lodi, Wis.</td>
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<td>1. To Be Alone (Millipanners)</td>
<td>2. Sweet Mama, Tree Top Tall (Lancers)</td>
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<td>2. Rags To Riches (Tony Bennett)</td>
<td>3. Salsa Ruby (Eartha Kitt)</td>
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<td>3. Ricoshot (Teresa Brewer)</td>
<td>4. Many Times (Eddie Fisher)</td>
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<td>5. Love Walked In (Millipanners)</td>
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<td>10. You Alone (Papa Come)</td>
<td><strong>Ed Meath</strong></td>
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<td><strong>Jeff Evans</strong></td>
<td>WHEC—Rochester, N. Y.</td>
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<td>3. You're On Fire (Leo Carrell)</td>
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<td>3. Orlando (Massive)</td>
<td>4. Laughing On The Outside (Jerry Murad)</td>
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<td>5. Three O'Clock In The Morning (Jerry Murad)</td>
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<td>8. Many Times (Eddie Fisher)</td>
<td>9. Are You Looking For A Sweet Mama (Raymond Keys)</td>
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<td>9. Sweet Mama, Tree Top Tall (Lancers)</td>
<td>10. Stranger In Paradise (Four Aces)</td>
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**Every Operator Needs**

- **CORAL 61069 (9-61069)**

**IT'S WHAT'S IN THE CASH BOX THAT COUNTS**

**Coral Records**

America's Fastest Growing Record Company
Joe Delaney Named Sales Manager of Label X

NEW YORK—Joe Delaney has been named general sales manager of Label X, it was announced this week by Manny Sacks, vice-president in charge of the recording division of RCA Victor.

Delaney will take a leave of absence from the law firm of Spring and Eastman to accept the assignment which starts November 25. He had previously held executive sales and recording positions with London, Decca and Coral Records.

Delaney left the recording business about two years ago to study law at Tulane University. He received his degree last June and since then has been associated with Spring and Eastman.

Sacks said Delaney and Jimmy Hilliard, who is in charge of A&R for the new label, will direct its activities.

While no final decision has yet been made on a name, it now appears likely that Label X may be it.

Guests Rail at Rael in Hilarious Testimonial

NEW YORK—On Wednesday, November 18, Patti Page tended a testimonial luncheon to Jack Rael, her associate, which must certainly stand as the most hilarious testimonial on record.

Surrounded by his friends in the music, record and general entertainment business, Jack took a ribbing in testimonial speeches the likes of which haven't been heard before.

The luncheon, which took place at the Banana Bazaar, was off to a crazy start when it was discovered one of the waiters was Frank Libuse, who was flown in from Chicago for the occasion. His antics as a would-be waiter had the guests hopping throughout the entire meal.

Patti, who was introduced as the organizer of the first Patti Page fan club from Little Rock, Arkansas City, gave her talk a thick Oklahoma accent. Tom Rockwell, who said he was there in all HUMILITY, gave Jack a plaque for distinguished service in the field of Patti Page. Irving Green, president of Mercury, gave him a gold record for 1,000,000 records that were not sold on “One Sweet Letter.” And Harry Anger, when introduced as head of the theater department for GAC, said “That's a fine introduction. There's one theater in the whole country.

After all the speeches, Patti presented Jack with the tab for the luncheon which broke up the party.

Among those present among the additions to those already mentioned were: Bullets Dungan, Kapri Jordan, Jack Katz, Frances Kaye, Jimmy Hilliard, Jack Spina, Mickey Glass, Harry Rosen, Roy Kohn, Richard Hayman, Al Galico, Paul Cohen, Bob Austin, Sid Parnes, Bernie Scherer, Mickey Garage, Howard Sennott, Milton Krause, Art Weems, Dorothy Biddle and Irving Chezar.

We of The Cash Box staff would like to thank all the distributors for their kind words and congratulations about the “Distributor Doings” column. We hope that this feature will offer ideas and assistance to all record distributors throughout the country.

The Raymond Rosen Company, Philadelphia distributor for RCA Victor is in the midst of a program for the conversion of the older stores and stores to the new self-service arrangement. The Rosen firm is acquainted with the dealer’s problems in this regard and has contacted a manufacturer of store fixtures and arranged for custom store layouts utilizing the particular set-up to fit the individual dealer’s own self-service conversion. Business has increased from 25% to 75%.

The self-service system is especially effective in the merchandising of extended play albums and long play selections, as it encourages customers to browse through the dealer’s stock.

Al Sherman, Western representative for King Records, reports that their business for this month has almost doubled in volume over previous months. He attributes this surge partly to the smash success of the Billy Ward and his Dominoes record of “Rags To Riches.”

WHITE CHRISTMAS

An Exciting SCOTT Original

AUDIVOX RECORDS
140 W. 57 St., N.Y., N.Y.

THE FINEST CHRISTMAS INSTRUMENTAL EVER RECORDED

Mantovani

“WHITE CHRISTMAS”

b/w “ADESTE FIDELES”

London 1280 & 45-1280

“Offshore” With Lyrics

NEW YORK—Decca Records will issue a back to back waxing of “Off Shore” and “Ebb Tide” this week.

Dave Ballard, announcer at KFWB Los Angeles, had special “Off Shore” lyrics to his audience with the original Leo Diamond disk providing the musical background. The reactions were so strong Diamond is for a time considered issuing a new record with the lyrics. However—he finally decided to stay with his version which had already been established as a hit.

Derby Signs Dwight Fiske

NEW YORK—Dwight Fiske has been signed to a recording contract by Derby Records, it was announced this week by Larry Newton, president. Fiske will record eight of his own songs for release in an album to be called “Songs My Mother Never Taught Me.” It will be issued in both EP and LP.

DISTRIBUTOR NEWS

November 28, 1953

B. B. KING

“BLIND LOVE”

b/w “WHY DID YOU LEAVE ME?”

RPM

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Sir Charles Dickens
Immortal Christmas Carol
(set to a Musical Fantasy)

"TENNESSEE WIG-WALK"

recorded by
Teresa Brewer
Coral

"EBENEZER SCROOGE"

recorded by
Russ Morgan decca-28846
Bonnie Lou king-1237
Jill Whitney coral-61055

THE CASH BOX
DISK OF THE WEEK

EDDY HOWARD
Mercury
For the Very, Very Young of Heart—Regardless of Age!!

HOMETOWN MUSIC CO.
1619 BROADWAY
NEW YORK, N. Y.
NEW YORK, CHICAGO, HOLLYWOOD

"It's What's in THE CASH BOX That Counts"
MONTREAL MEMOS:

LOUIS JORDAN is the current attraction at the Seville Theatre ... Roberta, that the next attraction at the Chez Paree will be the one and only Sophie Tucker. Correct me if I am wrong, but I believe this will be the first time the head of the red hot musical has ever played Montreal. ... Hank Snow's engagement ... the Seville Theatre came up to expectations. He was a solid draw with line-ups outside the theatre for almost every performance. He came very close to breaking the house record which only gone to prove that there is a tremendous audience in this area for country entertainers. Look for the management of the Seville follows through and brings in other popular favorites in this field such as: Carl Smith, Webb Pierce, Rex Prophet, Grandpa Jones, etc. ... The Clover Cafe has changed its policy and is now employing country artists. George Faith, a local artist, was brought in to try and catch some of the overflow trade from the Seville Theatre. ... The Hachey Bros. and Mary Lou are staying their 9th week at the Monterey and it looks as if they will be there most of the winter. ... Arnett Cobb currently at the Latin Quarter.

OTTAWA NOTES:

This heading could be misleading as all the show places are across the river in Hull where three clubs operate with good live talent. The Fairmount and the Gatineau which are both very well established. The current attraction at the Gatineau, and doing Muzzy Spanier. ... Three weeks ago, Chaudiere Golf and Country Club opened its brand new course and is miles ahead of any other club in Canada. Estimates on the course rebuilding run anywhere up to $400,000.00. The room is beautifully decorated and has a seating capacity in excess of one thousand people. Ourselves Mohammad to book top flight name to keep the seats full. Their opening show featuring Alan Dean supported by the Ving Merlin group was tremendous business. ... Long John Corrigan, popular CFRA disk jockey, back at work after a lengthy illness is playing Rex Prophet's Decas recording of "Beautiful Bells" with great success. ... Lee Mendell, Montreal Record Manager of RCA Victor in town again on one of his sales and promotion trips.

Stern & Co. Acquires President's Stock

HARTFORD, CONN.—Stern & Company, Incorporated, of Hartford, Connecticut, announced today that it had acquired the stock of its retiring President, Francis E. Stern, Sr. Mr. Stern, widely known in the electrical appliance industry, has headed the Company for 34 years. He will continue his affiliation as a Consultant.

Mr. Stern, who foresaw the market potential for phonograph records and their till, was one of the first to be named a distributor for Columbia phonograph records when this trade was owned and made by the American Record Company. Subsequently, with the acquisition of the trademark by the Columbia Broadcasting Company, Stern & Co. pioneered with Columbia Records, Inc. in the now established mechanical handling and accounting methods widely accepted in the industry.

J. Donald Cohen, who as vice president, has been general manager of Stern & Co., Inc. since 1945, has assumed the office of president and treasurer. Richard Gruber, previously sales manager, has assumed the vice presidency. Miss Rose Belzer, associated with the company since its inception, continues her office as secretary and credit manager. Mr. Sherman Chimeris who has also been with the company since its earliest days, has become asst. secretary and asst. treasurer. These four, together with Earl Fisette, constitute the board of directors. The Company will continue to handle its many well established lines.
### Biggest M.O.A. Convention Ever

**Set For March 8, 9 & 10**

OAKLAND, CALIF.—George A. Miller, president and general manager of M. O. A. (Music Operators of America), advised this past week that plans are near completion for what he terms, "The biggest convention ever held by M. O. A."

According to Miller, "This convention has a two-fold purpose. First, to present the manufacturers and exhibitors to the people who will attend. Second, for business discussions and a look into the future which is mighty important to everyone in the music business at this time."

Miller has not released a list of the exhibitors, but he did state, "The list is very impressive and, what's more, is growing larger each day. More and more firms are anxious to display their wares at the forthcoming M.O.A. Convention."

The convention will be held in Chicago at the Palmer House, March 8, 9 and 10, 1954. Many had already made reservations at the hotel so that they might be assured of the proper accommodations.

### MGM Starts Direct Disk Jockey Service

NEW YORK—In a drive to tighten up their disk jockey service to radio stations, MGM Records has instituted a program of direct shipments which should give them an edge in getting new releases delivered faster to the platter spinnners of the country. Following the success of the "Cats Don't Worry" plan, distributors were asked to maintain their disk jockeys' records to the attention of the station librarian.

Prior to the new system, the record company shipped all D.J. records direct to the distributor who allocated them to local stations. Distributors were asked to maintain local disk jockey contacts although records are not sent from the factory.

### Crazy, Madly

WASHINGTON, D. C.—Mindy Carson finds Sherm Butler hard to get, but she's on the right track to having him in spin her new disk "Crazy, Madly, Wildly In Love," Sherm J.j.'s at WMAL in the D. C.

### Waaah!

NEW YORK—Guy Lombardo pushes a young lad aside as he makes merry with the child's electric trains.

Deca has just announced Lombardo's record of "Please Bring My Daddy A Train, Santa!" and here Guy sets the picture. With the prominent band leader are (left) Alan Jackson, CBS newscaster, whose feature story on toy trains inspired Carmen Lombardo (Santa) to write the song which his brother waxed. Guy is currently appearing at the Roosevelt Hotel, this Grill in the Hotel Roosevelt, Grill.

### Garber And Dillard Sign With Dot

GALLATIN, TENN.—Randy Wood, president of Dot Records, announced this week, the signing of Jan Garber and Dottie Dillard. Jan was formerly with Capitol and Dottie formerly with Coral. Both artists will have their first releases for the label shortly after the first of March. Wood also announced plans to release EP's and LP's on Johnny Maddox and the Hilltoppers. He will also build up a dance catalog with Jan Garber.

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**Best Selling Records**

FROM MORE THAN 15,000 RETAIL OUTLETS!

- Tunes are listed below in order of their popularity based on a continuing weekly national survey of record buyers. The charting includes the name of the song, record number, artist, and price of the reverse side.
- The number underneath the title indicates the actual sales of 1000 records made for the week. If the number is 115.4, it means that over 115,000 records sold that week. The next number indicated—a combination of all the records on which it was available.
- *Indicates best selling record.*
Stars Over Harlem

Joyous Jordan

Just can't help but think about what a pleasure it was to sit with Ray Carrol, (He's of the Willie and Ray Who's 3:00 series) and dig wonderful strains of London Record's ever popular album "Autumn Leaves" which spotlights the terrible piano stylings of Britain's great keyboard artist Ralph Sharon. . . . Good to see Eddie Jefferson & the James Moody Combo back in our midst. They're currently keeping the folks good 'n' happy in Birdland and Vicarz. . . . Grippo seems resembling like mad hitting the jocks and dealers with Epic Records big one "Man On The Beet" which features the baritone sax of a stellar musician billed as simply Lee Roy who turns out to be Ray Anthony's brother. . . . Harlem wel-comes with open arms Don Robey and Irv Marcus' latest sizzler by the hard hitting Willie Mae "Big Mama" Thorne-ton, "I Ain't No Fool Either" b/w "The Big Change". "Fool" is penned by Joe Turner and Peacock proxy Don Robey in answer to the current Willie Mabon big deal "You're A Fool". On the local scene again and making a whole lot of noise is R. I. King with his latest "Blind Love" b/w "Why Did You Leave Me" and Fats Domino's "Something's Wrong" b/w "Don't Leave Me This Way". Harlem retail-ers as happy as a bee in a rose garden whenever they receive new waxings by this dynamic two-some. . . . When D.J. Jack Walker played host to Earl Treadwell, McGreiff, Joya Sherrill (she's the former Duke Ellington thrush), Varetta Dillard (she unveiled her latest Savoy pressing), such record personalities as Joe Carroll, Johnny Wallace (he once wrote "Mama" with vocalist Herb Lance), Joe "Jay-Dee" Davis were just a few of those on the premises digging everything. . . . A pleasure to lunch with King's Henry Glover who just raved & raved & raved about Earl Bostie's recent slicing "Off Shore". (Boy I would like to be the writer of this one)...Mahalia Jackson's "I Wonder If I Will Ever Rest" looks like it's ready to take off any minute. But big in the Harlem area. The dip side "Come To Jesus" can easily do the trick too as everybody seems to just love both waxings. . . . New dinkery Tintley Records should catch a batch of nickels with their premiere one by The Ambassadors entitled "Darling, I'm Sorry I Made You Cry", for Harlem's little ladies are just humming the "Darling" etching over and over again. . . . Jimmy De Loosche (he formerly sang bass with The Blenders) just signed with Phil Moore's management set up who immediately inked him for a session with RCA Victor which he likes better than the shorter RCA version. Harlem likes; "Sorry About The Whole Damn Thing" (Woody Herman's latest), Eartha Kitt's sexy rendition of "Santa Baby", The Dominos' "Rags To Riches", King Pleasure's "Sometimes I'm Happy", and the Faye Adams-Joe Morris stellar two side "I'll Be True" b/w "Happiness To My Soul". . . . D.J. Phil Gordon takes it upon himself each week to round up some of the top record stars and enter-tainers, load them into his vehicle, and take them out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy out to Bellevue to enjoy. . . .

THE CASH BOX

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**NEW RELEASES!**

Willie Mae "Hound Dog" Thornton

"I Ain't No Fool Either"

**GATE WALKS TO BOARD**

with a great instrumental

Please Tell Me Baby

*Peacock #1619*

AND INTRODUCING!

ROBERT KETCHUM

*Peacock #1623*
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Philadelphia, Los Angeles and Other Cities Listed.

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<td>MONEY HONEY</td>
<td>Joe Turner</td>
<td>Atlantic 1001</td>
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<td>2</td>
<td>RAGS TO RICHES</td>
<td>Fats Domino</td>
<td>Imperial 2855</td>
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<td>3</td>
<td>ONE SCOTCH, ONE BOURBON, ONE BEER</td>
<td>Fats Domino</td>
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<td>4</td>
<td>I HAD A NOTION</td>
<td>Joe Adams &amp; Joe Morris</td>
<td>Herald 416</td>
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<tr>
<td>5</td>
<td>SHAKE A HAND</td>
<td>Joe Adams &amp; Joe Morris</td>
<td>Herald 416</td>
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<td>6</td>
<td>MONEY HONEY</td>
<td>Joe Turner</td>
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<td>7</td>
<td>BLUES WITH A FEELING</td>
<td>Little Walter</td>
<td>Checker 780</td>
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<td>ROSE MARY</td>
<td>Fats Domino</td>
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<td>MARIE</td>
<td>Four Tunes</td>
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<td>CRYING IN THE CHAPEL</td>
<td>The Orioles</td>
<td>Jubilee 3122</td>
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<td>Atlantic 1006</td>
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<td>Honey Boy</td>
<td>Specialty 476</td>
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<td>DRUNK</td>
<td>Jimmy Liggins</td>
<td>Specialty 470</td>
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<td>EVERY DAY IN THE WEEK</td>
<td>Cabiita Kittrell</td>
<td>Republic 7555</td>
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<td>MAD LOVE</td>
<td>Moddy Waters</td>
<td>Chess 1539</td>
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<td>I DON'T KNOW WHAT I'll DO</td>
<td>Detroit Boys</td>
<td>Checker 783</td>
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<td>HEART BREAKER</td>
<td>Ray Charles</td>
<td>Atlantic 1004</td>
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SO CRAZY ABOUT YOU BABY" (2:48) [Tennen BMI—Tampa Red]. Tampa Red sings a slow southern style blues effectively. Red's got gial trouble. He's heartbroken. She left him without a word. A strong plate.

SO MUCH TROUBLE" (2:58) [Tennen BMI—Tampa Red]. A similar deck. Similarly handled by the chanter.

BUD JOHNSON (Atlantic 1913)

"OFF SHORE" (2:54) [Columbia ASCAP—Diamond, Graham]. The mood ples now breaking so big in pop is given a sublime tingling sax treatment by Bud Johnson. The top deck and a must for sax enthusiasts.

DON'T TAKE YOUR LOVE FROM ME" (2:47) [Whitmark BMI—Nemo]. Johnson comes up with a slow lush reading of the melodic oldie. Music to relax by.

EARL BOSTIC (King 468)

"OFF SHORE" (2:45). [Handover ASCAP—Diamond] The Bostic fans will go for this one. Earl treats the tune to a sax version that raises the hackles. Love lights, swaying dancers and a great treat. Both this and the Bud Johnson deck reviewed above are top flight sax readings.

DON'T YOU DO IT" (2:58) [Lois BMI—Bostic]. Bostic rides a merrily jumpsibe sax showcase.

FREDWIE SIMON (Compo 33)

"SAXO-RUMBA" (2:10) [F. Simon]. Sax section carries the ball on a rhythmic slow rhumba for a stimulating deck.

"COOL SOUP" (2:36) [F. Simon]. A quick beat etching on the progressive kick. Sax again holds the featured spot.

JO JO ADAMS (Parrot 788)

"CALL MY BABY" (2:41) Jo Jo Adams, with a distinctive and pleasing styling, sings a middle tempo blues bounce against a background of solid orking. Etching a peppy deck that moves.

"REBECCA" (2:59) Adams handles a cheeky item with light hearted advice to his gal. Suggestive, but not too much so.

MADALIA JACKSON (Apollo 278)

"I WONDER IF I WILL EVER REST" (2:15) [Bess Music BMI]. Mahalia Jackson emerges from a soft swaying chant and tom tom beat background to a full voiced treatment of this constant and exciting rhythm item. One of the best spirituals waxed in a long, long time.

"COME TO JESUS" (2:21) [Bess Music BMI]. Mahalia Jackson treats a slow religious side to a sensitive reading.

JOHNNY OTIS (Focaccio 1625)

"ROCK ME BABY" (2:25) [Memo BMI—Phyllis Otis]. The Johnny Otis aggregation belts out a quick beat rocker with colorful lyrics. Chants does a potent job selling the tune. Powerful deck that could grab lots of action.

"YOUNG GIRL" (2:45) [Memo BMI—Phyllis Otis]. Otis and his orch read a slow blues tenderly. Vocalist lends the proper feeling.

MAXWELL DAVIS (Aladdin 3216)

"HEY BOY" (2:00) [Dr. & Mrs. Music BMI—Maxwell Davis]. Maxwell Davis blows an enthusiastic sax reading of a gay bouncer.

"THE JOE LOU STORY THEME" (2:46) [Harman Music—George Bassman]. The flip is a soft and mellow waxing of the melodic "theme" from the fic.

SARAH MCLAUFFER TRIO (Brunswick 64024)

"BODY AND SOUL" (2:41) [Harms ASCAP—Green, Sour, Heyman, Eytom]. Sarah Mclauffer, wizard of weird organ sounds, teams up with Richard otto, who produces some weird sounds of his own on the violin, and the result is a most unusual disk. It's a combination of pop, progressive jazz and semi-classical. Personally love it but question its commercial appeal.

"YESTERDAYS" (2:38) [Harms ASCAP—Kern, Harbach]. The lovely Kern, Harbach oldie waxed with the same usual treatment. Comments are the same.

T-BONE WALKER (Imperial 336)

"I MISS YOU BABY" (2:32) [commodore BMI—Freddie Simon]. T-Bone Walker chalks a soft, slow blues with tenderness. He pleads for the return of his baby.

"I'M ABOUT TO LOSE MY MIND" (3:28) [Commodore BMI—J. Williams]. A similar slow blues similarly etched.
NEW YORK:

George Goldner puts down his Dale Carnegie "How to Stop Worrying And Start Living" long enough to rave about his new Joc Lewis release on Tico. Lewis lends a merry and jazzy rhythm to "T'Roales," a party for the side. George says if this doesn't stir you up nothing will. Loco backs it with a mambo treatment of the r & b hit "Gee". . . . Carl Lebow, new A & R at Deluxe Records, king subedit, hectic at his New York office as he interviews talent and cuts audition dubs. Carl has several artists lined up for coming sessions, which may include a new announcement by Hank and two or three . . . Story in last issue identified Carl Lebow as manager of The "T" Royales and Charlie Ferguson. Carl has been signed to a management sharehip with Ike Bereman of Apollo Records on the personal management of the group and Ferguson. Carl also reports he's acquired hip "I Want To Thank You" and "All Righty" headed right for the charts as the tempo of sales picks up each day. For Loco, "T'Roales" is "If I Will Ever Rest". A terrific authentic Afro-Negro spiritual. . . . Herman Lubinsky, Savoy Records, getting rave reviews through the new Vaance here in L.A. with his band, "If I Will Ever Rest". A terrific authentic Afro-Negro spiritual.

The Cash Box, Music

When you listen to her "5 Long Years" and "No More Life" you'll see what I mean. . . . Mr. Nathaniel King, press, clucking 'cause he told him he was late with his Dominics "Bags To Riches". Dale is already making terrific sales power and says Syd, "It is also selling big in the pop locations" . . . Lee K. has his first session last week and his class is going strong with two great sides. Lee will have them out this week. He's particularly strong on his Mr. Jeff (Please Be Yourself) by Georgia Lane and "Looks Like Mattie Bee" by Emmett Hopson and The Raymuffins. . . . Pete Doan, Allen Records, going out on a high note with his "I'm Gonna Chuck You Down" for rhythm and blues as well as his pop team, "Happy Halvah". . . . Joe Davis, Jay-Dee Records in Philadelphia all week, Davis, whose "It's Called Boppin" refers to his currentSidio, called "Joe Davis' Merry Minstrel Show" complete with interlocutors, and will be ready for the trade in about five or six weeks. Joe also had four sides going,串联Ferrante and Lou Telcher, his famous gimmick piano duo, which he will release as an EP. . . . Ahmet Ertegun informs us that Atlantic has signed another vocalist called The Invites. Atlantic already has two of the hottest vocal quartets in the biz, The Clangers and Clyde McPhatter and his Drifters. Joe Turner, on top of the charts with his "Honey Hush", can't wait to get back to his home state of Mississippi, where he bien Siegel on a trip to Mexico, Bob Rosen bizzy, bizzy over at Seeco. Bob tells us Machito and his Afro-Cubans have been called back, by popular demand, to do a tour of South America. Machito will contact Latin American Imperial concerts, TV shows and Radio. The visit will stretch over about four weeks and will comprise most of the country. Also, Joe has called his current Seeco hit "Dragnet Mambo". . . . Herald Records turning up nothing hot nor seven and sixes. While it was obvious from the very beginning that Faye Adams' "I'll Be Your Baby Tonight" will be a hit, it now shows distributor reaction that the side will be every bit as big if not bigger than "Shake A Hand". In the first week of sale it broke carfully and still armed its way right into number one position in Newark, N.J. In last week's column, referred to Braverman as A.L. Correction please. It's Jack Braverman—and the Herald combo of J. Jacks and an A.L. Joe Cohen, Essex Distributors, in Newark, N.J., extends his already potent sales factor, his Mr. Blues show on WFUN, New York, N.J., from one hour nightly to one two-half hours a night. In addition the Cohen boys (that's Joe, Irv and Pop) have added a new slot, 9 to 9:30 Saturday nights, to be called "Dance Parade" and featuring jumps and party items for dancing. . . . Johnny Otis has been in Houston last week for four days. He recorded his J. O. All Stars backed Little Richard, Joe "Papoose" Fritz and Lavenia Lewis on records that each of them cut. After the Bayou City, Otis and his band did four days at Kansas City's Orchid Room.

Chicago:

Mahalia Jackson currently doing a series of dates throughout the South for Commodore. Best of luck. Rob Shaw is planning to open for Deeck R & B thru town this past week to record Sister Rosetta Thorpe and Mahalia Jackson for the April 11/24, along with Deeck's Bobby Short . . . George Shearing currently recording at the Blue Note. Until 11/25. Then, on Thanksgiving nite, the one and only George Shearing tape. Rolf as always smiles as he reports that Victor's latest waxing by the Du Droppers beginning to look like their biggest. Art Shefter.t is due in and having had Stan Lewis of Stan's Record Shop, Shreveport, Louisiana, call, it looks like the label is going to prove to be good luck once again. Seems when Stan changed "Yaletky-Yak" to "Honey Hush", it zoomed. "Good Good" to "Fifty-Fifty" to "Hello, Hi" to "See You Later", the same will hold true for "Just A Lonely Christmas" which is due to be released as a Vocal Jazz side and has Stan, who is an Englishman, songs. As for himself, Irv Marcus in town for a few kor so, saying hello to all his friends. And bringing them up to date on Pete's Bihari and Dale. Like Jake (like the) "Drunk" by Johnny Otis and Jimmy Liggins will soon be added to Specialty's list of hits. . . . While talking to Daddy-O Daylee, a couple days ago, we discovered that this boy talkin' Jive. . . .

R 'N' B Ramblings (Cont)

VARETTE DILLARD DOES IT AGAIN!
A DOUBLE SIDED HIT!
Savoy # 1118

THAT'S THE WAY
I'M NOT GONNA MIND WORKING TELL

Eddie Boyd
TORTURED SOUL
b/w
THAT'S WHEN I MISS YOU SO

Sugar Boy
I DON'T KNOW WHAT I'LL DO
"OVERBOARD"
Checker 783

R 'N' B Ramblings

also possesses composing talent. Told of several of the tunes he's penned. Some mighty fine ones, too! Incidentally, to start your day right, we recommend at real good listening, Daddy-O's early morning program on WHT.

Los Angeles:

Time to get into the Yuletide swing. From Coney Island to the Sunset Strip, all you cats can dig some crazy Christmas licks, when Louis Armstrong opens his last of tricks with "La Zat You Santa Claus" and "Cool Yule" (Decca). On the more serious side the Bihar Brothers recently released "God Gave Us Christmas" on the Modern label. This beautiful offering is ably done by Mr. McLellon and his Honey Jumpers. Leon Rene' with his name and his profession, record, Parker Prescott, came into New York from conferences to help arrange the recording sessions. Initial reaction to the tune has been good and everyone thinks it can be a big number. Another all time Christmas favorite "Silent Night" and "I'll Be Home For Christmas" has been dressed up by the Pilgrim Travelers and released under the Specialty label. . . . Charles "The Bird" Parker recently completed a 10 month tour of South America, spent his band while he left for engagements in Chicago and the East Coast . . . Amos Milburn etched another of his famous drink songs for Aladdin called "Good, Good Whiskey" b/w "Let's Have A Party". Eddie Mesner predicts it will be even bigger than "One Scotch, One Bourbon, One Beer". Other new Aladdins include the Five Keys arrangement of "Oh Baby" and "My Saddest Hour". . . . Lew Chudd of Imperial Records reports that Fats Domino's latest release "Don't Leave Me This Way" and "Something's Wrong" is clickin' on the West Coast. Other current releases on Imperial include Jody Leven's "Hey Liberace" and a new Slim Whitman offering titled "God Built The Stairway To Heaven". . . . Old-timers business trip to the East Coast last week. . . . Louis Buckley of Nashville, Tennessee announces that "Take Me Back" by Linda Hayes on the Hollywood Records label is big and he has named his new package "The Linda Hayes Special" . . . Ralph Bass, A & R for King and Federal, recently stated that he had cut two new sides featuring Nickery Robinson doing "Almany" and "Bouillabaseen". New sessions were also cut by the Ink Spots who are currently appearing at Larry Potter's Supper Club. The popular group waxed their own arrangement of "Ebb Tide" on the King label. New Los Angeles district: singing phone calls for Carl Lebow all week, but, Carl at the 146 West 54th office.

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

Congratulates

WSM

&

GRAND OLE OPRY

And All Of Their Staff And Artists On Their

28th ANNIVERSARY

Congratulations WSM and Grand Ole Opry
BMI is proud...

to announce the presentation of its

CITATION OF ACHIEVEMENT AWARDS

To the writers and publishers of the great folk tune leaders of 1953 on the occasion of the celebration of the 28th Anniversary of

GRAND ole opry

Along with these citations go BMI's Best wishes and congratulations to Radio Station WSM, Nashville, Tenn.

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FARON YOUNG

SONGS
BACK STREET AFFAIR
BIG MAMOU
BUMMING AROUND
CARIBBEAN
CRYING IN THE CHAPEL
DEAR JOHN LETTER, A
DON'T LET THE STARS GET IN YOUR EYES
FULL TIME JOB
GAMBLER'S GUITAR
GOING STEADY
GUY WHO INVENTED 'KISSIN'
HEY JOE
I FORGOT MORE THAN YOU'LL EVER KNOW
I'M GONNA WALK & TALK WITH MY LORD
IT'S BEEN SO LONG
LET ME KNOW
MEXICAN JOE
MIDNIGHT
NO HELP WANTED
RAMBLIN' MAN
RUB-A-DUB-DUB
SATISFIED
THAT'S ME WITHOUT YOU
YOUR CHEATIN' HEART

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 36, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Congratulations WSM and Grand Ole Opry
Grand Ole Opry: How It All Began

In the last generation, folk music has grown to such proportions, that it is now probably the most important influence on the American music business. Parallel with this rise has been the tremendous growth of WSM's Grand Ole Opry.

Country music has made WSM what it is today. The Opry has been so successful that it has fully earned the right to be the major outgrowth of WSM. It has done more for the American music business than any other factor.

Folk music for ages has been personal music, in the sense that the singer sang for his own enjoyment. In those days, the music was never performed in public and the social habits in which people have taken an active rather than passive part. It was the domain, the community sing. Folk songs were part of the people's daily lives. Youngsters wanted to play an instrument as much as they wanted to eat. Sitting around in a group and strumming the guitar and crying with the violin was a means of enjoyment.

Larger gatherings of this type were held in barns. Because of the tremendous appeal that this music and dance has for the public, huge barns were needed for dances. Where there was no available space for social affairs, small rural hoedowns were always taking place. The rural hoedowns in Mammoth Springs, Arkansas, held shortly after the end of the Civil War, developed from the seeds that has grown into the flower known today as WSM's Grand Ole Opry.

In 1910 George D. Hay, who later came to be known as the "Singing Judge," was a reporter for the Memphis "Commercial Appeal". His newspapering days were spent in the service of the public, and he was invited by the gent to attend a hoedown. His presence was felt as he was putting on that night in a log cabin in Mammoth Springs. The farmer and other old-timers played music while people turned in from the fields. George D. Hay went into the corner of the cabin, the group danced and sang till dawn. Judge Hay said, "I believe the more one heard from those Ozark mountaineers did that night. And the memory of that night opened the way to several years later it became the Grand Ole Opry.

When radio broadcasting began several years later, Hay entered the medium. At the time, live entertain-

Grand Ole Opry as it looks today

195 in those early days country music on the radio was instrumental music. Uncle Jimmy fiddled for an hour each Saturday night. Then ban-

In that group, Uncle Jimmy and Judge Hay were the only musicians on WSM. But they had one desire, to see people turn up at the station to watch the artists perform. The ex-movie (the station decided to let 50 or of them into the studio itself. This, incidentally was one of the earlie-

compute time for that first Opry show, which was also the Opry's second show.

1. The Bison is said to be a "bison," which is a large, herbivorous, artiodactyl, type of bovine, native to North America. Its scientific name is "Bison bison." It is also known to be the state mammal of South Dakota and the national mammal of Canada.

2. The Grand Ole Opry is a weekly country music radio and television program that is broadcast from the Opryhouse on WSM, the world's oldest country music radio station.

3. The Cukor Brothers were a group of American actors, directors, and producers who worked together on numerous films in the early 20th century. They are known for their distinctive style and their contributions to the development of the Hollywood film industry.

4. The Golden West is a historic hotel in Los Angeles, California, that was once the site of a major hotel and casino.

5. The Ryman Auditorium is a historic music venue in Nashville, Tennessee, that is home to the Grand Ole Opry and has hosted numerous other events.

6. The U.S. Army Air Forces (AAF) was the aerial warfare branch of the United States armed forces during World War II. It was established by Executive Order 9086, signed by President Franklin D. Roosevelt on July 28, 1941.
Congratulations to the Grand Ole Opry on its 28th Anniversary! 

Ernest Tubb, Carl Smith, Roy Acuff, Justin Tubb, Grandpa Jones, Cowboy Copas, Jimmy Dickens, and Duke of Paducah.
Country Music:
It Grew And Grew And Grew

Although Grand Ole Opry has promoted folk music from way back in 1925, the last thirty years, beginning with 1940, have been one of the most significant periods in the history of country music in America and throughout the world. During that time, country music reached professional maturity and achieved widespread popularity. Among the most important factors that figure in the mass acceptance was the development of the singing star, a development that did not come to full realization until the 1940’s.

Uncle Dave Macon was the Opry’s first singing star and remained its greatest single attraction until the middle 1920’s. He was also the old-time band. These bands made use of singers but the singer was a part of the band and subordinated to it. He occupied the same position with the band as the vocalist with a present dance orchestra.

The story of the development of the modern country singer is part of the story of Roy Acuff, one of the all-time great singers of country music. Acuff actually represented a continuing link between the band’s featuring a singer and the singer’s being backed by an orchestra.

Acuff’s crew came to WSM in ’28 and made the grade as a band at a time when the song and the styles were getting a number of years and some reorganization of the band and the kind of show that it put on did it make a really big hit. That reorganization gave more prominence to Acuff and his singing. And one of the songs which he brought with him was “The Wabash Cannon Ball”.

Various members of Roy’s band were featured as much as himself. Each member played an important part in the show. Other hands at the same time operated in the same song as Pee Wee King and his Golden West Cowboys and Bill Monroe and his Blue Grass Boys were also featured.

But about this time there was another development that contributed to the growth of the western vocalist. Up to this point, most of the music played and sung was taken from the great mass of folk classics. Singers and instrumentalists selected numbers that fitted the individual. However, now these artists and others began writing songs directed for a particular style of an artist. Roy Acuff was soon writing songs. Soon these tailor made songs, songs written with particular artists in mind, began making their way through the air as McTeer’s rise to fame was associated with a particular tune, Eddy Arnold, a guitarist with Pee Wee King’s band found success with a song called “Mommy, Please Stay Home With Me”. This tune made him so popular that it removed him from his subordinate position with the band and made him an individual star. He then formed a band to support him. This gave the band the position of supporting the artist. A transition which has taken place many times since.

Red Foley hit with “Smoke On The Water”. Ernest Tubb starred with “I’m Walking The Floor Over You”. Cowboy Copas brought out “My Filling Baby”. George Morgan was “Candy Kisses”; Little Jimmy Dickens, “Old Golfer Tate.” Hank Snow, a Canadian, hit the top with “I’m Moving On” and Carl Smith, one of the Opry’s newer finds bowed with “Let’s Live A Little”. The development of the singing star brought on a new phase of country music, but this transition was only partly responsible for the tremendous spread in the popularity of country music.

The second factor was increased listening habits. After the Opry had been operating for several years, the FCC designated certain frequencies as clear channels. And WSM became one of the clear channel stations. This meant that the station could be received without interference as far as its signal would reach.

A few years later the station built what was then the nation’s tallest radio tower, 871 feet high and increased its power to 60,000 watts, billing itself as the “Air Castle of the South”. This increased power permitted the station to be heard at many points all over the nation and in Canada as well. This brought country music to people who were unfamiliar with it before.

Although 50,000 watts is the highest power permitted in the U.S., many areas remotely situated from the transmitter did not receive high quality reception. Network radio helped solve that problem.

On October 14 of 1939, the Prince Albert portion of the Opry was placed on the NBC Red Network of 26 stations. Transcriptions of that same segment also went out to five other stations.

Soon it was realized that the show should be given still wider circulation. So the program went coast-to-coast on NBC on July 20, 1940 with thirty-five stations receiving the signal and five others getting the program via transcription. More stations were added as the network grew until now when the Prince Albert portion is carried on 150 stations with a listening audience of over 10,000,000. This move contributed greatly to the rise in popularity of folk music.

Shifting populations have also been an important element in the spread of country music. At the beginning of World War II, this type of music was most popular in the southern regions and in spots throughout the midwest. But during the next few years many war workers moved south to the government war plants where they came in contact with country music. The armed forces took men and women from every part of the country and mixed them in military units. Soldiers from all over the country and coast-to-coast spread to all over the country and coast-to-coast spread throughout the many areas where country music was not previously known. A song in the Armed Services will remember how many servicemen brought them every swing and song country music in the barrack.

A third factor in the trend toward folk music was the commercialization of other types of music. During the war, the war music, the war music, the war and other types of music spread throughout the nation so quickly and became so commercialized that it lost its homely and warm appeal. It became professional. Songwriters had to turn out tunes according to specifications as if they were turning out frankfurters. The music industry, radio, motion picture companies and record manufacturers demanded a tremendous abundance of jazz music for the mass market. So the songs became repetitive and lost their sincere meaning. Pretty tunes jumped up to the top of hit parades and died a few months later, never to be heard again. The main indication that the public suspected the deterioration of pop music was to be found in their critical remarks about fifties. But as the folk songs, both old and new, from the Grand Ole Opry and other sources reached increasingly greater numbers, many devotees of pop music found themselves captivated by the country singer whose songs told, in simple, honest terms, a sincere story. Listeners found warmth in the unstrained voice of most of the country artists. And more and more they began to favor this music. Now, of course, many of the country songs have become number one popular songs.

Of course, in the last thirteen years since 1945, the country music, during this period, grew tremendously in importance. It has had to do with the country music. The promotion of folk music on small stations and large ones throughout every corner of the country has made this music still more popular. In almost every city there is a Joe who spins country music as part of his program. And many stations have a disk jockey devoted solely to country music. With all of these factors working for the music, it is no wonder that it is still spreading over the nation and to many foreign countries.

[Image: Lonzo and Oscar (right) perform at Grand Ole Opry]

Congratulations WSM and Grand Ole Opry

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CHARLINE ARTHUR
CHET ATKINS
ELTON BRITT
BETTY CODY
THE DAVIS SISTERS
RED GARRETT
JERRY GLENN
CURTIS GORDON
HAWKSHAW HAWKINS
HOMER & JETHRO
JOHNNIE & JACK
GRANDPA JONES
PEE WEE KING
KENNY LEE
HAL “LONE PINE”
LONESOME PINE FIDDLERS
KEN MARVIN
JOYCE MOORE
MINNIE PEARL
WADE RAY
ROY ROGERS and DALE EVANS
TOMMY SANDS
HANK SNOW
SUNSHINE RUBY
PORTER WAGONER
BOBBY WILLIAMSON

... RCA VICTOR’s
COUNTRY AND WESTERN ARTISTS
AND SACRED ARTISTS
BLACKWOOD BROTHERS QUARTET
GEORGE BEVERLY SHEA
salute
GRAND OLE OPRY and WSM
on its 28th Anniversary and send greetings
and best wishes to the show business personalities
who will be present at the celebration.

Congratulations WSM and Grand Ole Opry
WSM
Executives

John H. DeWitt
President—WSM

George Reynolds
V.P. & Technical Director

Irving Waugh
Commercial Manager & Executive Asst. to Pres.

James R. Denny
Mgr. Artists Service Bureau

Jack Stapp
Program Director

William R. McDaniel
Director of Public Relations

Harold Baker
Director of News & Special Events

Vito Pellettieri
Music Librarian

John McDonald
Farm Director

Thomas C. Harrison
National Spot Sales Mgr.

Ott Devine
Chief Announcer

George D. Hay
Founder of Grand Ole Opry

Congratulations WSM and Grand Ole Opry

www.americanradiohistory.com
GRAND OLE OPRY STARS ARE CONSISTENT MONEY MAKERS ON MUSIC MACHINES....AND ON OUR 28th ANNIVERSARY WE WISH TO THANK THE COIN MACHINE INDUSTRY FOR ITS PART IN OUR SUCCESS.

Happy 28th Anniversary
It's a Pleasure To Be A Part Of
Grand Ole Opry
Hank Snow

Greetings On Your 28th Anniversary
and Thanks For Everything
Martha Carson
Hear Her New Hits
"I’ve Got A Better Place To Go"
"Singin' On The Other Side"
X. Cosse, Exec. Mgt.

All The Best On Your 28th Anniversary
Marty Robbins

Our Best Wishes On Your 28th Anniversary
Cowboy Copas—Hot Gilliam, Mgr.

My Sincere Best Wishes On Your 28th Anniversary
Gratefully, Eddie Hill

Hearty Congratulations On Your 28th Anniversary
Sincerely, Grandpa Jones

Warmest Congratulations 28th Anniversary
LONZO & OSCAR
Hear
"Frosty, The Defrosted Snowman"
"Jingle Bells"
Decca
"It's A Christmas Riot!"

Best Wishes On Your 28th Anniversary
Tommy Warren
Sings
"Fading Away"
b/w
"One Last Look At You"
Col. 21182 — 4-21182

Congratulations WSM and Grand Ole Opry
Grand Ole Opry Announcers

Louie Buck  Grant Turner  Jud Collins
Vic Batson  Ralph Christian  Tom Hanserd  David Cobb

GRAND-OLE OPRY
28TH ANNIVERSARY

Congratulations WSM and Grand Ole Opry
Congratulations

WSM & GRAND OLE OPRY

Happy 28th Anniversary

Exclusive Management:
FRANKIE MORE
631 Murfreesboro Rd.,
Nashville, Tenn.
Phone 6-2215

MUSIC OPERATORS • DISK JOCKEYS • DEALERS

For your wonderful acceptance and plays
We know you’ll like our latest
NASHVILLE, TENNESSEE, Thursday, November 19th. ... Music City U.S.A. is taking on the signs of a convention city. ... and cement, a scene of familiarity for those in show business. The country's leading disc jockeys and recording artists, are trickin' into town, preparing to help celebrate the 28th Anniversary of their favorite Country Music Show, Grand Ole Opry! Hotel reservations have been sold out. An overflow crowd representing the various Music Publishers, Recording Companies, trade press and magazines will no doubt go to all efforts to help make the celebration one of the 'key events' of this year! Among those who have already arrived for the occasion, which will be highlighted by many shows, luncheons, and special events, include Tharrington and Georgianna Moore, Nelson Wilkins, WOCY, Cincinnati, Jack Comer, Valley Records, Big Jim Hess, WIVK Knoxville, Dub Allbritten, Jackson, Ohio, Bob Neal, WMPS, Memphis, and at this writing the list is growing rapidly. Webb Pierce (Decca) is booked on the road for this week-end and his manager, Hubert Long reports that they regret they cannot be present for the celebration. Carl Smith (Columbia) who is scheduled for personal appearances this week-end will make a special flight into Nashville to give his regards to the visiting deejays and welcome them to Nashville. Just received word that Jack Tucker and his Oklahoma Playboys were among the featured performers at the star-studded show in Los Angeles Shrine Auditorium the past week for the benefit of Exceptional Children's Foundation. Tucker and his Playboys are under contract to Debut Records, and now their new release is "Too Tall To Condemn, Quick To Condemn." The tune, first written by Chuck Mills and later by Tucker himself. The Playboys were organized in 1948 by the singing guitarist from Oklahoma and his men resulting from McQueen, Tatum, Jerry Hamm and Sid Bruzer. Ferlin Husky's latest release is out and doing smash ... it seems that the .. 'tides being on the negative side, Husky's new title is "That's How The Yodel Was Born." Elton is now working at WCOB in Boston with live show broadcast five days a week. ... just received word that Curtis Gordon, Mobile, Alabama, has just finished a 28th ANNIVERSARY

ROY ALCUFF  
JIMMY BRYANT  
JINKS CARMAN  
MARIAH CARSON  
FRED CAMPBELL  
TOMMY COLLINS  
DUB DICKERSON  
JIMMY DOLLMAN  
BILL DUDLEY  
TENNESSEE ERNIE  
RED HARPER  
BEN HARPER  
COUSIN HERB HENSON  
ROY HOGGARD  
JACK HUNT  
PERL HUSKEY  
SUNNY JAMES  
JIM & JESSE, THE LOUVIN BROTHERS  
BILL LOWEY  
SKEET MCDONALD  
MERRILL MOLINE  
RODNEY MORRIS  
GENE O'QUEEN  
YVONNE O'YAY  
OWEN PERRY  
JERRY PRESTON  
TEX RITTER  
JEAN SHEPARD  
THE SMITH BROTHERS  
CLIFFE SHOEMAKERS  
HANK THOMPSON  
MERLE TRAVIS  
WESLEY TUTTLE  
JIMMY WALKER  
SPEEDY WEST  
ROBERT WOODSON  
FARON YOUNG  

Congratulations WSM and Grand Ole Opry
TENNESSEE TIE-UP

All eyes and ears are turned to Nashville this week. The celebrations surrounding the 28th anniversary of WSM's "Grand Ole Opry" are heartily joined in by the Canadian music fraternity.

Sentimentally and musically there is a close entente between the folks who make music here and in the southern city.

There has been a large Canadian listenership to the Grand Ole Opry since its first programs and the loyalty of the Canadian listeners has been constant. Indeed a second generation, and even a third, regularly listen to this weekly Saturday program in this country. Since money restrictions have been removed, a growing traffic of Canadian visitors has been attending the Opry programs in person and many Canadian families build their vacations around a trip to Nashville.

Canadian talent too recognizes Grand Ole Opry and Nashville as the heart of much of today's music activity.

The recording and publishing center that Nashville has become has further cemented the Canadian-Nashville ties. As probably nowhere else, Canadian music and talent has enjoyed foreign hospitality in the Tennessee city and its activities. Our Hank Snow, from Nova Scotia has become one of the brightest stars shining on the Grand Ole Opry. Will Carter (Montana Slim), who also comes from our Atlantic Provinces, has taken the music of Canada to the folk capital of the world and has brought the folk music of the United States to his Canadian followings. The same holds true for Ottawa's Orval (Rex) Prophet who records Canadian and American songs in Nashville, although confining his radio and personal appearances to his native land. Over the years the list has been a long one and many performers could be used as examples but this column would be too small to hold all of their names.

The Nashville performers have always found large and attentive audiences for their appearances, which are many, in Canada. As a matter of fact, many of their best paying engagements are those that take place in Canada.

Canadian radio programs, too, reflect the bond of friendships that have developed over the years. Country and Western shows of this country have lavished their time on the records and songs originating in the southern city. The live folk programs of Canada have developed a kinship with Jack Stapp, Jim Denny and their talent of WSM which has resulted in Opry stars being able to guest star on the Canadian home & country shows and almost without exception these Nashville performers have endeared themselves to Canadians who have been happy to welcome them to this land. Canadian music publishers contact and cover the Nashville music makers as they do Canadians and have recently further widened the international associations by publishing music placed with them while the Nashville stars are in Canada.

Nothing that this column could say would top the congratulations that will be heaped on the deserving folks in Nashville on this historic occasion, so we won't even try. We would like to add one little observation of our own and it is this: when all of the score is added up and all of the forces appraised, we sincerely believe that nothing will surpass the friendly fellowship of Canada and Nashville in cementing the close understanding and bond that exists between these two North American countries. The folks of Canada, and this is a country of folks, are pretty proud of the folks in Nashville, and the wonderful kinship that they have created with their folk music activities. Our best wishes and congratulations to everyone who has shared in bringing this about.

AIRMAIL SUBSCRIPTION to THE CASH BOX $30.

Congratulations WSM and Grand Ole Opry

The Cash Box, Music

November 28, 1953
The Most Loyal of All Is

Grand Ole Opry’s Audience

An audience is an odd group. There areickle audiences and loyal audiences. There are hundreds of people that brag about never having missed a New York Yankee home game during the past season. There are folks who claim that they have never missed a Metropolitan opera performance with such and such an artist in it. But probably the most loyal audience in the entire country is the Grand Ole Opry’s audience.

Although it may sound impossible, up to 7,500 people see the Grand Ole Opry in a single week. And the Ryman Auditorium seats only 3,574. It works something like this.

The show runs from 7:30 till midnight and many of the fans sit through the entire program. Others leave about ten, after they have seen most of the performers. As a rule, the entertainers are there once before ten and once again after ten. This makes room for many of the throng who wait outside the auditorium in the hope of getting a seat for the last portion of the show. This turnover in audience permits the show to play to an average audience of 5,000.

Demand for tickets is greater during the summer months when streams of motorists pour into Nashville from all parts of the country. Tickets are sold out many weeks in advance and fans holding general admission tickets begin to line up in front of the auditorium by the middle of Saturday afternoon to secure themselves choice seats when the doors are opened at six o’clock. By the time the doors are opened, the crowds are usually lined up eight abreast for a distance of two blocks. After they are admitted to the auditorium and select the best seats available, they must sit and fan themselves for another hour and a half before the show begins.

Audience turnover is higher in the summer months, mainly because it gets steamy hot in the auditorium despite exhaust fans, personal cardboard fans, and shirtsleeves. For this reason, summer audiences usually number 7,500 with about 10,000 others still being turned away.

There is one woman who keeps a standing order for a ticket insisting on the same fourth row seat every time. She has attended regularly for nearly 27 years.

Some of the regular customers come from as far away as South Central Kentucky. Those from more distant points can’t get there so frequently, but many of them do make repeated trips to see the show. A Mr. McGuflin from Anderson, South Carolina has made more than forty-one trips to the opry.

A recent survey conducted among the audience by WSM pointed up the phenomenal attraction of the Opry. The survey revealed that more than 88% of all those who visited the show came to Nashville for that specific purpose. In other words, anything else they did in Nashville was merely incidental. They came to see the Opry and they travelled an average of 485 miles to get there.

Approximately 97 percent of the live audience at the Opry are regular listeners to the program, either directly from WSM or through their NBC station. More than 97% of them have been regular listeners for many years.

One of the interesting facts about the live audience at the Grand Ole Opry is that Tennesseans rank third in number. The survey revealed that the largest number come from Alabama, the second largest from Illinois and the fourth largest from Indiana. Next in order are Missouri, Georgia, Kentucky, Ohio, Michigan, Mississippi, Texas and South Carolina.

Canada is always represented in the audience. In fact, a few Canadians have settled in Nashville to be near the Opry and the capital of country music.

Some fans come from places far more distant than Canada. One summer a letter, 28 days in transit, came from Saudi Arabia asking for ticket reservations.

To many of the people who listen regularly to the Opry, it is more than just a good radio program. It is an experience that gives them a spiritual satisfaction. Many people have written in for tickets saying that they were going to celebrate their honeymoon at the Opry and in Nashville. One party has written in asking for seat reservations so that she and her husband, who had been separated for some time, could meet at the opry and make a go of it again.

Letters containing personal outpourings such as these are treated with strictest confidence.

All of these human stories and human people make up the fabulous Grand Ole Opry Audience.
Riding High...

Pee Wee King
and His Band

"Changing Partners" "Bimbo"

RCA Victor - 20/47-5537

Congratulations WSM and Grand Ole Opry
Congratulations to

WSM

and

THE GRAND OLE OPRY

for

28 YEARS

of service in behalf of

Country Music

Mercury Records

P.S. "Tain't Nice" to brag—but promoters who book WSM talent feather their "Byrd's Nest" and fly "High, Wide and Handsome" with such WSM stars as The Carlises, Jerry Boyd and Eddie Hill.
**THE CASH BOX**

**BULLSEYE OF THE WEEK**

"HOOTCHY KOOTCHY HENRY" (2:37) [American BMI—M. Torok]

"GIGOLÓ" (2:53) [American BMI—M. Torok]

MITCHELL TOROK (Abbott 150)

- Mitchell Torok, pens and vocals another pair of tunes in winning suasion that should mean company for his "Caribbean," which is now riding high on the charts. "Hootchy Kootchy Henry (From Hawaii)" is a delicious platter etched in quick best fashion and enticingly vocaled by Torok. Entertainment serves well of a carefree ladd whose playground is the island of the swaying palms. The Louisiana Hayride band supplies a top deck musical backdrop. On the lower half, Torok tells the inside story of "Gigolo." Two outstanding sides with the nod going to "Hootchy."

**TIBBY EDWARDS** (Mercury 7270)

- "IF YOU LOVE ME LET ME KNOW IT" (2:00) [Acuff-Rose BMI—Edwards, Tumin] Tibby Edwards etches a middle tempo romantic tune in winning suasion style. Adequate strings back the artist.

**ELTON BRITT** (RCA Victor 20-5509)

- "THAT'S HOW THE YODEL WAS BORN" (3:10) [Trinity BMI—Evers, Anthony] Britten delivers a top notch yodel effort on a story of how that tale of red river cowboy. An enchanting item relating the origin of the yodel.

**MARTY ROBBINS** (Columbia 21176)

- "DON'T MAKE ME ASHAMED" (2:46) [Acuff-Rose BMI—M. Robbins] Marty Robbins sings softly and tenderly as he turns in a pleasing rendition on a pretty middle tempo romantic ballad.

**RONNIE THOMAS** (MGM 1139)

- "GONE" (3:01) [BMI] Ronnie Thomas receives a flavorful string backdrop as he tells how no trip can compare with the ride his gal took him for.

**WADE RAY** (RCA Victor 20-5518)

- "SATURDAY NIGHT" (2:07) [Hill & Range BMI—A. Danning, D. Roberton] Wade Ray lends his distinctive vocal talent to a solid piece of material that should appeal to one and all. Wade boosts the fetching lyrics in a soft country fashion. Captivating string support.

**JIMMY SIMPSON** (Reprise 7064)

- "OILFIELD BLUES" (2:30) [Babb Music BMI — Simpson] Jimmy Simpson comes up with an infectious light yodel on a middle tempo sentimental tune. Melody and lyrics blend warmly as subdued string backing colors the deck.

**LONNIE KEMMITT** (RCA Victor 20-5537)

- "CHANGING PARTNERS" (2:45) [Porgie BMI—J. Darbon, L. Coleman]

**SKEETER WEBB** (Mercury 1270)

- "YOUR SECRETS NOT A SECRET ANYMORE" (2:31) [Mar-Ray BMI—S. Webb] Skeeter Webb etches a spritite item in impressive fashion. The secret is out now that Skeeter has learned that his love finds more pleasure with another fellow.

**BOB WILLS** (MGM 11435)

- "AS I SIT BROKEN HEARTED" (2:20) [Mesa Music BMI—Wills] Bob Wills delivers a slow, moving vocal on a tender item and the combination makes for a fetching etching.

**WILLIAM HARVILLE** (RCA Victor 20-5537)

- "BOTTLE BABY BOOGIE" (2:37) [Mesa Music BMI—McKinley] Reverse deck is a zesty novelty bolted out by Bob and Texas Playboys. Billy Jack Wills comes up with a potent vocal effort as the chorus blends some happy fashion on a real exciting deck.

---

**WSM WILL NEVER FORGET**

**The Great Hank Williams**

ARTHUR "GUITAR BOOGIE" SMITH

BOB WILLS

BILL LEE

JOE "CANNON BALL" LEWIS

ERNIE LEE

CLAUDE CASEY

JOE FRANKLIN

BUDDY & BETTY RYANT

GEORGE MCCORMICK

HARDROCK GUNTER

BOBBY LEE

TOM ANDERSON

THE DRIFTING COWBOYS

"TEXAS JIM" ROBERTSON

SHER WOOLEY

RED SOVINE

SALTY & MATTIE

LITTLE RITA FAYE

AL BRITZ

NORMAN PERRY

TED WEST

LES STROUD

DON KIDWELL

SAM NICHOLS

ZEKE CLEMENTS

ROME JOHNSON

"SHEETS" YANEY

CARSON ROBSON

MR. SUNSHINE

JIMMY SWAN

JESSE ROGERS

BUD HOBBS

LOUVIN BROS.

RUSTY GABBAIR

**CONGRATULATIONS WSM AND GRAND OLE OPRY**

Best Wishes To

WSM &

GRAND OLE OPRY
From

MGM

And Their

Folk & Western Artists

November 28, 1953
Earl 'Grandpappy' Davis
WFNG—Bristol, Va.
1. There Stands The Glass (Webb Pierce)
2. Stone A Hand (Webb Pierce)
3. Hey Joe (Carl Smith)
4. Let Me Be The One (Laskin)
5. Two Faced (Hawking Bros.)
6. I'm Walking At The Moon (Mac D. Lambert)
7. Who Shot That Train (Price)

Billy 'The Kid' Stanley
WNOD—New Orleans, La.
1. I'm Navy (Davis Sisters)
2. There Stands The Glass (Webb Pierce)
3. Mama, Come Out Your Baby Belly (Eddy Arnold)
4. Hey Joe (Carl Smith)
5. Counterfeit (Salty)
6. I'm Walking At The Dog (Pierce)
7. That's What I'd Do For You (Rudy Graysell)
8. I Wouldn't Trust A Dog (Wayne)
9. Billy's Bird (Carl Smith)

Don Larkin
WAAT—Newark, N.J.
1. I Forgot More (Davis Sisters)
2. Hey Joe (Carl Smith)
3. Sorrow And Pain (Davis Sisters)
4. There Stands The Glass (Webb Pierce)
5. A Dear John Letter (C. Hawkins & H. Hawn)
6. Let Me Be The One (Laskin)
7. It's Been So Long (W. Moeller)
8. Kiss Me Big (Tennessee Ernie)
9. Satisfaction Guaranteed (Carl Smith)

Cliff Rodgers
WHKE—Akron, Ohio
1. I Let Me Be The One (G. Hill)
2. There Stands The Glass (Webb Pierce)
3. Satisfaction Guaranteed (Carl Smith)
4. There Stands The Glass (Webb Pierce)
5. I Forgot More (Davis Sisters)
6. Mama, Come Out Your Baby Belly (Eddy Arnold)
7. Pig Latin Serenade (Johnny & Jack)
8. When Mexican Joe Met Marie Blue (Hank Snow)
9. North Wind (Elden Whitman)
10. That's What I'd Do For You (Terry Young)

Dan Stallard
KCMO—Kansas City, Mo.
1. I'm Walking The Dog (Webb Pierce)
2. There Stands The Glass (Webb Pierce)
3. Let Me Be The One (Hill)
4. I Forgot More (Davis Sisters)
5. One Hand (Red Foley)
6. Caribbean (Mitchell Turk)
7. When God Comes And Gathers His Jewels (Carl Smith)
8. When Mexican Joe Met Marie Blue (Hank Snow)
9. There's A Rainbow In Every Teardrop (Slim Whitman)

Cousin Johnny
WNLC—New London, Conn.
1. I Forgot More (Davis Sisters)
2. I'm Going To Sing The Blues (Eddy Arnold)
3. A Day In Montana (Evelyn Bovard)
4. Sorrow And Pain (Davis Sisters)
5. Sittin' In The Sadle (Teddy's Slim Clark)
6. Confederate Kisses (E. Tubb)
7. The Roosters Are Crowing (Wayne Raney)
8. Hoy Joe (Jones)
9. No Regrets (Ed Camp)

Carl J. Swanson
WURU—Utica, N. Y.
1. Satisfaction Guaranteed (Carl Smith)
2. North Wind (Slim Whitman)
3. She Taught Me How To Yodel (Bud Eddy Arnold)
4. Hoy Joe (Carl Smith)
5. Big Car (Eddie Arnold)
6. Caribbean (Mitchell Turk)
7. Sunset In Paradise (Shep D. Jordan)
8. Remembering (Mac Wiseman)
9. Let Me Be The One (Laskin)
10. Dear Mr. Geography (R. Wallis)

Chuck Thompson & Elmer
WFOM—Houston, Miss.
1. Tellie's Nice (Carl Smith)
2. I'm Walking The Dog (Pierce)
3. No More (Slim Whitman)
4. Billy's Bird (Carl Smith)
5. One Hand (Red Foley)
6. That's The Stand Glass (Carl Smith)
7. Let Me Be The One (Laskin)
8. Satisfaction Guaranteed (Carl Smith)
9. Weary Blues From Waiting (Carl Smith)
10. North Wind (Slim Whitman)

Gabe Tucker
KALT—Houston, Tex.
1. North Wind (Slim Whitman)
2. There's A Rainbow In Every Teardrop (Slim Whitman)
3. Imagination (Shep D. Jordan)
4. Billy's Bird (Carl Smith)
5. Don't Be A Fool (Slim Whitman)
6. I'm Navy (Davis Sisters)
7. Tellie's Nice (Carl Smith)
8. Let Me Be The One (Laskin)
9. Whippoorwill (Owen Perry)
10. A Hep Of Loix (Hawkins)

Lillie Anne
WRIK—Hickory, N. C.
1. I Let Me Be The One (Laskin)
2. I'm Walking The Dog (Pierce)
3. No More (Slim Whitman)
4. I Forgot More (Davis Sisters)
5. I Forgot More (Davis Sisters)
6. I'm Going To Sing The Blues (Eddy Arnold)
7. I'm Navy (Davis Sisters)
8. Tellie's Nice (Carl Smith)
9. Billy's Bird (Carl Smith)
10. Let Me Be The One (Laskin)

Randy Blake
WJJD—Chicago, Ill.
1. I Let Me Be The One (Laskin)
2. I'm Walking The Dog (Pierce)
3. No More (Slim Whitman)
4. I Forgot More (Davis Sisters)
5. I Forgot More (Davis Sisters)
6. I'm Going To Sing The Blues (Eddy Arnold)
7. I'm Navy (Davis Sisters)
8. Tellie's Nice (Carl Smith)
9. Billy's Bird (Carl Smith)
10. A Hep Of Loix (Hawkins)

Jolly Joe Nixon & Tom Brennen
KXLA—Pasadena, Calif.
1. I Forgot More (Davis Sisters)
2. Walkin' And Hummin' (Husky)
3. Talk Of The Town (Eddy Arnold)
4. One By One (Ken Morris)
5. Leave Me Be For One (Davy
daddy)
6. That's The Stand Glass (Carl Smith)
7. Remembering (Mac Wiseman)
8. I'm Walking The Dog (Pierce)
9. Billy's Bird (Carl Smith)
10. A Dear John Letter (Shep D. Jordan)

Joe Morris
WSDK—Newbury, S. C.
1. I Forgot More (Davis Sisters)
2. Walkin' And Hummin' (Husky)
3. Hey Joe (Carl Smith)
4. Don't Be A Fool (Slim Whitman)
5. That's The Stand Glass (Carl Smith)
6. Santa Got Stuck In The Chimney (Jimmy Day)
7. Hollow Lays (Davis Sisters)
8. Tain't No Use (W. Davis)
9. Preach The Gospel (Carl Smith)
10. Let Me Be The One (Laskin)

Congratulations WSM and Grand Ole Opry
28th Anniversary Greetings

From

CHET ATKINS

May You Enjoy Many, Many More

Del Wood
("The Down Yonder" Girl)

Extends

HAPPY 28TH ANNIVERSARY GREETINGS

to her many loyal friends at

GRAND OLE OPRY

Republic Records
Keyboard Artist

Thanks Operators and Dee Jays Everywhere

STAR
WSM-TV

Sincere
Good Wishes
On Your

28th Anniversary

Gratefully,
ROD BRASSFIELD

Welcome Doc Jays!

GRANT TURNER

of
WSM's "MR DOC JAY" SHOW

Announcer
PRINCE ALBERT'S "GRAND OLE OPRY"
NBC Coast-to-Coast

Congratulations on your
28th Anniversary

Congratulations to
WSM, GRAND OLE OPRY, AND STAFF
On Their 28th Anniversary

MEL ALLEN'S
"THE OLE MAD WITCH"
(Critics say it's terrific)

"YOUR LOVE, IT LINGERs"

(Sunshine # 1001)

Contact: Red (Chuck) Matthews

SUNSHINE RECORDS
5205 HOLLYWOOD BLVD. HOLLYWOOD 27, CALIF.

Grand Ole Opry's Stage:

Ryman Auditorium

The Ryman Auditorium is to country music what the Metropolitan Opera House is to opera. To perform
in this vast auditorium is the goal of every country artist.

The building itself has a history that goes back to the 1800's.

Captain Tom Ryman was the owner and operator of a line of pleasure boats on the Cumberland River dur-
ing the latter half of the 19th century. His boats had luxurious gambling rooms and fine teakwood bars.
They were looked upon with disfavor by a revivalist named Sam Jones who dared Ryman to come to his tent
revival.

Ryman, together with some of his river boat ruffians, decided to accept the dare. They sat in the back row
and were prepared to heckle the preacher. But the preacher chose "Mother" as his subject and this hit
the Captain in a soft spot. He was converted that very night.

After destroying his bars and gambling tables he built a tremendous tabernacle in which Sam Jones should
preach. In 1895 a balcony was added for the benefit of the Confederate Veterans' Reunion. Later a stage was
added and the tabernacle was converted to an auditorium. And the seats are still the same hard church
benches.

In this vast hall people from 38 states and Canada come to watch the country talent. It began in 1925 and
has not missed a Saturday night since. Each show is four and a half
hours long and at least part of it is
heard by more than ten million listeners. In addition, an average of
5000 people attend the show each week. Since its beginning, nearly
5,000,000 people have come to Nash-
ville to see the show.

The house is always sold out and tickets for reserved seats are ex-
hausted six to ten weeks in advance.
During the winter of 1951, Tennessee and much of the Central South was paralyzed by a disastrous ice storm.
Public transportation was halted for several days. Electric power and tele-
phone service were badly dis-
rupted. Most of the roads to Nash-
ville were closed. Nevertheless, 2000 ardent fans showed up at the Ryman
Auditorium to see the Opry. That's more than half a house of the 3,874
seat auditorium.

During the four and a half hour course of the show, more than 125 art-
ists and their side men perform before the microphones. The show is split
up into thirty and fifteen minute seg-
ments and sold to individual sponsors.
Only the Prince Albert segment which
is carried by the full NBC network is
rehearsed, and this is mainly for
 timing. It is also the only portion
that uses a script. Yet, the other 4
hours which are not rehearsed work
smoothly and without a flaw. Many
people attribute this to thorough but
unnoticeable coordination is Vito Pel- lique, WSM's music librarian and sta-
tion contractor with talent. He spends
most of Saturday night wandering
about the Opry stage checking his act lists and cueing performers. Since
he is usually the only one on the
stage in ordinary street clothes, he
is often referred to as WSM's "plain-
clothesman."

Although the show plays to a large live audience, it is presented as a
radio program with a live audience, rather than a stage show that is being
broadcast. That is, the artists play
first to the microphone and second to
the audience. In this lies much of the
success of the great Grand Ole Opry.
Folk & Western Notes from California

LOS ANGELES—Looks like Jim Reeves is out with a hit for the winter season with his Abbott release of “Bimbo.” The flip side is “Gypsy Heart,” which is completely different, but with a strong and haunting appeal. At the same time Ginny Wright, who is now making her debut on Fabor Robison’s new Fabor label, is the country girl singer to keep your eyes on. Introduced in a duet with Jim Reeves, Ginny comes through like a veteran on “I Love You So” and does a single on “I Want You Yes” (You Want Me No). She was visiting in So. Calif recently and made several personal appearances and visited with many deejays. She and Fabor left last week for Shreveport, La., where she will be featured on Louisiana Hayride. Fabor plans new recording sessions while he is there. He reports that he has no trouble signing new distributors for his Fabor label. He already has 20 distributors and more coming in daily. Must add that Del Roy, formerly of Ridgeway Music and Pee Wee King Enterprises, has joined Abbott Records as assistant to Fabor Robison... Mel Allen, recently signed by Sun-shine Records, Hollywood, is just out with a rush release. Title is “The Old Mad Witch,” and Allen tells an interesting story marked by excitement. He does a good job on the flip side, a ballad titled “Your Love, It Lingers.” Allen is introduced on Sunshine with one of the greatest western novels since “ Riders In The Sky” and “Wild Goose.” ... Audie Andrews, the fast-rising young Texas vocalist, has just been released by Debut Records singing Buck Ram’s “Friends And Neighbors,” a folk-type number first introduced successfully in the pop field. It is backed with his “But I’m The King of The Hill.” Andrews has been closely handled by Jack Tucker and his Oklahoma Playboys. Big things are predicted for Audie and it is reported that he will have a major label contract within a matter of days. ... Rex Allen, Republic Pictures and Decca Recording Stars’ newest Decca release “Where Did Snow Man Go” has been praised highly. Could be another hit record for Rex following his “Crying In The Chapel.” Rex will ride in the tournament of Roses Parade in Pasadena on New Years Day. This will make the third year he has participated in the national event. ... Jimmie Davis is just out with another new Decca release, “You Took” and “I Can’t Stand The Pain.” The current Decca release “Supportive,” shows every indication of being one of his all time greats. He is now back at his home in Shreveport after a highly successful tour. His Christmas platter is “Christmas Choo Choo,” and “I’d Love To Ride With Santa Claus.” ... Johnnie L. Wright’s new Columbia release, “Put A Little Sweetness In Your Love” and “Sweet Mama, Tree Top Tall” is going over big. This platter followed closely behind “Let Me Go Devil,” and “Wildcat Boogie,” which are selling good in all areas. During November and December Johnny is working dates in both Los Angeles and San Francisco and at locations between. ... Columbia artist, Lefty Frizzell, is now on tour in Oklahoma and Texas. He will be in So. Calif. California over the holidays. ... Jerry Jericho, formerly with 4 Star Records has switched to Star-day and has signed an exclusive contract. First sessions were cut in Beaumont, Texas and the re-lease on Starday will be “Let’s Call It Off” and “Moaning In The Morning.” Jerry had some big records with 4 Star and has a substantial following through Texas, Louisiana and Oklahoma. ... “You All Come” by Arlie Duff on Starday has clicked off very big and is being well covered by the majors. The song has been cut by Capitol, Columbia and King and a pop waxing is in the works. ... Everyone connected with the Country and Western field are looking forward to the Grand Ole Opry 28th Anniversary celebration. Fred Stryker of Fairway Music Corp. will hold from 15th to 16th for an Eastern business trip and to attend the gala event in Nashville. ... Cousin Herb Borden, the Bakersfield, Calif., country and western star of daily radio and TV shows, has presented scores of stars in an amazing span of his shows and included were Spade Cooley, Careless Love, Joe Maphis and Rose Lee, Tommy Duncan, Skeets McDonald, Ferlin Huskey and many others. Cousin Herb’s current Capitol release is Arley Duff’s “You All Come,” and Herb’s own composition “I Wrote My Heart A Letter.” ... Walkin’ Charlie Aldrich was very recently escorting Goldie Hill on a visit to the country and western deejays in the Los Angeles area. The beautiful and talented Decca vocalist has been an instant hit on the West Coast. It was her first visit to Hollywood, where she is gaining a great new following. Aldrich at the same time was getting a lot of compliments on his current release “Kisses’s Rock” and “Someone’s Gotta Goofed” on Intro. Both artists are handled on the coast by Phil Tuminelli and Bobbi Bennett of RPM Enterprises. ... Claude Gordon, America’s newest Trumpet Star and His Orchestra, are being released on Alma Records doing “Old Trail,” theme of the CBS radio production “Gunsmoke,” and “Carnival Of Venice.” On the latter number trumpeter Gordon is said to play lower notes than anyone has ever recorded on the trumpet. A native of Helena, Montana, Gordon has resided in Hollywood for several years and his talents have been utilized in radio, television and motion pictures. Always striving for perfection he is widely popular among fellow artists as well as his fans.
Grand Ole Opry Artists

ROY ACUFF

Annie Lou & Danny

They call Rod Brasfield the "Teller of Tall Tales from Rothenwald, Tennessee." They also call him one of the cleverest comedians to hit the network in recent years.

Chester Atkins was born in Luttrell, Tennessee 28 years ago, and though he hasn't come a great distance from Luttrell in mileage, he has come a long way in the field of guitar playing.

Chester Atkins acquired a knowledge of music from his father who taught piano and voice lessons.

Station WELI in Columbus had a religious program and Chet got his first radio job singing and playing hymns on the show. In 1942 he moved to Knoxville and joined KNOX as staff guitarist. There he played with several hillbilly bands. The next stop for Chet was station WLW in Cincinnati, Nashville & WSM with Red Foley.

Chet appears with the Carter Sisters on the GRAND OLD OPry every Saturday night and also in personal appearances. He goes to New York every three or four weeks to record and has recently made several solo appearances on WSM television and radio.

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Danny began his musical career several years ago as a single, singing and playing guitar over southern radio stations. In 1944 his big break came in the person of the "The Duke of Paducah" who signed him up for 2 year's road work with his famous troupe. It was during this period that Annie Lou joined forces with her husband to make it the well-known team it is today.

Annie Lou and Danny record for RCA Victor and keep busy with their regular WSM schedule plus several weekly radio programs of their own, television spots and personal appearances.

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**Grand Ole Opry Artists**

**JERRY BYRD**

Jerry Byrd is considered by many the number one guitar player in the country. Jerry, who has been a musician longer than he sometimes likes to remember, started in radio in 1938. In 1947 he came to the Grand Ole Opry as “steel” Guitarist, playing for Ernest Tubb and later Red Foley.

In 1948 Jerry returned to Cincinnati for a period of three years, where he made a hit on both radio and TV. Jerry is now back at WSM and the Grand Ole Opry where he does both radio and TV. Jerry, at the present is a featured act with the George Morgan show. The Jerry Byrd family includes wife, Thelma Marie, and daughter Lani Jo, age 3 years. Jerry is an ardent fisherman, and fishing occupies all his spare time.

**MARTHA CARSON**

Martha Carson started picking out folk tunes and spiritual numbers on her mail order guitar when she was in grammar school, began composing songs of her own before she was ten years old, and was a favorite entertainer in the Kentucky rural sections while in her early teens. She entered the professional music field as featured artist on radio station WSB in Atlanta, Georgia, where she was retained by popular demand, for more than four years. From there, Martha Carson headed her own programs on various stations in Knoxville, Tennessee, Birmingham, Alabama, and others. Recently, a Birmingham station celebrated “Martha Carson Day” during which they played all her numbers, starred this attractive songstress throughout the entire day and hailed Martha as one of the most popular and beloved folk music stars of the country.

Martha Carson joined the cast of the WSM Grand Ole Opry in the Spring of 1952.

**CARTER SISTERS**

One of the most versatile groups in radio today is the Carter Sisters group, consisting of Mother Maybelle and her three daughters, Mother Maybelle is one of the original Carter Family, an earlier group of country style entertainers. She plays a guitar and sings.

June Carter acts as mistress of ceremonies and has her own specialty acts.

Anita plays the bass fiddle, and sings solo numbers in a beautifully tenous voice with a hauntingly unusual quality. Helen plays the accordion and sings with the group.

The Carters are from Virginia, where they own a prosperous farm. The father was a railway postal clerk, but he has now given up his postal work to act as their manager. Since they have joined the Grand Ole Opry, several years ago, the entire family has made Nashville its home. Helen and Anita are married and June recently married Carl Smith.

**LEW CHILDRE**

Lew Childre has appeared on transcribed radio programs all over the country for more than ten years. He has also made personal appearances all over the United States, working tent shows, auditoriums and clubs. He is considered one of radio’s outstanding personalities. From the moment he starts his theme song, to his own guitar accompaniment, the audience knows he’s going to present a good show. Lew has been in show business all his life. He performs in no particular costume but merely wears informal clothes that might be worn by any Alabama resident.

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**CONGRATULATIONS WSM**

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**DARRELL GLENN HITS AGAIN!**

**“Only a Pastime” and BOUDLEAUX BRYANT**

“I Think I’m Falling in Love With You”

_FLOYD WILSON_

**FOR POP, COUNTRY, R&B**

**Shorty Long bounces into...**

**THE NEW TUXEDO JUNCTION**

**DOUBLE VOICE DUET**

**Valley RECORDS Inc.**

BOX 10033, KINGSTON PIKE

KNOXVILLE, TENNESSEE

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For The Disk Jox

It’s The Cash Box

**Congratulations WSM and Grand Ole Opry**
**Grand Ole Opry Artists**

**COWBOY COPAS**

Cowboy Copas, whose fame is getting greater and greater every day all over the nation, is a veteran in the entertainment world. His success at WSM, his network appearances and his many King recordings combine to make him one of the top ranking stars in all popularity polls.

At eleven, the Cowboy entered a kid's contest program conducted by a radio station at Terre Haute, Ind., called "Red River Valley," and won second place in a post-card-letter poll. At the age of fourteen, he began to make one-night appearances at fairs and over radio stations. Since then, Cowboy Copas has established an amazing record—performances on more than two hundred radio stations in the United States, Canada and Mexico.

In January of 1946, he came to WSM and is now one of the top stars on the WSM Grand Ole Opry.

**JIMMY DICKENS**

"Little Jimmy Dickens, diminutive singing star of the GRAND OLE OPRY probably has the loudest voice of any man his size anywhere. A mere four feet eleven inches tall, Jimmy is today one of Columbia's ace recording artists.

Born in Bolt, Raleigh County, West Virginia, Jimmy was raised on a farm. When he was only 17 he took his guitar, big voice and familiar smile into radio in Beckley, West Virginia. He did his first commercial radio series there, and has been a busy man in radio ever since. He joined WSM and the GRAND OLE OPRY in the fall of 1948, he had been heard on stations in Indiana, Fort Wayne, and Cincinnati. In his personal appearances he has broken house records all over the Eastern United States.

**WHITEY FORD**

"I'm goin' back to the wagon, boys, these shoes are killin' me!"

That famous line signifies the closing of a "Duke of Paducah" monologue. As such, it has become one of the favorite expressions of millions of Whitey Ford's radio fans. The one brief phrase: "He always leaves 'em laughing," describes the personality of the WSM-NBC Grand Ole Opry comedian.

The "Duke of Paducah" is an outstanding example of the typical American humorist. His inimitable style of timing and delivering laugh lines in his soft, southern drawl has endeared him to both the sophisticate and the hillbilly. His original witticisms are clean, fast and clever; insults, sarcasm or the unkind thrusts used by many comedians have no place in the scripts of the "duke."

Whitey is currently the featured comedian with WSM "Grand Ole Opry."

**GRANDPA JONES**

Known as "Grandpa" to his thousands of fans because of his old-man get-up, Louis M. Jones is nevertheless only 40. He was born in Niagara, Kentucky, on October 20, and you have only to listen to his RCA Victor recording of "Retreat" to be convinced that he's no grandfather.

Grandpa considers the turning point of his career to have been the chance to go on "Lum and Abner's Social," and since then he has been busy continually with radio work. His broadcasts included shows on WLW in Cincinnati, on WRVA in Richmond, Virginia, and while in the Army in Germany, he broadcast over the Armed Forces Network. He has also made many personal appearances, and in April of 1951, he entertained near the front lines in Korea. At present, Grandpa is broadcasting over WSM in Nashville, where he is back on the "Grand Ole Opry," and his home is currently in Nashville.
Sincere Felicitations to the past 28 years and the great future of WSM's Grand Ole Opry

To All The Artists and DJ's throughout the Folk Music World

VILLAGE MUSIC CO.
HOMETOWN MUSIC CO.

SIDNEY PROSEN, Gen. Mgr.
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Sincerely,

RPM Enterprises

BOBBIE BENNETT — PHIL TUMINELLO

And Their Clients Wish To Congratulate

WSM's Grand Ole Opry on their 28th Anniversary

Representatives on the West Coast for all Western, Country and Hillbilly Artists.

763 GOWER, HOLLYWOOD, CALIF.

Grand Ole Opry Artists

JOHNNY & JACK GEORGE MORGAN

Johnnie and Jack grew up with folk music in their families, so it was natural that one day they would choose that field for their profession. Johnnie Wright's father played a five-string banjo, and his grandfather was the champion of the old-time fiddlers in their part of Tennessee.

Jack Anglin's father was also an old-time fiddler, and he taught Jack and his brothers to play a guitar.

Then Jack and his brothers formed a quartet and began a radio career in Nashville in 1936. It was there that they met Johnnie. They joined forces and formed the Tennessee Mountain Boys.

For several years after the formation of their partnership, Johnnie and Jack appeared on the Grand Ole Opry, and they made personal appearances throughout the country. They left the Opry for several years and returned in 1951. The duo record for RCA Victor.

BILL MONROE

Bill Monroe, a top drawing card of the WSM Grand Ole Opry, was born in Rosine, Kentucky, one of eight brothers and sisters of the Monroe family.

Starting in radio back in the early '30's, Bill joined the Opry in 1939 and achieved almost instantaneous success.

Monroe began as a singer in church work, when he was a boy, and as a result, many of his most popular melodies today are hymns and songs of a religious nature. However, he is also famous for such things as "Mule Skinner's Blues" and similar tunes, and the boys can whip up some fine comedy. Bill's "Kentucky" tunes, usually written by him, always go over big on the air and at personal appearances. Bill now records for Decca.

MOON MULLIGAN

One of the youngest and most versatile of the Grand Ole Opry stars, George Morgan, is noted for the warmth, sincerity, and feeling with which he sings a song.

George was born in Waverly, Tennessee, June 28, 1924. His family moved to Barbonton, Ohio, where he finished high school and began playing the guitar and singing on a local radio station. From there he went to WSTW in Wooster, Ohio, and WWVA in Wheeling, West Virginia. He joined the Grand Ole Opry cast in 1948.

During his first few months on the Opry, his own song "Candy Kisses" made him one of the most promising stars in country music. Columbia Records signed him to a long term contract. Twenty-six different records of the songs were made, including his own recording, and more than 2,000,000 copies of it have been sold. Among the other records he made were "Over The Hilltop," and his recent big hit "Almost."

A talented young Negro farm worker taught Moon Mulligan to play the piano when he was only a boy, and he has been active in the entertainment field ever since.

Moon is a big man, red-faced and good-natured. His hands dart across the keyboard almost faster than the eyes, and they bring forth his own style of hot country music. He also sings in a strong, untrained voice. The combination of his singing and playing make him one of the fasted one-man shows on the air.

Because of his versatility, Moon has made hundreds of phonograph records, some as a member of a band, others featuring his playing and singing as a soloist.

Moon joined the Grand Ole Opry early in the year 1951 and thus extended the popularity he had already won in the Southwest.

Congratulations WSM and Grand Ole Opry
Grand Ole Opry Artists

MINNIE PEARL

Minnie Pearl (born Ophelia Colley in 1912) is the homespun comedienne of the WSM Grand Ole Opry who brings down the house every Saturday night with her homespun patter and songs.

In 1934 Ophelia joined the Wayne F. Sewell Producing Company of Atlanta, travelling all over the South giving vaudeville type readings and coaching home talent for their own production.

Little by little she picked up bits of wit and humor from the natives which she incorporated in the character she began building...building with one idea in mind—presenting it on the Grand Ole Opry.

And although Minnie is pretty dumb, her fans have complained, for Minnie is too real and very lovable. Nobody could dislike her or take exception to what she says. All agree that Minnie Pearl has added glory...it's glamour...to the Grand Ole Opry.

WEBB PIERCE

After his discharge from the Army, Webb Pierce sang with different bands in the Arkansas-Louisiana-Texas area until he decided to branch out on his own, and form his own Southern Valley Boys. He got his own daily radio show on KWKH in Shreveport and achieved much popularity in the area.

Webb was accepted by the WSM Grand Ole Opry in September of 1962. He recorded for Decca. His first disk was his now famous "Wanderin'." A short time after the record hit the market, it sky-rocketed to the top of the Country Folk Hit Parade. Webb is also an outstanding song writer having written such hits of his own as "New Silver Bells," "That Heart Belongs To Me," "So Used To Lovin' You," "I Haven't Got The Heart," "The Last Waltz," "It's Been So Long," and others.

RAY PRICE

When Ray Price was 9 years old, he began singing, using his older brother's guitar. From that time on, music became an important part of his life. He attended high school in Dallas, singing in the high school choir. Ray went to North Texas Agricultural College, where he studied Veterinary medicine for 3½ years.

In 1943, during World War II, Ray enlisted in the Marine Corps where he served 2½ years.

For about 3 years he played the rodeo circuits as a rider, doing trick riding, roping, etc. Ray has been a professional singer of both pop and folk music for over 5 years.

He formed his own band and travelled in Texas and Louisiana. His first radio job was at WSM where he joined the Opry in January, 1952. He has made several road tours with Hank Williams.

MARTY ROBBINS

When Marty Robbins' Navy days were over Marty began singing and playing his guitar on radio station KYTL in Mesa, Arizona. His quarter hour show of country and western music eventually led to bigger things and a bigger station in Phoenix.

At KPHO in Phoenix Marty was given a half hour show in the morning, five days a week called "Chuck Wagon Time." He organized his own band, the K-Bar Cowboys, and after gaining a large following was rewarded with a quarter hour television show on KPHO-TV four days a week. Marty later was guest on the Prince Albert segment of the Grand Ole Opry, and made several record hits on Columbia.

He started at WSM on January 19, 1955, and since then has appeared on the Grand Ole Opry every Saturday and been a guest artist on other WSM country music shows. Marty and wife Mariza have one child, a three-year-old boy named Remmie.

Congratulations WSM and Grand Ole Opry

RADIO STATION WSM
AND
THE GRAND OLE OPRY
ON YOUR 28TH ANNIVERSARY

OUR SINCERE THANKS TO THE
• ARTISTS
• A & R MEN
• JUKE BOX OPERATORS
• DISC JOCKEYS

FOR MAKING THESE HITS POSSIBLE IN 53
• HEY JOE
• SORROW AND PAIN
• HOW'S THE WORLD TREATING YOU
• JUST WAIT TILL I GET YOU ALONE
• MIDNIGHT
• IT'S A LOVELY, LOVELY WORLD
• CANNON BALL YODEL
• YOU'RE GONE
• ONLY A PASTIME
• DON'T PLAY THAT SONG

TANNEN MUSIC, INC.
146 West 54th Street New York 19, N. Y.
Nat Tannen New York
Boudleaux Bryant Nashville, Tenn.

Congratulations WSM and Grand Ole Opry
Carl Smith was born on a farm in Maynardville, Tennessee, on March 15, 1927. His first radio work was at the age of 13 on an amateur show.

After being discharged from the Navy, Carl returned to WROL, Knoxville to the old group he sang with while in school. Later he moved to WGAC, Augusta, and from there to WUNC, Asheville, N. C. In 1949 he returned to Knoxville to join the Molly O’Day Show. While on station WROL, Knoxville, as a featured singer, Carl made his first Columbia record which was “Guilty Conscience” and “Washing My Dreams In Tears.” Two weeks later he moved to WSM and the Grand Ole Opry. At the present time, Carl has six morning shows each week on WSM (6:15 a.m. Tuesday, Thursday, Saturday) (6:15 a.m. Monday, Wednesday and Friday CST) also his Grand Ole Opry appearance at various times during the four hour show.

Ernest Tubb, the Texas troubadour, is one of the enduring stars of the Grand Ole Opry.

When he was a boy his guiding star was the late Jimmy Rodgers, the Singing Brakeman, an early folk singing star in Texas. When Jimmy Rodgers died, his widow gave his guitar to Ernest, who proudly uses it in his radio and personal appearances.

He made personal appearances all over Texas and then was accepted on the Grand Ole Opry in 1942.

He made his first recording in 1940, but his first big hit was a song called “I’m Walking The Floor Over You,” which he still uses as a theme song. Since that time he has sold more than 15,000,000 Decca records in the past ten years.

Hank Snow was born in Canada. He began his musical career at the age of thirteen, when he shipped to sea as a cabin boy with his guitar and began entertaining his shipmates with songs, dances, and guitar interludes.

After three years at sea, Hank decided to become a professional entertainer. He worked his way to Halifax to audition for a radio job. He made the grade, and from then on radio was his career.

He later organized a five-piece country band and played and sang regularly for the Canadian Broadcasting Company.

Hank joined WSM in 1950, and it was later that year that his recording of his song, “I’m Movin’ On,” hit the top of the country song popularity charts. Most of the time since then, he has been represented on the top ten list by at least one song, the latest of which is “Honeymoon On A Rocket Ship.”

Kitty Wells has a natural, sweet voice, which has grown into one of beauty and warmth with experience. On the stage of the Grand Ole Opry, Kitty Wells commands attention for two reasons: first, she is a grand performer and second, she is a very beautiful girl with dark hair and eyes that twinkle as she gives out with a heart song or a comedy number.

Muriel Deason, now known to millions as Kitty Wells, is in private life, Mrs. Johnny Wright, wife of the senior partner in the team known as Johnny and Jack, also stars of the Grand Ole Opry. They have three children, Ruby Jean, 18; Johnny Jr., called Bobby, 10, and Carol Sue, 7.

Kitty Wells’ recording of “It Wasn’t God Who Made Honky Tonk Angels” on Decca Records brought her overnight success.
Fondest Wishes on your 28th Anniversary

This year American music suffered one of its severest blows. It lost Hank Williams at the age of 29.

In a very realistic sense, Hank was one of America’s truly great songwriters. Though he wrote in the folk idiom, his melodies and lyrics were universal.

A great artist besides being a great songwriter—for three years in a row he won The Cash Box award in the folk field—with the passing of time, Hank would have undoubtedly become one of the most revered figures in the entertainment world.

For his appeal was a basic one. He wrote and sang simply, saying beautifully the things which the ordinary person thought and felt but couldn’t say.

What hurts most about the death of Hank Williams is that he was just at the beginning of his career. It’s hard to think of a man who had a dozen or more smash hits as being just a beginner, but at 29 Hank hadn’t been at songwriting and recording for very long. The main body of his work lay ahead of him. And it is that which the American public will be deprived of.

The loss, of course, can never be fully evaluated but every indication is that there would have been the same prolific number of songs coming from his pen in the future as there had been in the past.

If one were to ask what was Hank’s greatest achievement during his lifetime, the answer would have to be the fact that he opened up and revealed to the American public an entire new field of music. For more than anyone else, Hank helped to bridge the gap between folk music and popular music.

It isn’t more than a few years ago that folk music was thought of by the general public as backward music, lacking in meaning to people outside of hill country areas and certainly lacking in the basic ability to appeal to a large diversified audience. Hank helped to show how wrong that attitude was.

One after another—writing for a folk audience—he turned out songs which the American people en masse took over as its own. He demonstrated by the only way possible—the producing of hits—that great material can come from any area of the country, not only the large cities or the east coast or the west coast. He showed that a song being sung to the accompaniment of a single guitar could get its message across the same as one being done with a thirty piece orchestra. And he showed moreover that a song written for a single guitar could also sound great with a thirty piece orchestra.

It was Hank Williams’ finest achievement that he played such a tremendous part in demonstrating these things. More than his great songs—which will live on and be sung for generations to come—Hank Williams’ place in the history of music will be secured by this accomplishment; that he widened the horizons of American music by opening up the entire folk field for popular enjoyment.

Congratulations WSM and Grand Ole Opry
A Tribute to WSM & Grand Ole Opry
by Pee Wee King
(Dedicated to the memory of the late J. L. Frank.)

When we auditioned at the Grand Ole Opry in June 1937 we were im-
mpressed with the opportunity to make a one-year con-
tract which stretched out into a ten year stay. What memories I have of
the many fine people and artists who were part of the Pee Wee King
Golden West Cowboy Unit!

In 1937 we consisted of Abner Simms, Left John Miller, Cowboy
Jack Skaggs, Milton Estes, Curley Rose and his sister Texas Daisy.
Solomon Ole Judge Hay was our an-
nouncer and on many Saturday
nights, during that performance he
would praise us as the greatest unit
to ever appear on that stage.

About that time, our former boss-
man, Gene Autry, called us to Holly-
wood where we made our first west-
ern movie. This was 1938 and the
movie was titled, "Gold Mine In The Sky." It was also our first associa-
tion with Fred Rose (the Irving Ber-
lin of the Hillbillies). Fred wrote a
couple of songs for the movie.

Upon our return to Nashville, Sarie
and Sally became part of our unit.
We broke and established many new
house records and as time went on we
added the Delmore Brothers, as
well as new band members. The latter
included Whitey Carson, Johnny
Arizona, Speedy McMann and the
great Eddy Arnold who came to
us as Smiling Eddy Arnold. Of course,
everyone knows the story of how
Eddy came to me the night of his
wedding, after five weeks on our
band and asked me for a weekly
raise of $10. I was unable to comply
and so he gave me six months notice
(thank goodness). Eddy, as you all
know, went on to become America's
No. 1 Folk Singer.

As time went on there were many
changes. Rees Stewart re-joined the
band. Then there were Ford Rush,
Jr., Jimmy Widner and Joe Zinkin.
In 1941, Bill and only Minnie
Pearl became one of our aggregation.
There will never be another like her.
About this time we got a new girl
singer named Becky Barfield and the
other violinist from Ohio named Slim
Luce.

When the second World War came
the Grand Ole Opry Camel Caravan
made history with its 19 month ex-
tended tour of 41 states and 4 for-

countries. The first unit of en-
tertainers to appear overseas during
this war, we were proud of our re-
cord. During this time San Antonio
Rose became a permanent member
and Charlie Wiggins joined our band.

After the Caravan days we settled
down as regular features each Satur-
day night on the NBC portion of the
Grand Ole Opry. We presented many
celebrated radio, record and movie
stars, including the first appearance,
and the only one, of Gene Autry. We
were, too, the first unit on the Grand
Ole Opry to perform for a Governor's
campaign.

Then came a tall Texan Troubadour,
Ernest Tubb. Shortly thereafter, dur-
ing a Sunday performance at Mont-
gomery, Alabama, I introduced as a
part of our Grand Ole Opry unit, which J. L. Frank was showing, a
young lad named Hank Williams. What followed was history.

We then revamped the Golden West
Cowboys with such new members as
Tex (Curtiz Jody) Summey, Jimmy
Wilson, Al Smith, Lonnie Hall, George
Havens and Norman Nettles. What a
lineup this was. We added Buddy Harold and then "Boots." "Boots"
was a trick horse I used on
our personal appearances. I hired trainer,
Bill Carr, to care for and travel with
him. As Minnie Pearl often remarked, "Pee Wee, I'd rather have another
spot on the show, as it's tough to
follow that horse."

We then began to spread out into
new territory. The Warner houses
took us into Pennsylvania, New York
State and the way into New England.
About this time J. L. brought Curley
Fox and Ruby, Duke of Paducah
(Whitney Ford) and Lew Childre, as
well as Grandpa Jones and Cowboy
Copas to the Grand Ole Opry as part
time members of the Pee Wee King
Grand Ole Opry Show. Of course,
there were others. Cindy Walker, Bay
Whitley, Merle Travis, Dick Tracy
(Ralph Byrd) and Jimmy Wakely. I
recall the parking lot next door to
WSM's Studios and the little pie
wagon where J. L. Frank made the
deal after Roy Acuff appeared on
the Pee Wee King Show for a Saturday
night Grand Ole Opry show in
Knoxville. Roy was to leave the Crazy
Tennesseans and join the Grand Ole
Opry, and as the future was to reveal,
he became the famous Smokey Moun-
tain Boy, King of the Hillbillies.

Many happy days and many memo-
rable ones. Even the Texas Drifter
was amazed when he joined our unit.
As general manager of WSM Harry
Stone had plenty to be happy when
then he left his post. He can look back
with a great deal of pride at the
many famous names he worked with
to make country music the success
it is today.

Shortly after Shorty Boyd and Gene
Stewart joined our band I hired a
drummer to add rhythm to our Coun-
try-Western styled music. I formed
the band with me today and decided
to leave the Grand Ole Opry. I had
an eye toward television which seemed
to be the thing of the future.
The same band has the enviable
record of four consecutive years of be-
ng voted the Nation's No. 1 Western
Band.

In my haste to write this tribute
I may have omitted some names.
Should this be the case, I hasten to
assure you it was not intentional.

I'm sure J. L. Frank still smiles at
the many tricks he played on the
members of the Pee Wee King unit
while playing schools, auditoriums,
touring the Grand Old Opry, barns,
boats, truck beds and portable stages,
plienies and any social or civic
event that called for entertainment.

Congratulations and best wishes to
all my friends at WSM and the Grand
Ole Opry.
Advertising On Grand Ole Opry Pays Off; Sponsors Wait In Line

The original purpose of the Grand Ole Opry was not commercial, but the show's large audience and its sales impact upon the listeners made it a busy market place for all manner of products. For years now, prospective sponsors have been lined up four or five deep, waiting for commercial time to become available on the Opry. Since the show is so successful as a sales medium, there is little turnover in sponsors of the various segments of the program.

This condition resulted, several years ago, in repeated requests from the prospective sponsors that the show be started earlier in the day to make more time available. WSM management did not want to expand the Opry itself beyond its four-and-one-half-hour span. Instead, a group of individual "pre-Opry" shows were begun in the station's auditorium studio, which accommodates a live audience of about 500 persons. These shows, featuring Opry artists, began at 5:15 and run until the start of the opry at 7:30.

The pre-Opry shows were not sufficient to satisfy the sponsorship demand, and WSM found it necessary to spot a few country type shows on Friday night, featuring the Opry's stars.

In the fall of 1951, the individual Friday night shows were unified as separate segments of a big country show known as The Friday Night Frolic. This show originates in the WSM studio auditorium from 7:00 to 9:30 and plays to a live audience limited to the studio's capacity of 300.

Some of the sponsors on these extra-shows are waiting for an opportunity for time on the Opry itself. Others already have time on the Opry and are using the other shows for added effect.

The results achieved by some of the sponsors on both the Opry and the pre-Opry shows make fabulous success stories.

The R. J. Reynolds Tobacco Company has used the Opry to sell Prince Albert for better than 14 years. Royal Crown Cola is now in its 12th year of sponsorship. When Royal-Barry Cartier Mills began advertising Martha White Flour on WSM in 1946, it was a small company with fairly local distribution. Now the product has good distribution in 18 states. In merchandising their product, the company uses the slogan, "Early to bed and early to rise, work like hell, and advertise--on the Grand Ole Opry."

To test WSM audience interest at a different hour from that of their regular program, Jefferson Island Salt Company bought a first minute commercial spot announcement for one time only at 7:00 P.M. in September of 1951, and offered a free picture of Little Jimmy Dickens, who stars on their portion of the Opry. They got 24,984 replies.

Because of WSM's broad coverage, most of the sponsors are manufacturers and wholesale distributors. But the station has one retail advertiser. That's Harvey's department store that was established in Nashville in 1941. He used WSM as an advertising medium. In ten years, his store expanded from the original $5 feet front to four buildings with a frontage of about 300 feet, and his business volume from $350,000 to more than $1,000,000.

The station also has one large mail-order account, Mr. Otis Carter has been selling baby chicks by mail over WSM for 15 years. Carter has a half hour pre-Opry show. In the fall of 1951, he sold all the chicks he had. Running out of his stock, he put up his cattle for sale and two programs did the trick. He sold every head of cattle for a total of $35,502. Mr. Carter's words sum up the effect of WSM's ability to sell.

"Anyone can sell a farmer anything he needs over WSM."

The stories on Grand Ole Opry in this issue of "The Cash Box" have been based on the book "Grand Ole Opry" written by William R. McDaniel together with Harold Seligman and published by Greenberg.
Country Instruments

In auditioning new performers for the Opry, equal consideration is given to the authenticity of the instrument the artist plays as well as his vocal talent. For accompaniment must be restricted to folk instruments.

Folk instruments for country music are those that are often found in rural homes, that can be played for accompaniment to singing without the requirement of much formal training. These are mainly stringed instruments such as the banjo, the fiddle, the zither or similar small harps, the guitar, the bass fiddle, the mandolin and other such instruments.

In early years of the Grand Ole Opry, the banjo was quite widely used by folk artists, but it has gradually been supplanted by the guitar. Uncle Dave Macon, the first vocalist on the Opry, accompanied his singing with a banjo for 30 years. Stringbean, one of the featured artists on the Prince Albert portion of the Opry, plays a banjo, as do several of the musicians in the four original old time bands. But just about all the ten singers accompany themselves with a guitar.

The Spanish guitar, otherwise known as the "take-off" guitar by the country musicians, came into use from Mexico by way of the cowboy singing stars. As the western and hillbilly singers mixed, the guitar was adopted by the hillbillies, along with the western costumes, for it was somewhat more versatile and easier to play. It was more appropriate for the sentimental songs than was the banjo.

When electronic developments produced the electric guitar, the Opry and similar programs permitted its use. The electric guitar added volume and versatility needed in personal appearances.

Nevertheless, some folk artists believe that the instrumentation should be restricted to the instruments in use years ago. For that reason Roy Acuff will not permit his electric guitar to be used in his troupe.

Likewise, drums are never used in authentic country bands and are never permitted on Grand Ole Opry. In place of drums, the bass fiddle is used as a percussion instrument.

No brasses or woodwinds are permitted. The nearest thing to a woodwind is the harmonica which was played in the early days of the Opry by some of the original crew and is still used by some groups. The accordion is also used often. And the piano is used because it is an instrument for home use.

Jim Denny—the Artist's Friend

Twenty-five years with WSM, nineteen years with Grand Ole Opry and we find James Denny, head of the Artists Service Bureau, at the ripe and tottering age of a young forty-two.

Denny, one of the most respected and most important men in the Nashville music picture started with WSM when but seventeen years of age as a switchboard operator. Nineteen years ago he became associated with Grand Ole Opry and hasn't missed a Saturday night show during that period. Denny followed the Opry from the Studio which is today WSM thru the Hillbore Theatre, the Dixie Theatre, the Memorial Building and to the Ryman Auditorium, where today the Grand Ole Opry still puts on its show each Saturday evening.

Denny watched all the current stars on the Opry come into the picture and has guided many of their careers. Some of the stars who became national figures while Denny has been head of WSM's Artist Service Bureau include Red Foley, Hank Williams, Carl Smith, Webb Pierce, Marty Robbins, and many others.

Grand Ole Opry has 125 artists and Denny has talked to as many as 20 states in one day with reference to bookings. He has had as many as 28 long distance calls backed up as he paces through the endless maze of details and time consuming tasks that weigh so heavily on his shoulders. Denny has booked shows in every state in the Union and all the provinces of Canada. He was responsible for setting up the Grand Ole Opry show at New York's Hotel Astor Roof in 1932.

Jim Denny is father confessor to all the boys on the Opry. As host to visitors, he has done much to encourage business and music trade interest in the nationally famous show.

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

1. I FORGOT MORE THAN YOU'LL EVER KNOW. — Davis Sisters (RCA Victor)
2. LET ME BE THE ONE. — Hank Locklin (4 Star)
3. THERE STANDS THE GLASS. — Webb Pierce (Decca)
4. HEY JOE! — Carl Smith (Columbia)
5. MAMA, COME GET YOUR BABY BOY. — Eddy Arnold (RCA Victor)
6. I'M WALKING THE DOG. — Webb Pierce (Decca)
7. IT'S BEEN SO LONG. — Webb Pierce (Decca)
8. CARIBBEAN. — Mitchell Torok (Abbott)
9. TAIN'T NICE. — The Carlisles (Mercury)
10. NORTH WIND. — Slim Whitman (Imperial)
BMI AWARDS "CITATION OF ACHIEVEMENT" TO TOP FOLK COMPOSERS AND PUBLISHERS AT GRAND OLE OPRY

NEW YORK—Writers and publishers of 24 of the outstanding folk tune leaders of 1962 will be honored by BMI during the program of events commemorating the 25th Anniversary of Grand Ole Opry in Nashville Nov. 21.

"Citation of Achievement" certificates will be presented by Carl Haverlin, president of BMI, to the 22 composers and 16 publishers whose songs reached the top brackets in popularity and sales during the past year.

Participating with Haverlin in making the presentation are Robert J. Burton, BMI's vice-president in charge of publisher relations; Glenn Dolber, vice-president in charge of station relations; Robert Sour, assistant vice-president, and Russell Sanjak, director of special projects.

BMI "Citations of Achievement" were scheduled to be presented to the following list of composers and publishers in recognition of the great popularity attained by their folk song leaders during 1962:

DON'T LET THE STARS
GET IN YOUR EYES ...Four Star Sales Company, Inc., Slim Willet
YOUR CHEATIN' HEART ...Acuff-Rose Publications, Hank Williams
CRYING IN THE CHAPEL ...Valley Publishers, Inc., Artie Glenn
GAMBLER'S GUITAR ...Frederick Music Publishing Co., Jim Lowe
HEY JOE ...Tanner Music Incorporated, Boudleaux Bryant
A DEAR JOHN LETTER ...American Music Incorporated, Lewis Talley, Fuzzy Owen
CARIBBEAN ...American Music Incorporated, Mitchell Torok
MEXICAN JOE ...American Music Incorporated, Mitchell Torok
BUMMING AROUND ...Four Star Sales Company, Inc., Pete Graves
NO HELP WANTED ...Acuff-Rose Publications, Bill Carlisle
BIG MAMOU ...Peer International Corporation, Link Davis
I FORGOT MORE THAN YOU'LL EVER KNOW ...Fairway Music Company, Carl A. Null
RUB-A-DUB-DUB ...Brazos Valley Music Co., Hank Thompson
FULL TIME JOE ...Acuff-Rose Publications, Terry Tiefer
I'M GONNA WALK & TALK WITH MY LORD ...Acuff-Rose Publications, Martha Carson
GUY WHO INVENTED KISSIN' ...Hill & Range Songs, Inc., Charles Orr, Earl Griswold
THAT'S ME WITHOUT YOU ...Old Charter Publishing Co., Inc., J. D. Miller
LET ME KNOW ...Four Star Sales Company, Inc., Slim Willet
GOING STEADY ...Central Songs, Incorporated, Faron Young
RAMBLIN' MAN ...Acuff-Rose Publications, Hank Williams
SATISFIED ...Acuff-Rose Publications, Martha Carson
BACK STREET AFFAIR ...Forrest Music Corporation, Billy Wallace
MIDNIGHT ...Tanner Music, Incorporated, Boudleaux Bryant, Chet Atkins
IT'S BEEN SO LONG ...Cedarwood Publishing Co., Inc., Autry Grisham

For the Disk Jox it's the CASH BOX

Congratulations WSM and Grand Ole Opry
NOW THE MOST COMPLETE MUSIC SYSTEM IS

even more complete!

WITH "BUILT-IN"

- High Fidelity
- Remote Control
- Scientific Sound Distribution
- Automatic Volume Compensation

NOTHING TO CONVERT... NOTHING TO ADAPT!

Seeburg

America's Finest and Most Complete Music Systems

www.americanradiohistory.com
What's Happened To Profits?

Based on Nationwide Reports from Both Large and Small Operators, in Just 2 Years, 1951 to 1953, Operating Costs and Expense of Doing Business Have Increased 23.5%
BATTLE FOR BETTER BIZ

Believe Trade Must Make Many Changes to Assure Continued Better Business for ’54. Foresee Change to 10c Play Imperative in Many Territories to Meet Higher Prices of New Games and Greatly Increased Overhead Expense

Some Recommend Leaders Meet to Offer Solid and Logical Suggestions to Trade on How to Assure Better Business.

CHICAGO—The battle to assure continued better business in ’54 is now under way throughout the entire industry. Operators are discussing ways and means as to how they can assure themselves of such continued better business in the months to come. Jobbers and distributors are also discussing methods which they can adopt and with which they will assure them of continuing right ahead with as fine business as enjoyed in 1953.

Manufacturers, of course, are well ahead with plans for ’54 production. But they, too, are working on ways and means to cover the trade more intensively.

The manufacturers just simply cannot cut down their present prices. They are faced with the highest labor cost in their history, because of the tremendous free benefits, bonuses, and other inducements as well as general labor wages they are now paying.

It is, therefore, the general belief of a great many in the trade, that it will be up to the operators, themselves, to better their path for themselves in ’54.

Many claim that operators will have to swing over to dime play in certain areas where such play hasn't yet been tried on any large volume basis.

There are reports that the operators because of present high prices of equipment, plus the greatest overhead expense yet known to the field, simply must change from the 5c coin play action of 30 and even 40 years ago, to 10c play so as to assure themselves of being able to continue on ahead.

Some have even recommended that the industry's leaders arrange for a meeting whereby discussion will be on ways and means to help all continue to enjoy better business for ’54.

These men feel that someone at such a meet will come up with logical and solid suggestions which will meet with the majority approval and which will, therefore, help all concerned.

Manufacturers Of Coin Operated Equip To Exhibit At NAAPPB Show

CHICAGO—As the manufacturers of coin-operated amusement machines haven't displayed any equipment at their own convention for several years and have expressed their intention of exhibiting at the forthcoming NAAPPB convention at the Sherman Hotel, this city, on November 29 to December 3, many operators, as well as distributors and arcade owners are expected to be in the Windy City on that date.

Several of the coin firms will entertain the visitors in private suites in the Sherman, following this practice established during coin machine conventions in the past.

Following is a list of firms who will exhibit coin operated machines:

A.B.T. MANUFACTURING CORP. Chicago, Ill.

AUTO-PHOTO COMPANY Los Angeles, Calif.

BALLY MANUFACTURING CO. Chicago, Ill.

CAPITOL PROJECTOR CORP. New York, N. Y.

CHICAGO COIN MACHINE CO. Chicago, Ill.

DODGEM CORP. Exeter, N. H.

EXHIBIT SUPPLY Chicago, Ill.

Genco MFG. & SALES CO. Chicago, Ill.

INTERNATIONAL MUTOSCOPE CORP. Long Island City, N. Y.

KING AMUSEMENT CO. Mount Clemens, Mich.

THE BERT LANE COMPANY, INC. Miami, Fla.

LIFE MANUFACTURING CO. New York, N. Y.

METEOR MACHINE CORP. New York, N. Y.

MIKE MUNYES CORPORATION New York, N. Y.


RENDOLOK MFG. CORP. New York, N. Y.

RITEWAY SALES & MFG. CO. New York, N. Y.

SCIENTIFIC MACHINE CORP. Brooklyn, N. Y.

SUN DISTRIBUTING CO. Waco, Texas.

WILLIAMS MANUFACTURING CO. Chicago, Ill.

MOA CONVENTION WILL BE BIGGEST EVER HELD

George A. Miller Advises Plans For Meeting At Palmer House, Chicago, March 8, 9 and 10, 1954, Nearing Completion. Exhibitors Seek Space.

OAKLAND, CALIF. — George A. Miller, president and general manager of M.O.A. (Music Operators of America) advised this past week that plans for what he terms, "The biggest convention ever held by M.O.A." are now nearing completion.

As yet Miller hasn't advised just who the exhibitors at this convention will be.

He did state, "The list is very impressive and, what's more", he commented happily, "is growing bigger every day.

"More and more firms are anxious to display their wares at the forthcoming M.O.A. Convention.," he said.

It is understood that many of the vending machine manufacturers have already approached Miller for space to be allotted them at the M.O.A. Convention.

The convention will be held in Chicago at the Palmer House, March 8, 9 and 10, 1954.

"It's surprising", Miller reported, "that already many have arranged for reservations at the Palmer House to make certain that they will have all the rooms they will need."

"Miller is very enthusiastic over this forthcoming convention of Music Operators of America. He pointed out: "The automatic music industry has gone thru many problems these past few years, The Bryson-Kefauver Bill in 1952, The McGarran Bill in 1953.

"We have had our hands full and we have worked hard to present our viewpoint to the nation's legislators thru their committees.

"We believe that in the future, we should be much better prepared than we have been in the past. The battles yet to come are the toughest. We have to win.

"This", he stated, "is one of the biggest reasons for this forthcoming convention. We want every single juke box operator in the nation to be present to hear what we have to say on how he can best prepare himself for any future legislative battles and what he can do to assure his winning these battles."

According to Miller, "This forthcoming convention, therefore, has a two-fold purpose. First, to present the manufacturers and exhibitors to the people who will attend. Second, for business discussions and a look into the future which is mighty important to everyone in the music business at this time."
SEATTLE, WASH.—Northwest Sales Company, this city, Wurlitzer distributor for the Northwest territory and Alaska, showed the Wurlitzer line of phonographs and boxes at the convention of the Washington State Licensed Beverage Association held in this city.

Ron Peegle, president of the distributing organization, reported that the display was a tremendous success and a great deal of interest was shown in the equipment displayed. He stated that a selected program of popular music was put on continuous play and that the Model "1000" offered entertainment during the entire convention.

On duty during the display were Sam Keys, a Northwest salesman, pictured above, standing between the phonographs, and O. A. "Putt" Kincaid, partner in Northwest Sales, standing at the extreme right.

"Putt" Kincaid, who recently joined the firm as a partner, is well known to the trade in the northwest, and has a tremendous following among the operators.

Wurlitzer Line Displayed at Seattle Convention of Licensed Beverage Assn.

LIQUOR TAX Called Threat To Taverns

ATLANTIC CITY, N.J.—Of great interest to the coin trade is the statement made by Thomas J. Donovan of New York City, vice-president of the Licensed Beverage Industries, Inc., who said "The 144,000 tavern owners of the nation face a very real danger of extinction from the country's business scene", in charging that the tax-inflated prices are forcing the average American citizen out of the legal liquor market.

Donovan addressed nearly 1,500 delegates at the closing session of the National Licensed Beverage Association's fourth annual convention at the Traymore Hotel, this city. He emphasized that the tavern owner depends for his livelihood on the average person who is among the 88 per cent of city wage earners making less than $5,000 a year.

Of further interest, are the resolutions approved by the delegates. For top consideration is that which demands a readjustment of the Federal excise tax on distilled spirits from $10.50 a gallon to $5. Also the elimination of the present cabaret tax. In another resolution, the delegates noted that the industry, particularly the tavern branch, is depicted by certain TV and radio productions in an unfavorable, and in some instances unsavory light.

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

**Bally® Kiddy-Rides**

**Earn Biggest Profits Year After Year**

1. Flashiest Eye-Appeal  
2. Thrillingest Action  
3. Simplest Mechanism  
4. Sturdiest Construction

Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.

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**Wurlitzer-Frankie Laine Contest Winner Soon**

NEW YORK—A. D. Palmer, Jr., advertising and sales promotion manager for The Rudolph Wurlitzer Company, North Tonawanda, N.Y., spent most of the week here putting the finishing touches to the Wurlitzer-Frankie Laine contest. Palmer attended the meeting on Wednesday and Thursday, November 18 and 19, when a gathering of Columbia record executives and trade press experts listened to the dubs submitted by sectional winners. Top winner will be announced shortly.

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**TO SEE Genco's**

**Shuffle Pool**

The game with ENDLESS COMBINATIONS OF STRAIGHT and BANK SHOTS!

**1815 Quest Notre Dame, W. Montreal, Que., Canada**

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**Jess Henderson, Dallas Coinman Dies**

Coin machine operators in Dallas this week were saddened by news of the death of Jess Henderson, who for the past twenty years has held many jobs in the coin machine business. His death came as the result of an injury suffered many months ago when he was hit by an automobile. He has been in a semi-conscious state ever since.

At the time of his accident, Jess was working for Leonard Coleman. He started his juke box career in 1933 with Electra Ball Company. During the years he had operated his own route, worked for Commercial Music and S. H. Lynch. He was one of the best mechanics in the business.

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**Special Sale!**

**Statler rebuilt 8 Column Cigarette**

$39.50 EACH

**Cookie Machines**

Supreme Distributors, Inc.  
416 S. W. 8th Ave., Miami 31, Fla.
A nickel Mills Dewey Bell operating in his dad’s saloon on a commission basis gave Ed Mapes his first idea about the coin machine business. The late Jack Kneen was the operator and since Jack would not sell the machine when Ed wanted to buy it, he went out and purchased his first machine for his dad’s location. That was over forty years ago.

Today, Ed Mapes owns the largest irrigated ranch in California. It consists of 10,000 acres of land and 2,600 head of cattle in the rich San Joaquin Valley. He spends from eight to ten hours a day riding this ranch. As he sits in the saddle riding along, his mind must go back to the days when he headed a coin machine empire along the west coast. He can recall the branch offices at San Francisco, Los Angeles, Portland, Seattle, Tacoma and Stockton. At one time there were 5,000 slot machines in operation. Hundreds of employees travelled the highways and byways of the west coast handling the business of this coin machine empire. When the slots went out of fashion, Ed can recall the time he originated the free play on the Mills “Official” pin game and operated thousands of this type game along with a thousand phonographs.

When he retired in 1950 everything was sold to his employees who had been with him for twenty years or more. Ed is very proud of his boys, most of whom have done exceedingly well.

When he comes into San Francisco once a week Ed always contacts his friends. Old timers always know they can go to Ed with their problems and get help if they need it. When I had lunch with him, he seemed momentarily to forget his ranching empire to reminisce about the lifetime he spent in the coin machine business. His eyes sparkled. He was full of enthusiasm as he recalled various incidents. He still loves the coin machine business and since phonographs in this vicinity are operated on dime play, I asked him what the opportunities were for new blood entering this business today as against the past. He replied: “I don’t think there is a better business than the phonograph business. I believe there are far more opportunities today for good live wire operators than there were in my day”.

As I see it, there are many who should be grateful for the men who pioneered the coin machine business. These men worked hard, had foresight and vision. While their methods would be questioned today, they were responsible for keeping many factories running. They set the pattern for what we know as the coin machine industry of today.

"It’s What’s in THE CASH BOX That Counts"
ATTENTION!!
MUSIC OPERATORS!
This Is Your Last Chance
To Cast Your Vote In The
8th Annual
MUSIC POLL
of
THE CASH BOX
Fill Out The Ballot Below And Rush It
To: THE CASH BOX, 26 W. 47th ST., N.Y.C.

MY BEST MONEY-MAKING RECORD FOR 1953 WAS

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IMPORTANT!

Each Juke Box you own counts for one vote. Each Wall or Bar Box you own counts for one vote. Each wired telephone music shell or mirrored cabinet you own individually on the bottom. To give the records and artists you select full credit. These ballots are confidential. Individual figures are not revealed!

LIST YOUR VOTES HERE

1. I operate the following number of Juke Boxes: _______.
2. Wall and Bar Boxes: _______.
3. Wired Telephone Music Shells: _______.
4. TOTAL NUMBER: _______.

Are your votes!
The “Gun-Ride” featuring a shooting beam of light, guided by pilot to pass through the lighted buttons on backboard showing 20 world capitals, tests his skill as he attempts to go ‘Round The World in 60 seconds.

More Factory Roadmen In 1954
Manufacturers Reported Planning To Cover Nation More Intensively In Coming Year

CHICAGO—All larger manufacturers in this area are reported to be planning a more intense coverage of the nation than what has been seen since prior to the Korean war. When the Korean war came on along with the resultant buying scare as more defense production was ordered, many called in their roadmen, and fewer of these salesmen have been seen about the country.

But recently there has been more or less a rebirth of roadmen who have started to cover the country for leading manufacturers of coin operated equipment of all kinds.

The fact remains, as one noted manufacturer here advised, that the one best way to assure any factory of conditions in the country, as well as be able to better gauge production schedules, and understand the type of equipment the trade wants, is to cover the country with roadmen who meet directly with the trade and report back to their headquarters with the necessary information.

It is also expected that the coin machines industry, like almost all other fields, will be faced with sharper competition in 1954.

The belief is that, for the large factories here to better schedule their production runs, and to also be able to look far enough ahead, they will require salesmen on the road who will have close contact with the buyers of equipment.

The large manufacturers are in position to turn out new machines at a speedy production rate. This causes need for more intensive coverage of the market.

London Recording Artist At N. Y. Party

NEW YORK—When Frank Chacksfield, the “Ebb Tide” recording artist for London records was visiting in this city, he attended the Wurlitzer cocktail party. Here we see him (second from left) with (l to r): Len Boyd, Miss Jenia Gleason, Joe Young and A. D. Palmer, Jr.

"It's What's in THE CASH BOX That Counts"
NEW YORK—While visiting this country, Dorothy Squires, London Records recording artist, dropped into Atlantic-New York Corporation. Meyer Parkoff, Atlantic head, used his camera to take the above pic showing Dominie Ambrase, Suffolk-Nassau Music, Patchogue, L. I. and Miss Squires as they listen to her latest recording "Tuens Go Wrong" and "If You Love Me."

Mr. and Mrs. Willie Blatt and Mr. and Mrs. Bert Lane spent a week-end of three days at the Keys—and it rained every day. So, they played cards, rested, and sneaked in some fishing in between drops. . . . Harry Pearl, from Newark, N. J., in town again. Harry's practically commuting these days. . . . Eddie Lane vacationing here, but combines some business matters at the same time. . . . Mr. and Mrs. Meyer Parkoff, Atlantic-New York Corp., taking a well earned vacation. . . . E.B. Ross reports operators are very enthusiastic over the new Rock-Ola "Comet" phono, and he has orders on hand from practically every juke box op here. . . . Cy Wolfe, Seeburg distr., in town, and apologizes for not visiting all the ops in town. He explains he is able to fill all the orders he has on hand for the new Seeburg Hi-Fi that he took at the last showing. . . . Ron Rood here busy getting his new showrooms ready for a showing of the new AMI phono systems. He drops in to see his friend of a quarter of a century, Willie (Little Napoleon) Blatt, and winds up selling him 5 new 120 "E" phono systems.

Runyon Donates Phono

NEWARK, N. J.—Ed Burg advises that the Runyon Operating Division, this city, has donated another juke box, this time to the South Orange American Legion Post No. 220. "As always, we are happy to make a donation for a worthy cause," says Burg.
Jubilee Singer Visits Runyon Sales

NEW YORK—Lauri Layton, Jubilee recording artist, paid a visit to Runyon Sales Company, this week, and the staff sat her on top of an AMI "E" phono and took her picture. In the photo (l. to r.) are: Barney Sugerman, owner; Morris Rood, office manager; Layton; Jack Mitnick, AMI regional representative and Irv Kempner, road salesman for Runyon.

Miami’s Third Annual Banquet In Final Stages Of Preparation

MIAMI, FLA.—Willie (Little Napoleon) Blatt re-elected to serve another term as president of the Amusement Machine Operators Association, this city, and his associates are in the final preparations for their third annual dinner and dance, which will be held at the Saxony Hotel, Miami Beach, on Saturday night, December 12.

As the cigarette operators in this area have joined the organization since last year, attendance is expected to be away beyond that of the 1952 party. In addition, Blatt reports a larger number of coinmen from out of town are expected.

Wurlitzer and Ted Bush will once again hold a cocktail party prior to the banquet, at which Ted's staff and officials from the Wurlitzer Company will be on hand to greet the operators.

ACCLAIMED EVERYWHERE Rock-Ola COMET The Original 120 Selection Phonograph

Rock-Ola Manufacturing Corporation
800 North Kedzie Avenue, Chicago 51, Illinois

"It's What's in THE CASH BOX That Counts"
Much interest has been created by the Amusement Park Show which will be held in Chicago starting Nov. 29. Many local boys will be in the windy city for the show. Bryant Herren, General Manager of Auto-Photo Company announces that they will be on hand to display their newest Auto Photo machines.

Van Natten, sales manager for the firm, recently returned from his Eastern business trip and is also getting ready for the event. ... Bob Bever, local Dan Stewart Company manager, is the happiest guy in town over the fact that they have been reappointed Rock-Ola distributors for Southern California. He says they are anxiously awaiting first shipments to fill the many orders they have already taken for the new "Comet Fireball." ... Coinmen suffered a great loss recently when Ray Price died from cancer. Ray was well known in the area. He was employed by Al Cohn and had also worked for Frank Robinson of R & H Amusement Company. ... Lou Wolcher of Advance Automatic Sales, San Francisco was in town this past week. Lou and Charley Robinson of C. A. Robinson and Co. were seen taking in the night spots during his visit. Charity now has United's new "Rico" in-line, fast action game, displayed on his showroom floor. He says that all the ops are particularly impressed with the extra sounds, extra balls and attractive ball return features. ... Heinz Heddergott, western representative for National Rejectors, Inc., spent a few days in his office after returning from his Canadian hunting trip then dashed off again on a business trip to the Rocky Mountain territory. He plans to cover Colorado, Idaho and Montana before returning to California.

Al Mason, service engineer for the AMI factory, came in from the Grand Rapids plant to conduct a service school at Badger Sales Company on Nov 12. A large gathering turned out for the classes which included many ops from surrounding Southern California communities. The Badger crew report that Geno's new four-player "Shuffle Pool" game has been well accepted by the local ops. ... Jean and Dolores Minchorn are at home from their honeymoon after their opening of new showrooms there. The Searburg 200 Select-O-Matic home line will be featured exclusively. Bob Bennett has been named general manager of the new office while Bob Tiernan heads the sales department. At Minchorn Music Company, Los Angeles, things are humming along. Bob Webber is back at his desk after returning from the Palm Springs opening. Hank Tronick reports that they just got in a shipment of the new Williams "Gun Club" and are awaiting operator reaction. The game has many new eye-appealing features that should win wide praise from ops and locations alike. ... Phil Robinson, Jack Simon, Lyn Brown and Attie Steln are all getting ready to leave for the Amusement Park Show in Chicago. Phil says he's also going to take a trip through the Florida area to look over the situation down there. ... California Music Company has become a great Saturday afternoon rendezvous for theoperators. It was held in San Diego and will also at always sees several ops watching football games on television. Meanwhile you will see Sam Ricklin, Gabe Orland and Jack Lewis rushing around trying to catch brief glimpses of the games.

Sorry to hear that Phil Bowen from the Edwards Air Base will be going to the hospital for a long operation but hope he recovers soon. ... Out-town visitors came in from far and near this past week to visit coinrow and take care of business. Lella Smith came in again from Barstow. She is becoming a regular visitor at coinrow. ... Mel Teixira drove down from Santa Maria. ... Dave Payne dropped in from Santa Barbara. ... I. B. Gayer from San Bernardino was seen visiting here and there. Also from Long West Pico was Dale Cooper who drove down from Riverside. ... Other out-towners included: Lloyd Dindinger from Carlsbad; Tomy Workman from El Monte and Noble Carver from San Diego. ... Mary and Kay Solle greeted Ross Bagdassarian at Leuenhagen's Record Bar recently. Ross was telling the gals all about his latest release "Let's Have A Merry Christmas." He not only wrote the tune but also recorded it himself. ... At the Paul A. Laymon Company, Gary Sinclair, western field representative for Wurlitzer, has been touring through the Southern California area with Jimmy Wilkes calling on the operators. Charley Daniels states that the new Bally "Palm Springs" is hot as a pistol. He stated further that they can't keep them on the floor. Ed Wilkes recently celebrated his sixteenth wedding anniversary.

After talking to many of the operators yours truly is convinced that they are a group of businessmen that are tops all by themselves. They are complete individualists and no one operator operates the same way. Each has a different system of securing locations, making collections and taking care of the business in general. Every person who has been successful in the operation has carried out his own plans and ideas to make the business a success. From Maine to California, wherever there are men connected with the coin machine industry, there is a definite need for an organized association where these ops can get together and exchange these ideas in order to benefit themselves. A well organized local association is recognized by those who have been successful in the business. Several different groups have attempted to organize in the past but had failed to develop a program that would interest the average operator enough to attend the meetings. Now Lee Walker is heading a group of the larger ops who are working hard to organize an association that will have a firm foundation which will be of interest to everyone in the coin machine field. We suggest that all interested parties contact Lee Walker.

"It's What's in THE CASH BOX That Counts"
The Coin Machine Industry
GOES TO THE NAAPPB CONVENTION

So..... They've Asked

The Cash Box
TO RUN A SPECIAL SECTION
In The DECEMBER 5 Issue

Parkmen, as well as Arcade Owners, Distributors and Operators of Amusement Machines and Kiddie Rides will read your ad—which means added sales and profits.

DISTRIBUTED AT THE NAAPPB SHOW
STARTING SUNDAY, NOVEMBER 29

ADVERTISING DEADLINE
Wednesday
NOVEMBER 25

RUSH YOUR AD NOW!
THE CASH BOX

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

LOS ANGELES OFFICE
6363 WILSHIRE BOULEVARD
(PHONE: WEBSTER 1-1121)
Nebraska Music Guild To Hold 2 Day Meet December 5 & 6

OMAHA, NEB.—Howard N. Ellis, secretary and treasurer of the Music Guild of Nebraska, announced that its next meeting will take place at the Hotel Evans, Columbus, Neb., on December 5 and 6.

Hosts for the meeting are Joe Zwerner and F. J. Holys.

"These boys will leave no stone unturned to show us what Columbus hospitality is," stated Ellis. "We should have a good turnout for this meeting. The public relations committee will present a program which they want to get rolling. The committee has some good ideas, but want to present it to the entire group and get their opinion."

The Guild has extended an invitation to all distributors to attend and display any of their machines.

The program set will be similar to other meetings of this organization. First gathering will be Saturday, December 5 at 6 P.M. The Board of Directors will meet at 8:30 P.M., Saturday, to take care of a number of items. Regular meeting will be held on Sunday, December 6, at 2 P.M.

Members are invited to bring their wives and families.

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

EASTERN FLASHES

In our travels thru coinrow this week we were happy to note the optimistic feelings of the many operators to whom we spoke. Seems that collections have started on the up-ever since, and greater returns expected even more from now on for the rest of the year. Many reasons were advanced, but we like the one given by one of the city's leading operators—"The many banks have sent out their Christmas Fund Savings Accounts to the public. I'm sure to find that some of it's going into our machines." Reports from the wholesalers are along similar lines, with both new and used equipment going out as rapidly as they can be handled.

All of the local games manufacturers will be exhibiting at the forthcoming convention of the NAPPP (outdoor show), as will Miller Marvins, the "Arcade King." Many games distributors, operators and arcade men also advise they're going to attend. Will make this the largest assemblage of members of the games division of the coin machine industry since it ran its own show some years back. . . . We entered the showroom of Al Simon, Alfred Simon, Inc., this week, and it looked chock full of novelty. Al smilingly told us that he just had to send off his floor samples on Genco's "Shuffle Pool"; and Chicoine's "Round The World Trainer" and "Advance Bowler." However, deliveries coming along, and Al expected to be able to put samples out on the floor again. . . . Nat Cohn, Rideway Mfg., & Sales, displayed his "3-D Theatre" machines on the floor. They're simply breathtaking in beauty and design. Also sneaked a look at some of those luscious beauties—among them Kiddle's "3-D Theatre" same type cabinet, but one foot lower to allow the mopets to view pics. Has a cut-out of a clown on top. . . . Harry Rosenbush, Double-U Sales, Baltimore, Md., in town for a few days with the missus, ostensibly for a short vacation, but, naturally, Harry had to visit his coin friends along the way. . . . Hymie Koppel, Koppel Distributing, again with S. T. truck, picking up music machines. On the way thru Washington, D. C., Hymie stopped off to visit with the family of Ted Kere, who died last week, and offer his condolences.

The winner in the local Wurlitzer-Frankie Laine contest is a 17 year old girl, Patty Bross, Paul Brenner, local dj presented the mis on his tv program, Friday, November 20. Joe Young and Abe Lipjetz, Young Distributing, appeared on the program and presented the girls winning selection. The song selected was "The One You Gave Your Heart To," by Frankie Laine, with all proceeds going to the Genoprato College Fund. The winner was chosen by public vote, and the winner was Mrs. G. D. Blue, whose daughter was selected by the judges. The winner received a check for $100, and the second prize winner received a check for $50. The judges were Mr. and Mrs. John D. Blue, and Mr. and Mrs. John E. Blue.

GECO'S NEW SHUFFLE POOL

the game with FAST 50-SECOND PLAYING TIME!

SEE IT AT

DAVID ROSEN, INC.
855 No. Broad St.
PHILADELPHIA, PA.

GECO'S SHUFFLE POOL

the game with SENSATIONAL MOVING REFLECTED-LIGHT BALLS!

SEE IT AT GENERAL VENDING SALES CO.
245 W. Biddle St.
BALTIMORE, MD.

UPPER MID-WEST MUSINGS

Gill Roenheld, serviceman for Anchor Amusement Co. of Minneapolis, hobbling into the locations now making his service calls. The reason is that Gill broke his leg playing football, having in the Twin Cities doing some public relations work was Dave Miller, prexy of Essex records. . . . Hank Vangen of Minneapolis made a trip north last week, after ducks and he and his party had no trouble bagging Aberdeen, S. D., Herman Fisher of that firm, is recuperating at home from an operation which was performed some time ago at the Veta Hospital in Sioux Falls, S. D., and made a trip to the state capital. Winners of the game were Charles Webster, Webber Machine Company; Sol Nash, Twin City Novelty Company; and Harold Lieberman and E. H. Farber of Lieberman-Tell Co.

Don Throan of New Ulm, Minn., is managing a route in and around New Ulm, Minn. Don had been associated for several years with his father, Throan of Throan & Co., Minn., in the Twin Cities. Norb Stover of the C & N Sales company of Mankato, Minn., reports that when he went out duck hunting that the ducks were too elusive for him and that he wasn't able to bag any. . . . Newell Benson, manager of the Omaha office of the Atlas Music Company was fatally injured in a plane crash Saturday, Nov. 14, 1953, when returning from the Twin City locations.

. . . Recently visited to the Twin Cities were Jerry Hardwig of St. Cloud, Minn.; Frank Magee of Grand Rapids, Minn.; A. A. Chace of Grand Rapids, Minn.; Joe Totsko of the Totzke Music Company, Fairmont, Minn.; L. P. Wilbur of Duluth, Minn.; Hugh May, National Specialty Company of Eau Claire, Wis.; Frank Miller of Wadena, Minn.; F. E. Eigenstock of Minnetonka, Minn.; Alfred Woron of Mankato, Minn.; Mr. and Mrs. Ralph Harvey of Mitchell, S. D.; Harry Gale of Monomoc, Minn.; Pete Vanderhyde of Dodge Center, Minn.;
Ray Richl gets younger looking every time we see him. ... Sol Gottlieb getting ready to attend the amusement ops affair in Noy Yick. Sol always likes to have the kids at these dinners. ... George Jenkins, after seeing the statement he made here last week, said: "I'm learning to embroider. So I can make a special outfit for a motto for my bedroom wall.",... Thanks to Max Harvich of Birmingham who said over the long distance phone, "The Cash Box" is the real operators' magazine." ... Bill FitzGerald of AMI came up with a hul of a story this past week. Ask him to tell you what happened to the big game hunter when they served him peanuts at a party. ... Les Rieck of Evans foresee, no one thing in the world other than a better line of burgers. ... Paul Gerhard of La Ru Novelty has his men show the 'Front Money Guarantees' which appears in the 'End-Of-Month Inventory Issue' of The Cash Box. (It's in this issue). ... Miss Kay Weinand two very worried and anxious parents all this past week when their son, Georgie Weinand, who's the little boy you see riding the Exhibit Kiddie Rides in Exhibit's ad, started hemorrhaging a few days after the accident. One of the doctors was called while Art is, and Kay packed George in ice. Georgie's alright now. And both Art and Kay very relieved.

Art Weinand advises that Exhibit will show Roy Rogers' $18,000.00 saddle (the one he used for the "Tournament of Roses") at Exhibit's booths at the NAAPB show ... Ralph Sheffield out on the road talking things over with George Hrbek. ... And rushing in the orders for more of the "Shuffle" games to Avrao Gensburg and Sam Lewis, who report, "We're getting backed up." ... George Kozay of ABT a very busy man getting all set for the Park School basketball tournament here. Hrubec with Mrs. Paul Hrubec that ill, forced to stay home, and help take care of their three children. But Paul reported to us last week that Mrs. Hrubec feeling much better. He's back at the Keeney factory working twice as hard to try and catch up. ... There'll be more factory roadmen visiting 'round the nation in '54. Maybe something like a million all over again. As business gets very very conservative.

Charles (Little Jimmy) Johnson of Globe Distributing agrees, "It's what's in the 'Cash Box' that counts! And that," Jimmy says, "goes for everything."

Charley Kage phones us from St. Loo to locate someone 2,000 miles away. Says the phone number of "The Boys" is missing at the Chez: Herb Oettinger, Bill DeSelm, Ray Richl, Mart Weinberger, Gil Kist and a host of others. The Johnny Maginn of "The Joy Boys" writes to advise that the firm all back of "The Boys" song which is published by George Pincus' music firm. "That's our song," is the way John puts it. ... Al Tholke, Ken Sheldon and Johnny Casha phone the Union factory in Noy Orleans to tell about the big attention at their Service School. ... Jack Nelson on his way to Miami to grab that big order of saddles: Jack never let any grass grow under his feet. ... Ray J. Jones and Bill Erskine post thru the Town after quail hunting down in southern Illinois. And form the "Al & Quail Club." ... Thank the crew you've got to be a good shooter and a hardy drinker. ... Love to read that South Dakota Phone Ops' Bulletin which is sent to all members. Harold Scott. It's homy.

Seems like Mike Imig of Yankton, S. D. is making like Eddie Cantor. Mrs. Imig,4 a grown woman, that makes five girls for the Imig menage. Archie La Rue has gone on TV with the Rock-Ola "Comet" phone and is creating quite an amount of attention in the Twin Cities. Phone looks very fine on the TV screen. ... Ralph Nicholson, Bally roadman, name to handle Harold Lieberman's territory: Minn., Ia., Neb., North and South Dak., in addition to Indiana, Ohio, Pennsylvania, the Hudl. ... Paul Oomens of Genoa, IL, name to handle Dayton, Ohio, and Columbus, Ohio. The Paul Oomens shows big for the last month. There's been big customers for the big show. The Paul Oomens have the biggest attendance ever yet. Over 85 operators were present to hear Bally's engineers. ... The "Co-Op Club," of which Lou Casola of Rockford is Chairman, is getting lots of nice comment from well known ops "round the state. "Lyn Duran" busier than ever at Unito's experimental factory. (Can this mean something new?) ... Story of Dave Russi and W. J. (Patty) Conkin re: Canadian Nat'l Exhibit and Bally kiddie ride is something to read. (Should give one weekly tabloid lot of food for the).
CASCADIA, each month.

FALLS, freight.

phone classified.

York.

Wurtzler

1015's, 1100's,

1250's, and 1400's for export

orders. YOU KNOW DISTRIBUTING,

INC. 509 TENTH AVENUE, NEW

YORK, N. Y.

Want advanced 21V's and also 72-

74 Can u. Select-it or Stoner's

candy vendors. P. O. Box 152, PON-

Tiac, ILLINOIS.

PHOTOGRAPHICS

Announcement:

Wurtzler records made be-

fore Mar. 21. On quantity or de-

aler stock: $150 to $300 per thou-

sand; will inspect if required. Some

labels wanted are Brunswick; Vic-

tor; Vocalion; Paramount; Columbia;

Blanc; Champion; JACOB S.

SCHNEIDER, 128 W. 66th STREET,

N. Y. C.

Wurtzler 1015's, 1100's, 1250's,

and 1400's for export orders.

YOUNG DISTRIBUTING,

INC. 509 TENTH AVENUE, NEW

YORK, N. Y.

WANT—In Quantity—All Post-war

Wurtzler, AMI, Rock-Ola, and

Seeburg. Quote lowest cash prices

and quantities available. Call or

write. CLEVELAND COIN MA-

CHINE EXCHANGE, 2029 PROSPECT AV., CLE-

EVLAND, OHIO.

Wurtzler For Export—Wurtzler

1015's, 1400's, 1540's. Mills Con-

stellations, Evens Constellations.

Seeburg. Wurtzler phone: call DAVIS-

DISTRICTING CORP., 725 WATER STREET,

SYRACUSE, N. Y., Tel: 73-5194.

Wurtzler—Any quantity post-war

Wurtzler, AMI, Rock-Ola, Seeburg,

1250, and 1400. Also Seeburg M1090-

78 and 45. Write or phone: BUSH DISTRIBUT-

ING COMPANY, 286 N. W. 29th ST.,

MIAMI, FLORIDA.

FOR SALE—FOR SALE—We offer the

best used games in the country.

Bright Lights $105; Conley Island

$125; Beauty $290; Palm Beach

$225; Yacht Clubs $265; Bolero

$135; A.B.C., $75; Late-Aline $75;

Bright Spot $125; Spot Light $125;

Frolics $225; Beach Clubs $350;

$145; Seeburg $150; M1090

Atlantic City $190. All games are

run through our floppers. One

third deposit with each order.

CROWN NOVELTY CO.,

17021 MAIJA AVE., ARLINGTON, VA.

Tel: 734-3200, 734-3201.

FOR SALE—Spot Lights $100; Yacht

Club, Beach Club, call us. De-

call: TOLEDO COIN MACHINE

EXCHANGE, 814 SUMMIT ST.,

TOLEDO, OHIO. Tel: Ads 6864 and

A065.

FOR SALE—One Stop Record Service.

Any record, any label, 5c over

stock price, with free title, in

premises accounts 1/3 deposit with

all orders. RAY SALES CO., 170-21

JAMAICA AVE., JAMAICA, 32, N. Y.

Tel: Olympia 8-4012-4013.

FOR SALE—United Deluxe $165;

Newly assembled. Star Bowling

town & Happy Days $140; Minstrel

$40. WANT——Casedes, Olym-
pics, $2249 Thw N., CANTON, OHIO.

FOR SALE—United Alley—Clove

$35; 10th Frame Star $275; Six

Player Deluxe $215; Twin Rebound

$35 (Formica Top, Jumbo Pins);

Williams Super Wonder $165; Will-

iams Deluxe Baseball (late)

$275, 1/3 deposit. MOHAWK

$195; Burlesque $125; CLEVEL-

TOWN ROAD, SCOTIA, N. Y.

FOR SALE—Seeburg Model A-755

$225; Seeburg Model B-A55 955;

AMI A-225; AMIC A-35; HER-

MAN DISTRIBUTING COMPANY,

3109 AVENUE, NEW YORK, N. Y.

FOR SALE—Reconditioned Wurtzl-

ers 1250's: $375; 1100's: $305;

1015's: $125; 1000's: $125; Seeburg

146M $115; 147M $135; 149M

$200; Packard Manhattan's $75;

Parkard Sevens $50; Wall Boxes

2-2L $65; 861, 56, $50; 10, and

25 Boxes $22.50. O'CONNOR

DISTRIBUTORS, INC., 2320 W.

MAIN ST., RICHMOND, VA.

FOR SALE—3 Spot Lites $90; 4 At-

lantic City $195; Frolics $205;

Palm Beach $230; 4 Yacht Clubs

$195; 4 Beach Clubs $145; Dude

Ranch $45; Buffalo $125; M400

314 11TH STREET, ERIE, PENNSYLVANIA. Tel: 2-2894.

FOR SALE—15 Show Boats, $300

each; 1 Seeburg R-13 R $175; 1

Seeburg A 78 $150; 2 Keeney Gam-

ing Machines, each. CENTRAL DISTRIB-

UTORS, 2315 OLIVE STREET, ST. LOUIS, 3,

MISSOURI.

FOR SALE—Bally Atlantic City

$175;90; Beach Clubs $365;90; Bea-

tys $305;90; Bright Lights $89;50; Doodle $90; Frolics $199;50; United Cubanas

$215; 50c; J. E. I. DISTRIBUTING

COMPANY, 1663 CENTRAL PARKWAY, CIN-

CINNATI 14, OHIO. Tel: Main 8751.

FOR SALE—We are distributors in

Michigan for AMI, Chicago Coins,

Excels, Keeney, Genes, Williams,

& Vicksburg. We have the

largest stock of used games and

parts.$125.00.rides, casettes, and accessories.

MILLER—NEW MARK DISTRIBUTING

CO., 42 FAIRBANKS ST. RAPIDS,

MICH. Tel: 9-8362 and 7-2956.

WURLITZER, 6 RIVER RD., DERE-

TROIT 8, MICH. Tel: Tyler 9-2290.

FOR SALE—Coffe-Spa—Coffee

Machine like new, Model B-6000

serial #470 with 10c slot and waste

cup receptacle, used three (3)

months. Main an offer to H. FELsing, c/o EMPLEX, INC., 543 FIRST STREET,

HOBOKEN, N. J.

FOR SALE—United Bowlers 5 Play-

Formen Top $200; Six Play $235;

Doris $205; Red Rock $255; Or patron $300; Thunderbolt Horses $350; Edeles 2 Play Bowlers $175; 1100 Wurtzler $300; Geno 8 Player $145; United Slugger $600;

MOUNT DIAMOND, 705 DOWN STREET, DENVER, COLO. Tel: Ashoma 6518.

FOR SALE—Exhibit Six Shooter

$150; Dale Gun $50; Slug Fest

$139; Spot Lites $245; ABC $95;

Zig Zag $115; Stool Jockeys $125;

King $75; Winners $50; WHEEL-

IN-COIN MACHINE EX., 2916 EOFF

ST., HUNTING, W. VA. Tel: Wheeling 431.

FOR SALE—Premium merchandise for dealers only. 5000 $1.00

articles stocked in stock. Write for

complete wholesale descriptive price list today.

HARRINGTONS DISTRIBUTING

CO., 6100 BLUEMOUND ROAD, MIL-

WAUKEE 13, WIS. TEL. BLUE-

MOUND 8-7600.

FOR SALE—to 200 or any slightly

used games. Interested in slot

gears for collection purposes on

items sold payment plan. 5 $850;

90 $1250. Call your nearest distrib-

utor. State gear sizes, F. P. LAMB,

1113 PINE STREET, THE MUSIC

CO., LADOGA, INDIANA. Tel: 125.

FOR SALE—The following phono-

graphs: 21 Mills Empress; 2 Mills

Empress; 3 Colonial 78's; 2 350's,

300's, and one 400. Make an offer

for the lot; no reasonable offer refused. MUSIC

DISTRIBUTORS, INC., 215

FRANKLIN STREET, FAYETTE-

VILLE, N. C. Tel: 2-3992.
FOR SALE—Special! Bally Table Games, $29.50; Beans, $35; Rude Ranches $45; Beauties $299.50; Faturities, used 30 days, $95; Williams Fairway $129.50; Pondero $75; Hong Kong $75; Twenty Grand $119.50; Pailades $15; Gottlieb Poker Face $165; United Cahana $274.50. New ORLEANS, LA. 33-240, 504-275, W. ZINE ST., NEW ORLEANS, LOUISIANA. Tel.: Canal 8318.

FOR SALE—Genco Sky Gunner $325; Dunes $299.50; National $149.50; Keneey 4 Player Conversion for Shuffleboard $125. UNI- VERSAL, 351 W. 29TH ST., NEW YORK. Tel.: CHange 54-250, 543-9115.

FOR SALE—$22 caliber Short Krumbs, 1754, 32-200, glistening, shining. Great savings on 5, 10, or 25 case lots. Also, Nucosopic, deluxe phono- matic coin operated machines, and Call-Master. WALKER AMUSEMENT CO., 412 9TH STREET. Tel.: WASHINGTON, D.C. 7-1625.

FOR SALE—New York and New Jersey Operators! Rock-Ola's new Comet 120 selection phonograph and Master Master Coin operated machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTORS CORP., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 40773.

FOR SALE—25 Winners like new, ideally equipped, guaranteed, new few, $75 each or will trade. Have with your WESTERN DISTRIBUTORS, 3125 ELLIOTT AVE., SEATTLE 1, WASHINGTON.

FOR SALE—All machines 20% off high list. MFG. BOX 99, DETROIT 3, MICH. 1250, 1100, 1400, Spot Light, Bright Spot, Bright Light, Atlantic City, Light Right, Coney Island, Ske Boolls, Shuffle Alleys, Flipper Pinball Antique machines. Play, trade. B. YON'TZ SALES CO., BYESVILLE, OHIO.

FOR SALE—Williams 1100, $195; Seeburg 100C, $75; 100A, $42; Williams 200C, $90; Seeburg 100C, $75; Skeeball, Shuffle Alleys, Flipper Pinball Antique machines. Play, trade. B. YON'TZ SALES CO., BYESVILLE, OHIO.

FOR SALE—320 Wallboxes $19.50; 3SW-5-60 Wallboxes, $18.50; 146M or $39.50; 147M or $99.50; 1422 Rockola $69.50; 1426 Rockola $89.50; 31-65 6-60 Wallboxes and Parked Pins $4.95, CENTURY DIST. INC., 1221 MAIN STREET, BUFFALO 9, N.Y.

FOR SALE—35 Seeborg 100-B 45rpm, beautifully reconditioned, $685, export our specialty. Satisfied customers all over the world. REDD DISTRIBUTING CO., INC., 290 LINDGREN ST., ALLSTON 24, MASS. Tel.: AL 4-4040.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago, Coin Luna, etc. BALLY'S WILLIAMS ELECTRIC & TELEVISION CO., 233 W. 3rd STREET WILLIAMSPORT, PA. Tel.: 23326 or 2-1645.

FOR SALE—Cigarette machines, Du- Gerenier col 90L $550.00, 25c coin chutes. Bingo games: Coney Island $225.00 Atlantic City $355.00; Frele $355.00; Beach Clubs. WRITE, ALLAN SALE DISTRIBUTORS, 928 MARKET STREET, MILWAUKEE, WIS., CHICAGO, ILL.

FOR SALE—For Ready Location. Spot Lakes $175; Coney Island $200; Atlantic City $300; Palm Beach $350; Frele $350. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, W. Va. Tel.: Wheeling 5472.

FOR SALE—$20,000.00 worth of brand new Worlitzer Phonograph Parts. Below wholesale cost. Send for complete Parts Catalogue. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE, MINNEAPOLIS, MINNESOTA.

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can be in the fast lane in this line pms a free full year's ($2 weeks) subscription to The Cash Box. "The Bible of the Coin Machine Industry." Send your check or money order to: THE CASH BOX, 26 W. 47TH ST., NEW YORK 19, N.Y. (Phone: JU 6-2460).

FOR SALE—ChiColn Bowling Alleys $55; Seeburg Cams $75; Lite League $49.50; Deluxe Bowler $34.50, and many other values. COIN AMUSEMENT CO., 1144 E. 55TH ST., CHICAGO 15, ILL.

FOR SALE—All Amplifier Tubes less 50% and 10%, Tube Strips $2.50 per box, 1,000. Fluorescent Tubes 1/2 off. Bulbs 5'/s and 5'/s 45c per box. $3.75 per 100; 1195/10 for $1 each. 60/10 for 50c each. $5.25 per 100. CAape Lusterall-All Purpose Cleaning, glass, plastic, chrome, etc. $3.50 per gallon. 70c. Satisfaction guaranteed or money refunded. SHAPER COVEY DISTRIBUTING CO., 3181 ELMSTON AVE., CHICAGO, ILL. Tel.: INdependence 3-2210.

FOR SALE—New Astroscope $275; New 1 Camera Chief $10; New 1 Advance Peanut Machines $12; 120 Wurlitzer Wallboxes $5; Citations $5; Rally Rapid Fire $75; Bowling $40. MATTHEW VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—AMV "BV" $300; AMV "CX" $325; many others. WRITE, KOEPEL DISTRIBUTING CO., 600 MAIN AVENUE, NEW YORK, 19, N.Y.

FOR SALE—3 Packard Manhattans, 1 Whiz Kids, 4 Horsemen, 1 Shermies, 2 Faithfuls, 1 Bowling Champ, 1 Freshie, 1 Selecto, 1 Bowler. Total price for package deal, $425. One third deposit down with order, balance O.D. Write Box 352, PAYETTE, IDAHO.

FOR SALE—Complete line of used photographs, shuffle games, cigarette machines, all other coin operated. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you of our exclusiveness for United, Keeey, Bally, TARAN D. SORGH Believe IT INC., 501 N. 36TH STREET, MIAMI 42, FLA. Tel.: 64-6846.

FOR SALE—United Super Bowlers, drum scoring, converted to 3rd, 7th, and 10th Frame Doubles. Completely reconditioned and crated, only $275 per set. We feature a new game at half the price. Wire orders and 1/3 deposit. Immediate de- livery. SHELTON SALES, INC., 831 MAIN STREET, BUFFALO 3, NEW YORK, Tel.: Lincoln 1906.

FOR SALE—Hi-Speed Super Fast shuffle board wax. 24 one pound cans per case $8.50 each. LOB, Dallas, Texas. Sold on money back guar- antee. AMI distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Reconditioned Like New—Bright Lights $135; Lite A Lines $65; Citations $35; Hot Rods $40; Geneo 400's $225. The Geneo 400's perfected and percentagd correctly by us. Return within 2 weeks if not satisfied for full refund. We buy 4, and sell 6 Shuffle Alleys. Quote your lowest price. W. E. KENNY MFG. CO., 5231 S. KEDZIE AVENUE, CHICAGO 32, ILL. Tel.: HEmlock 3044.

FOR SALE—Empresses; Thrones, '39 and '40 Standards and Deluxe; Classics; WILMEL Wall Boxes; 600's; Continental; Super Bozos; Arcade Equipment; Miss. PIDGEON, 305 N. PAGE, MILWAUKEE, WIS. 53203.

FOR SALE—We have a stock of reconditioned Five Balls. One Balls, Bingo games, etc. RECONSTRUCTION SERVICE, WESTERHAUS CORPORATION, 3726 KESSEN AVENUE, CINCI- NATI, O. Tel.: Moutana 5000-1-2.

FOR SALE—The finest reconditioned phonographs, coin operated machines. Every single one guaranteed to be in perfect condition. Get your quotation first. COMMER- CIAL MUSIC CO., 1510 DRAGON ST., DALLAS, TEX. Tel.: Riverside 4131.

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

FOR SALE—2 Bally Dude Ranches, like new, only $475 each 1/3 de- posits, balance sight draft on G.O.D. MAINE ST. 2004, E. 2333 GARRISON AVENUE, FORT SMITH, ARK. Tel.: 2-1216 or 2-0159.
FOR SALE—One Stop Record Service. Large stock of major, independent 45's, 78's, 10 in. p. p. a. Rhythm, Blues. We ship anywhere at cost plus 5c per record. LOM- BARD RECORD SHOP, 2247 W. MADISON ST., CROWN RECORD SHOP, 3474 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Sacramento 2-5050.

FOR SALE—1217 Wurlitzer and several other Wurlitzer wall boxes, excellent condition, $495. 20 Seaburg C's, like new, $75. COPEL- LAN MUSICAL co., 1000 NORTH WESTERN, OKLAHOMA CITY, OKLA. Tel.: Forest 3-4536.

FOR SALE—All machines 20% off high CASH box prices. Wurlitzers 1015, 1100, 1250. Rockolas 1422, 1426. AMI Model C. Seeburg 146, 147, 100A. Phone Sterling 87515 or Write: DIXON DISTRIBUTING CO., 3996 S. KEEN BLVD., YOUNGSTOWN, OHIO.

FOR SALE—Priced Right! Sunshine Parks, Futurity, Turk Kings, Across-the-Board, and Winners or will swap for Chicago Coin 6 player alleys. Write, wire, or phone: J. ROSENFIELD COMPANY, 3220 OLIVE ST., ST. LOUIS, MISSOURI. Tel.: Olive 2800.

FOR SALE—Wall Box Bargains! Wurlitzer Model 525 (104 selections): $75; AMI (10 selections): $12.50; Rock-Ola (20 selections): $1; Packard (24 selections): $5; Seeburg (5-10-25c): $25; Seeburg (5c) Postwar, $7.50. Authorized Seeburg Distributors, AMI DISTRIBUTORS INC., 1012 MARKET ST., ST. LOUIS, MISSOURI.

FOR SALE—Distributor's stock of new Wurlitzer Phonograph parts for Model 1100 and older. Distributor's cost $3200. Will sacrifice entire list for $750. Detailed inventory sent on request. C. C. CALLOU- ETTE INC. 1500 BROADWAY, NASHVILLE, TENN. Tel.: 5-6533.

FOR SALE—5 AMI Model B, $310 each; 2 Geco Sky Gunners, $250 each; or 4 25c semi-automatic cameras In As-New condition. RELIABLE COIN MA- CHINE CO., 184-185 WINDSOR ST., HARTFORD, CONN.

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You can safely send deposits to advertisers in "The Cash Box"
Your Deposit is Guaranteed

As long as you are a paid subscriber to "The Cash Box", at the time you reorder any advertisement that appears in "The Cash Box", where the advertiser requests that you must pay to him in connection with the magazine advertised, your deposit up to $100 is guaranteed. The "Cash Box" Free Deposit Insurance Plan, an exclusive and original feature of "The Cash Box" only. Should you lose your deposit in fraudulent manner immediately write:

The Cash Box
26 West 4th Street, New York 13, N. Y.

Minimum Front Money Required by Juke Box Operators

Minimum front money required by Juke Box Operators Each Week From Their Locations on All Types of Automatic Phonographs to Assure Complete Amortization Is Based on The Cash Box’ "Confidential Price Lists"

AIREON
Fiesta $5.00 Per Week
48 Coronet $5.00 "
49 Coronet $5.00 "

SEEBURG
9800 Hi-Tone $5.00 Per Week
8800 Hi-Tone $5.00 "
8200 Hi-Tone $5.00 "
146 $5.00 "
147 $5.00 "
148 $5.00 "
M100A $11.00 "
M100B $13.90 "
M100C $16.50 "
HF-100 $21.00 "

AMERICAN RADIO HISTORY

MISCELLANEOUS

NOTICE — Phonograph Motors Re- wound—Any make of split-phase Juke Box Motor rewound for $4.00. No Extras. $4.00 is all you pay. Mail- ing List 4000 Juke-Box Sets. CAROLINA ELECTRIC CO., P. O. BOX 125, MATTHEWS, NORTH CAROLINA. Tel.: 2711.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Hudson 6-2972; The Cash Box, Chicago, III., Dearborn 2-0445; The Cash Box, Los Angeles, Calif., Webster 1-1121.

NOTICE—10c Seeburg AMI Ops—Don't Pass Up Nickels! General Conversion Kit fits late model phonographs and wall boxes. Takes 2 nickels, 10c and 25c. Samples $3.50. Lots of 10, $2.95 each. Complete with deal-cass and decal designs. CASH DISTRIBUTING CO., 3574 HARDING, CARLSBAD, CALIFORNIA.

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

NOTICE—Christmas Gift—Executive Sportster simulated Alligator with smart 2x4 68 Wool Of The West Rohe. Write for circular, WESTERN DISTRIBUTORS, 1256 SOUTH 16th AVE., PORTLAND, OREGON.

NOTICE—Want service mechanic for Pin Games, Music, andigarette machines. New opportunities. PENNSYLVANIA VENDING CO., 1822 CARSON ST., PITTSBURGH 5, PA. Tel.: Ham- mond 1-9900.

NOTICE—Outdoor Barbeque Cook-N- Wagon—see Miller's High Life ad. To Operators and Distributors delivered anywhere in the United States at $.99.50. BUDGE WRIGHT'S WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND, OREGON.

Notice: All minimum front money requirements are based on the Prices that Appear in each month's "End-Of-Month Inventory Issue" in "The Confidential Price Lists" of "The Cash Box"
THE PUBLIC GETS: 120 Perfect Selections, Eye Level Program, One Button Play,
Thrilling Tone and Virtuosity.

THE LOCATION GETS: A Beautiful Showpiece, Choice of Placing it Anywhere,
Customer Inspiration and Satisfaction.

THE OPERATOR GETS: Instant Jump in Take, Uninterrupted Performance,
Ability to Interest Top Spots.
How To Use "The Confidential Price Lists"

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

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

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

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices REMAIN-fixed
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added
8. Great Activity

THE WEEK'S USED MACHINE QUOTATIONS

15th Year of Publication
738th Consecutive Week's Issue

AIREON

4. Fiesta 25.00 35.00
4. '47 Hideaway 40.00 49.50
4. '49 Coronet 32.50 35.00
4. '49 Coronet 100 25.00 39.50

A M I

1. WM Wall Box 14.50 28.00
2. Model A 46 169.00 250.00
2. Model B 48 269.50 310.00
4. Model C 289.00 315.00
2. Model D 40 325.00 350.00
3. Model D 80 550.00 600.00

BUCKLEY

6. Wall & Bar Box O.S. 3.00 5.00
6. Wall Bar Box N.S. 6.00 12.50

MILLS

6. Throne of Music 25.00 35.00
4. Empress 35.00 35.00
4. Constellation 39.50 59.50

PACKARD

4. Pla Mor Wall Bar Box 3.95 7.50
4. Manhattan 39.50 79.50
4. Model 7 Phonio 35.00 50.00

ROCK-OLA

4. Playmaster '46 35.00 49.50
4* 1452 Phonio ('46) 60.00 95.00
4* 1424 Phonio ('48) 49.50 69.50
1. 1226 Phonio ('47) 89.50 150.00
2. 1248 Magic Glo 199.50 269.50
4. 1432 Rocket ('51) 239.50 295.00
4. 1391 129.50 195.00
2. Fireball 585.00 650.00
6. 1501 Wall Box 3.00 4.50
6. 1502 Bar Box 5.00 7.50
6. 1503 Wall Box 12.50 15.00
6. 1504 Bar Box 15.00 17.50
6. 1510 Bar Box 15.00 20.00
6. 1525 Wall Box 5.00 15.00
6. 1526 Bar Box 15.00 19.50
6. 1530 Wall Box 15.00 25.00
6. 1805 Organ Speaker 24.50 29.00

SEEBURG

6. Hi-Tone 9800 29.50 49.50
6. Hi-Tone 9800 RC 29.50 49.50
6. Hi-Tone 8800 29.50 49.50
6. Hi-Tone 8800 RC 29.50 49.50
6. Hi-Tone 8200 29.50 49.50
6. Hi-Tone 8200 RC 29.50 49.50
4. 1165 75.00 89.50
4* 1163M 89.50 135.00
4* 1175M 90.00 135.00
4* 117M 99.50 135.00
4. 1148 135.00 175.00
4. 1485 145.00 185.00
4* 1483M 159.00 215.00
4. M-100A 425.00 549.50
4* M-100B 565.00 695.00
4. M-100C 785.00 825.00
4. WL-116 Wall Box 5e 4.95 9.95
4. 3W-116 Wall Box 6.95 10.00
6. 1156 20.00 35.00
4. 1156-1156 Wall Box 10.50 12.50
6. WL-165/8/10/25 Wireless 22.50 29.50
4. WL-165 24.50 34.50
6. Tear Drop Speaker 12.50 17.50

Buckley, M. & A. Ltd., 10th AVENUE & 59th ST., NEW YORK, N. Y.

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Buckley, M. & A. Ltd., 10th AVENUE & 59th ST., NEW YORK, N. Y.
### PINBALL GAMES (Cont.)

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Jackey (Wm 8/51)</td>
<td>85.50</td>
</tr>
<tr>
<td>2. Jomborre (Ex 3/48)</td>
<td>19.50</td>
</tr>
<tr>
<td>3. Jennie (Ex 6/50)</td>
<td>29.50</td>
</tr>
<tr>
<td>4. Jockey Special (B 11/47)</td>
<td>15.00</td>
</tr>
<tr>
<td>5. Joker (Got 11/50)</td>
<td>25.00</td>
</tr>
<tr>
<td>6. Judy (Ex 7/50)</td>
<td>29.50</td>
</tr>
<tr>
<td>7. Jumping Jacks (got 8/50)</td>
<td>90.00</td>
</tr>
<tr>
<td>8. Just 21 (Got 1/50)</td>
<td>15.00</td>
</tr>
<tr>
<td>9. K. C. Jones (Got 11/49)</td>
<td>39.50</td>
</tr>
<tr>
<td>10. King Arthur (Got 10/49)</td>
<td>29.00</td>
</tr>
<tr>
<td>11. King Cole (Got 5/48)</td>
<td>29.00</td>
</tr>
<tr>
<td>12. King Pin (CC 12/51)</td>
<td>50.00</td>
</tr>
<tr>
<td>13. Knockout (Got 1/51)</td>
<td>45.00</td>
</tr>
<tr>
<td>14. Lobby Robin Hood (Got 5/51)</td>
<td>19.50</td>
</tr>
<tr>
<td>15. Leaders (Un 10/51)</td>
<td>135.00</td>
</tr>
<tr>
<td>16. Lite-A-Line (Ke 6/52)</td>
<td>65.00</td>
</tr>
<tr>
<td>17. Long Beach (Wm 7/52)</td>
<td>95.00</td>
</tr>
<tr>
<td>18. Lucky Iining (Wm5/59)</td>
<td>25.00</td>
</tr>
<tr>
<td>19. Lucky Star (Got 5/47)</td>
<td>15.00</td>
</tr>
<tr>
<td>20. Mad. Sq. Garden (Got 8/50)</td>
<td>65.00</td>
</tr>
<tr>
<td>21. Magic (Ex 11/48)</td>
<td>19.50</td>
</tr>
<tr>
<td>22. Majora '49 (CC 2/49)</td>
<td>27.50</td>
</tr>
<tr>
<td>23. Major League Baseball (U/648)</td>
<td>20.00</td>
</tr>
<tr>
<td>24. Manhattan (Wm 2/52)</td>
<td>100.00</td>
</tr>
<tr>
<td>25. Majorrettes (Got 8/50)</td>
<td>85.00</td>
</tr>
<tr>
<td>26. Mardi Gras (Got 5/48)</td>
<td>24.50</td>
</tr>
<tr>
<td>27. Marjorie (Got 8/50)</td>
<td>20.00</td>
</tr>
<tr>
<td>28. Maryland (Wm 4/49)</td>
<td>29.50</td>
</tr>
<tr>
<td>29. Merry Widow</td>
<td>24.50</td>
</tr>
<tr>
<td>30. Melody (B 47)</td>
<td>15.00</td>
</tr>
<tr>
<td>31. Mercury (G 3/50)</td>
<td>25.00</td>
</tr>
<tr>
<td>32. Mermaid (Got 6/59)</td>
<td>69.00</td>
</tr>
<tr>
<td>33. Mimi (Ex 2/48)</td>
<td>20.00</td>
</tr>
<tr>
<td>34. Minstrel Man (Got 3/51)</td>
<td>40.00</td>
</tr>
<tr>
<td>35. Monterey (Un 5/48)</td>
<td>10.00</td>
</tr>
<tr>
<td>36. Moon Glow (Un 11/48)</td>
<td>20.00</td>
</tr>
<tr>
<td>37. Marques (Ex 10/50)</td>
<td>55.00</td>
</tr>
<tr>
<td>38. Niagara (Got 11/50)</td>
<td>110.00</td>
</tr>
<tr>
<td>39. Nifty (Wm 12/50)</td>
<td>50.00</td>
</tr>
<tr>
<td>40. Nudy (B 47)</td>
<td>15.00</td>
</tr>
<tr>
<td>41. Oasis (Ex 10/50)</td>
<td>16.50</td>
</tr>
<tr>
<td>42. Oklahoma (Got 5/59)</td>
<td>15.00</td>
</tr>
<tr>
<td>43. Old Faithful (Got 12/50)</td>
<td>65.00</td>
</tr>
<tr>
<td>44. Olympic (G 5/52)</td>
<td>125.00</td>
</tr>
<tr>
<td>45. One Two Three (Ge 10/48)</td>
<td>31.50</td>
</tr>
<tr>
<td>2* Palm Beach (B 7/52)</td>
<td>250.00</td>
</tr>
<tr>
<td>47. Paradise (U/748)</td>
<td>12.50</td>
</tr>
<tr>
<td>48. Patrocrat (Wm 8/52)</td>
<td>95.00</td>
</tr>
<tr>
<td>49. Pin Bowler (CC 6/50)</td>
<td>29.50</td>
</tr>
<tr>
<td>50. Pitch Blitzen (Ex 4/49)</td>
<td>15.00</td>
</tr>
<tr>
<td>51. Pinky (Wm 9/50)</td>
<td>25.00</td>
</tr>
<tr>
<td>52. Play Ball (CC 1/51)</td>
<td>25.00</td>
</tr>
<tr>
<td>53. Play Boy (CC 5/47)</td>
<td>19.50</td>
</tr>
<tr>
<td>54. Playland (Ex 8/50)</td>
<td>20.00</td>
</tr>
<tr>
<td>55. Playtime (Ex 8/48)</td>
<td>30.00</td>
</tr>
<tr>
<td>56. Puddin' Head (Got 10/49)</td>
<td>25.00</td>
</tr>
<tr>
<td>57. Puritan (Ex 12/50)</td>
<td>29.50</td>
</tr>
<tr>
<td>58. Quarterback (Wm 10/49)</td>
<td>19.50</td>
</tr>
<tr>
<td>59. Quintet (Got 2/52)</td>
<td>140.00</td>
</tr>
<tr>
<td>60. Queen of Hearts</td>
<td>175.00</td>
</tr>
<tr>
<td>61. Quitet (Got 3/53)</td>
<td>175.00</td>
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<td>62. Rag Mop (Wm 10/50)</td>
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<td>63. Rainbow (Wm 5/50)</td>
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<td>64. Ramona (Ex 4/49)</td>
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<td>65. Rancho (B 48)</td>
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<tr>
<td>66. Rawhide (Ex 12/52)</td>
<td>49.50</td>
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**TOTAL NO.**

**TOTAL VALUE**

### NUMBER OF EACH MACHINE OWNED

**VALUE OF MACHINES HERE**

(IMPORTANT INFORMATION ASCERTAINED BY FIGURE BETWEEN LOW AND HIGH PRICES)

### NUMBER OF EACH MACHINE OWNED

**VALUE OF MACHINES HERE**

(IMPORTANT INFORMATION ASCERTAINED BY FIGURE BETWEEN LOW AND HIGH PRICES)
### PINBALL GAMES (Cont.)

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### CIGARETTE MACHINES

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**TOTAL NO. TOTAL VALUE**

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**THE CONFIDENTIAL PRICE LISTS**

The Cash Box, Page 80 • END OF MONTH INVENTORY ISSUE • November 28, 1953
### Cigarette Machines

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Value in $</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>40.00-95.00</td>
</tr>
<tr>
<td>Rowe Diplomat (10-col.)</td>
<td>65.00-85.00</td>
</tr>
<tr>
<td>Rowe Imperial (8 col.)</td>
<td>25.00-30.00</td>
</tr>
<tr>
<td>Rowe Royal (6 col.)</td>
<td>25.00-30.00</td>
</tr>
<tr>
<td>Rowe Royal (8 col.)</td>
<td>25.00-30.00</td>
</tr>
<tr>
<td>Rowe President (8 col.)</td>
<td>50.00-65.00</td>
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</table>

### Candy Machines

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Value in $</th>
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<tbody>
<tr>
<td>Mills (5 col., 70 cap.)</td>
<td>10.00-39.50</td>
</tr>
<tr>
<td>Stoner (Mod. 102, 6 col., 102 cap.)</td>
<td>50.00-100.00</td>
</tr>
<tr>
<td>Stoner (Mod. 120, 6 col., 120 cap.)</td>
<td>75.00-125.00</td>
</tr>
<tr>
<td>Stoner (Senior, 8 col., 100 cap.)</td>
<td>65.00-165.00</td>
</tr>
<tr>
<td>Stoner (Mod. 80, 4 col., 180 cap.)</td>
<td>50.00-175.00</td>
</tr>
<tr>
<td>Stoner (Mod. 120, 5 col.)</td>
<td>69.00-125.00</td>
</tr>
<tr>
<td>Stoner (Mod. 120 Sn, 7 col.)</td>
<td>74.50-150.00</td>
</tr>
<tr>
<td>Stoner DeLuxe Theatre (8 col., 160 cap.)</td>
<td>150.00-250.00</td>
</tr>
<tr>
<td>Stoner DeLuxe Theatre (16 col., 220 cap.)</td>
<td>165.00-200.00</td>
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<tr>
<td>Martha's &quot;Little Candy Store&quot; (8 col., 160 cap.)</td>
<td>79.50-89.50</td>
</tr>
<tr>
<td>Crown &quot;Unit-Select&quot; (74 cap.)</td>
<td>15.00-50.00</td>
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### Hot Coffee

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<th>Machine Type</th>
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<tbody>
<tr>
<td>Andice Cafe Petit</td>
<td>300.00-400.00</td>
</tr>
<tr>
<td>Bert Mills Coffee Bar, 200 cap.</td>
<td>150.00-200.00</td>
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<tr>
<td>Bert Mills Coffee Bar, 600 cap.</td>
<td>300.00-300.00</td>
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<tr>
<td>Bert Mills Coffee Bar, 500 cap.</td>
<td>300.00-400.00</td>
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<tr>
<td>Chief-Way, Model 100, cap. 400-600</td>
<td>625.00-675.00</td>
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<tr>
<td>Frost-Mat Comb. Hot Coffee-Choc., 600 cap.</td>
<td>250.00-300.00</td>
</tr>
<tr>
<td>U-Select-it Hot Coffee, 600 cap.</td>
<td>350.00-425.00</td>
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### Carbonated Drink

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<th>Drink Type</th>
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<tr>
<td>Drink-O-Mat, single flavor, 5c, 1000 cups</td>
<td>200.00-275.00</td>
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<tr>
<td>Drink-O-Mat, 3 flavor, 5c, 1000 cups</td>
<td>425.00-475.00</td>
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<tr>
<td>Drink-O-Mat, 4 flavor, 5c, 1000 cups</td>
<td>500.00-525.00</td>
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### Can Drink

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<tr>
<td>Juice-Bar, 6 sel., 500 cups</td>
<td>325.00-550.00</td>
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<tr>
<td>Refresher, 3 sel., 300 cap.</td>
<td>400.00-500.00</td>
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### Ice Cream Vendors

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<tr>
<th>Vendor Type</th>
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<tbody>
<tr>
<td>Vendo &quot;Dairy-Vend&quot;</td>
<td>250.00-350.00</td>
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<tr>
<td>Vendo &quot;Ice Cream Vender&quot;</td>
<td>1.00-3.00 for Cream Sandwiches or &quot;Pops&quot;, 200 cap</td>
</tr>
</tbody>
</table>

### Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F.O.B. factory. Where prices are not listed, manufacturers have not yet released list prices.

#### A.B.T. MFG. CORP.

- Challenger (Counter Model Gun) | $6.50
- Bille Sport, 3 and more Guns plus complete ranges of various types | $1,400.25

#### AMI, INCORPORATED

- AM-40 Phonograph | $175.00
- AMX-40 Phonograph | $250.00
- AMX-120 Phonograph | $1,650.00
- W-6 5'8"x5'2"x4'2" Wall Box | $99.00
- W-120 5'2"x5'2"x2'2" Wall Box | $85.00
- HS-50 Hideaway | $75.00
- HS-120 Hideaway | $85.00
- AMITOX Speaker | $27.50

#### AUTO-PHOTO CO.

- Auto-Photo | $2,545.00

#### BALLY MFG. CO.

- The Champion (Mech. Horse) | $1,065.00
- Spaceship | $1,650.00
- Speed Boat | $995.00
- Palm Springs | $695.00

#### CHICAGO COIN

- General | $1,150.00
- Hi-Speed Crown Bowler | $625.00
- Advance Bowler | $635.00
- Tournament World Trainer | $1,105.00

#### H. C. EVANS & CO.

- Century (Model 2045) | $1,050.00
- Jubilee (Model 245) | $250.00
- Junior (Model 278) | 755.00

#### EXHIBIT SUPPLY

- Big Bruno | $997.50
- Roy Rogers' Trigger | $1,047.50
- Red Baron, Red Nosed Reindeer | $725.00
- Pete The Rabbit | $725.00
- Medium | $750.00
- Space Gun | $375.00
- Space Patrol | $1,047.50
- Silent Salesman (Card Vendor) | 75.00
- Space Mate | $75.00
- Western Gun | $75.00

#### GENCO MFG. & SALES CO.

- Shuffle Pool | $675.00

#### D. GOTTLIEB & CO.

- Pin Wheel | $645.00

#### INTERNATIONAL AUTO. CORP.

- Pho-Top | $1,250.00

#### J. H. KEENEE & CO., INC.

- Electric Cigarette Vendor | $2,854.00
- Coin Change Model | $947.50
- Pachemamer Bowler | 600.00

#### MARVEL MFG. CO.

- (New Model) Shuffle-Scoring Overhead Scoreboard | $189.50
- Wall Type Scoreboards for Shufflesboards | 95.00

#### ROCK-OLA MFG. CORP.

- Model 1340 "Comet Fireball" Phon. 120 Selections | 45 RPM Only
- Model 1490 "Comet Fireball" Playmaster 120 Selections | 45 RPM
- Model 1546 "Comet Fireball" Chrome Wall Box, 120 Selections | 45 RPM
- Model 1606 "Tone-O-Lite" 8" Speaker
- Model 1611 "Tone-O-Lite" 8" Wall Speaker with Vol. Control & Transformer Blinds or Maho.
- Model 1966, Remote Volume Control

#### J. P. SEEBURG CORP.

- M100C (Select-O-Matic "100") phonograph
- BN 100C (Select-O-Matic "100")
- R. C. Special
- 1W1 Wall-O-Matic "100"
- MRVC-1 Master Remote Volume Control
- CV64-8" Wall Speaker Ivory (Teardrop)
- CV63-8" Recessed Speaker
- CV71-12-12" Recessed Speaker
- P6-12" Power Supply
- ARA1-6.6" Auxiliary Remote Amplifier
- AVC1 Automatic Volume Compensator Unit

#### UNITED MFG. CO.

- Imperial Shuffle Alley | $675.00
- Royal Shuffle Alley | 600.00
- Rio | 725.00

#### WICO CORP.

- Major Logger (Automatic Baseball Pitcher) | $2,950.00

#### WILLIAMS MFG. CO.

- ArmyNavy | $164.50
- Pennant Baseball | 479.50

#### THE RUDOLPH WURLITZER CO.

- Model "1500" Phonograph
- Model "1600" Phonograph
- Model "1700" Phonograph
- Model 4851 5'10"x5'2" Wall Box (68 Selections)
- Model 5204 5'10"x5'2" Wall Box (104 Selections)
- Model 5100 8" Speaker
- Model 5110 12" DeLuxe Speaker
Genco Presents

4 PLAYER

Shuffle Pool

The THRILLS of SHUFFLEBOARD...
The SPEED of BOWLING...
The SKILL of BILLIARDS...

- 18 SHOTS PER PLAYER —
  3 Frames of 6 Shots Each
- 50 SECOND PLAYING TIME —
  Fast as a Bowler ... 10c Play
- ROLLOVER WIRE FORMS
  Control Scoring as in Bowling Game
- HUNDREDS OF
  COMBINATIONS
  Straight or Bank Shots
- SPECIAL
  BONUS SCORING

REALISTIC

3-DIMENSION

COLORED LIGHT BALLS

Move on "Break" — DISAPPEAR when Hit!

- EASY SERVICING THROUGHOUT
- LIFETIME FORMICA PLAYFIELD
- SIZE — 8-FT. x 2-FT.

See us at Booth 141
At The Outdoor Show

Write, Wire, Phone for Full Details!

GENCO

MANUFACTURING & SALES CO.

2621 N. Ashland Ave.,
Chicago 14, Illinois
UNIVERS'S

with NEW SPELL-NAME Feature

Spell R-I-O for 4-IN-LINE SCORE
(CAN ALSO SPOT NUMBERS 2-5-8)

Spell R-I for 3-IN-LINE SCORE
(CAN ALSO SPOT NUMBERS 2-5-8)

ALL BALLS IN R-I-O POCKETS
RETURN FOR EXTRA PLAY

plus

TWO SPECIAL CARDS
(FOR EXTRA IN-LINE SCORES)

SELECT-EM FEATURES

SPOT A NUMBER
EXTRA BALL
3 in Line Scores 4 in Line
BOTH SUPER CARDS
BOTH SPECIAL CARDS

FOUR CORNERS SCORE
EXTRA TIME FEATURE
UP TO 3 EXTRA BALLS PER GAME
NEW, EXTRA LARGE CASH BOX

E-Z SERVICE FEATURES:
BACK GLASS SLIDES OUT
EITHER SIDE
BACK GLASS MECHANISM
TILTS FORWARD FOR
EASY ACCESS
HINGED FRONT DOOR
HINGED BACK DOOR

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

SEE UNITED'S
IMPERIAL
AND
ROYAL
SHUFFLE
ALLEYS
•
NOW AT YOUR
DISTRIBUTOR

AVAILABLE
IN 2 SIZES
8 FT. BT 2 PT
9 FT. BT 3 PT

STANDARD
PINBALL
CABINET
SIZE
numbers you need to build up score, cancel-out numbers you're "sorry" you hit...try again with BALLS RETURNED from cancelled numbers...

Give the players the opportunity to "second-guess" their skill-shots. Give them the right to wipe out their "mis-cuts" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

PLUS SUPER-CARD SCORES
PLUS CORNER SCORES
PLUS SELECT-A-SPOT
ADVANCING SCORES
EXTRA BALLS

Built into PALM SPRINGS are all the profit-proved features of the greatest Bally in-line games... plus the new HOLD idea, greatest innovation in pin-game design in years. Get your share of the PALM SPRINGS profits. See your Bally Distributor today. Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.