Jerry Marshall of WNEW in New York clowns it up with Lou Monte whose "Darktown Strutters Ball" is the current sensation of the record world. The disk, issued by RCA Victor, features an Italian version of the standard which Monte has been doing in his night club act for a number of years. With this smash, Monte reaches the upper brackets not only in record sales but also in his personal appearance price.
For making good music and good money in smaller locations, the 48-selection Wurlitzer has proved the best investment ever offered operators.

The superiority of its tone and its "take" are equalled by its record for trouble-free performance.

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48-SELECTION
STRAIGHT 45 RPM PLAY

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THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
The Cash Box

FOUNDED BY BILL GERSHI

Vol. XV February 20, 1954 Number 22

Publishers
BILL GERSH
JOE ORLECK

Music Editorial

The Cash Box Publishing Co., Inc.
26 West 47th Street, New York 36, N. Y.
(All Phones: JUdson 6-2460)

MOA Meet
Is Idea For
Publishers

Many music publishers, searching for plugs and ways to promote their tunes have, in the past, been neglecting one of the most obvious avenues for such promotion—the annual MOA (Music Operators Of America) convention.

The meeting, which this year takes place March 8, 9 and 10 at the Palmer House in Chicago, gives everyone connected with the music business one of the greatest opportunities to plug their wares. But for publishers in particular, there are two advantages.

First of all, they will find the largest concentration of operators, big and small, from all over this country and Canada, and they are the ones who buy records in quantity. Second of all, top A&R men from all the record companies will be there to play their latest records. And as everyone knows, a publisher doesn’t lose anything by being anywhere in the neighborhood of a congregation of A&R men. Moreover not only are the A&R men present, but every artist who can possibly make it, gets to the MOA convention.

These meetings have grown in size and stature ever since their inception. Each year they get bigger and better and this year’s convention is bound to follow in that pattern.

This means that the opportunities for plugs both at the show and promotion which will stay with the operators is ever increasing. For instance at this year’s show, every booth or room will be equipped with a juke box and it’s obvious that the publishers who are there to see that their tunes are on those juke boxes, will be the ones who will be getting the play. In addition, every publisher knows that an A&R man or a record company official wants to see some indication of the kind of promotion a publisher does for his tunes. And since almost every record company will be represented at the MOA convention, that is an ideal place for a publisher to be seen.

Most importantly, there can be very little doubt that those publishers who have exhibited in the past, have found it extremely worthwhile. For instance BMI which has set up a booth for years now, makes it a point to be back at each convention. It seems clear that the results must be worthwhile.

The convention is about a month off. It’s an important event which can be planned for now. Every publisher who can possibly make it, will be doing himself an untold amount of good by being present in Chicago for the MOA meet.
February 20, 1954

A big new hit... by one of the greatest female voices in the business!

JUNE VALLI
THE GYPSY WAS WRONG

and

OLD SHOES AND A BAG OF RICE
Orchestra and chorus conducted by Joe Reisman
20/47-5653

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

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

1. STRANGER IN PARADISE
   Tony Bennett (Columbia) (Four Aces (Decca))
2. OH, MY PAPA
   Eddie Fisher (RCA Victor)
3. SECRET LOVE
   Doris Day (Columbia)
4. CHANGING PARTNERS
   Patti Page (Mercury)
5. MAKE LOVE TO ME
   Stafford (Columbia)
6. TILL WE TWO ARE ONE
   Georgie Show (Decca)
7. THAT’S AMORE
   Deon Martin (Capitol)
8. HEART OF MY HEART
   Cornell, Desmond, Dale (Coral) (Four Aces (Decca))
9. TILL THEN
   Hiltoppers (Dot)
10. WOMAN
    Hiltoppers (Dot)

Lennie Hoden, Criterion Music, back in town after a disk jockey promotion trip, Lennie got one big surprise on his return when quite a few jocks recalled
a disk Lennie was working on a couple of years ago and had long since for-
gotten. Victor issued an Edlo Pinza item, “The Little Of State Of Texas” with
the Sons of the Pioneers, about two years ago and only about 300 copies were
distributed before “filed and forgotten.” However, some of the Cleveland
jocks tell Lennie they are still getting requests for the etching. As a result,
Lennie will make up about 200 additional copies and go to work on the tune
again. . . . Jocks conducting record hops and teen-age dance shows should
be interested in Bobby Worth’s new song “Blood, Sweat & Tears.” Benny Lee and
the Stargazers do the item on London.

Pic of the week—After listening to audition rec-
cordings submitted by 181 radio personalities through-
out the nation, Ben Strouse, owner of WADC-Wash-
ington, D. C. announced the selection of Fred Flake,
disk jockey from his own staff. Fred will have his own
shows 10 to 11:30 a.m. and 1 to 4:30 p.m. Monday
through Saturday. . . . Thanks Bob Watson (WQXI-
Atlanta, Ga.) for those kind words about this column.
Bob writes, “keep your eye on Atlanta, as well balanced
a musical town as you’ll find in America with equal
numbers of fans for classical, pop, folk, gospel, sacred
and rhythm and blues.” . . . Ed Meath (WHHC-
Rochester, N. Y.) presented his Spotlight Review
Vaudeville show at the Auditorium Theatre in Roches-
ter on January 29 and 30. The show played to an audi-
cence of 6,200 for its three performances, with
Saturday night’s performance S.R.O. Meath has been
with WHHC for over six years and has gained a
large personal following of listeners as the station’s early morning disk
jockey on “The Musical Clock” program . . . Radio Station WKKR-Manchester,
N. H., just completed a 22-hour broadcast for the March of Dimes with over
$2,200 raised in cash from donors by local firemen-collectors. At midnight
WKKR ran an all night diskjockey show with a dollar per request. Norm Bailey,
Dawn Gibbets, Ken Garland, Bob Schulz and gl dias, Laura, led station
personalities in the fourth annual affair where sponsors and regular program-
ing are put aside. . . . Verna Leeds, Original Records, on a two-week visiting
disk jockey and ops on behalf of her “Alone” and “A Long, Long Train With A
Red Caboose.” Henry Okun, promotion chief for Original, plotting a “down-
west” trip to diskjays and ops on behalf of the Dixy Sisters “Game Of Broken
Hearts.”

Karen Chandler does a TV guest shot on “Showroom” with Cesar Romero
February 12 . . . Jack Pleis and Fred Amos back after visiting diskjays in
Detroit, Cleveland, Pittsburgh and Philadelphia on Pleis’ “Frenchman In St.
Louis” in Cleveland . . . Don Cameron (WBZM-New Bedford, Mass.) in New
York City last week-end. Don showed up at the Perry Como Show and spent
much time with Dewey Bergman of Benida Records. Don was also one of the
fifty jocks who showed up at the Philadelphia party given by Benida on Sunday,
February 7. The party launched Benida’s Philly distrib Ed Barsky. Benida
artists Peggy Lloyd, Mary Mayo, Bill Swegmey and Mark Stuart acted as
hosts at one of the most lavish parties given by a disk jockey . . . Dewey Philips
(WHIB-Memphis) may be expanding his set-up soon . . . Bob Drews (WAAF-
Chicago) was given a tremendous pic spread in the Chicago Daily News
. . . Larry Finley will now feature The Cash Box top jive box tunes on his Satur-
day night show over KFWB-Los Angeles.

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

(Coral 61090; 9-61090)

"TENDING" (3:04) [Frank ASCAP—Shaw, Dart, Darly] Fred Lowery takes on the whistling chores on this pretty item from the Ricker "Vicki," as Ray Bloch and the orchestra supply the lush music.

"SOFTLY TANGO" (2:49) [Holbrooke ASCAP—Goshe] Ray Bloch presents a beautiful tango with a four-piece dance orchestra. To add a gimmick, Leon Janney narrates the story of the donkey with a Mexican accent. A medley of three items that could hit it. Potent wax.

BARBARA CALE

(Lloyd 107; 43-107)

"LONELY WEATHER" (2:52) [Bess BMI—Cain, Wilcox, Royal] Barbara Cale comes through with a torchy fashioning of a good piece of blues material. Thrush has a fine voice and good style.

"SO LONG GOOD-BYE JOE" (2:12) [Bess BMI—Barker] On this Bess BMI—Barker item the orchestra is supported by a solid j薄弱er with oomph to it. A good bounce deck with a terrific orch support. Could make noise.

WHIPOORWILLS

(Doorone 1201; 45-1201)

"KISS A FOOL GOODBYE" (2:35) [D. Williams BMI—Harold] Here's a sleazy kind that could make the hit grade. It's a catchy rhythm item well fashioned by the Whipoorwills with Sweet Georgia Brown in the lead. Good sound.

"I WANT MY LOVE" (2:28) [D. Williams BMI—Harold, Lauri] On this end Barbara rhythms out a solid jumper with oomph to it. A lovely melody. Good coupling with top potential.

PHIL BRITO

(MGM 11679; K-11687)

"THE DARKTOWN STRUTTERS' BALL" (2:30) [Leo Feist ASCAP—Brooks] A big oddie's that's on the revival trail and is bidding for hitmen again gets an apt cover job from the Phil Brito. Lyres are in Italian and English.

"MEMORIES OF SORRENTO" (2:01) [ASCAP—Brito, Melaher, Farrow, Martinei] On this deck the artist comes through with a soft and warm Italian flavored number. Ok listening.

JOYCE TAYLOR

(Mercury 70317)


"BABE IN THE WOODS" (2:15) [Melrose ASCAP—Gilbert, Sax] The chipper makes through a cutie on this end. A good jump item with a catchy melody that sticks with you. Chorus good too. Novelty has stuff.

"THERE'LL BE NO TEARDROPS TONIGHT" (2:08) [Auvef-Rose BMI—Williams] TONY BENNETT

"MY HEART WON'T SAY GOOD-BYE" (2:59) [Chappell ASCAP—Robbin, Romberg]

and "Rags To Riches." And from the sound of his latest platter, Tony intends to make it three in a row. On one end, the star crooner gets a backing as a "Rags To Riches" as he belts out a tune by the late Hank Williams dubbled "There'll Be No Teardrops Tonight." It's a great handclapper with a super backing by Percy Faith's men. Bennett really jumps. Flip is a gorgeous ballad tagged "My Heart Won't Say Good-Bye" which the artist delivers in the same winning fashion as "Stranger." The tune, incidentally, is from the show "The Girl In The Pink Tights." We go for "Teardrops" in a big way. Should be up there in no time flat.

"THE SPARROW SINGS" (2:54) [George Piano ASCAP—Curtis, Donnis, Martin, Barkan]

"UNTIL YOU CAME TO ME" (2:22) [American Academy of Music—ASCAP—Martin, Martin] VIC DAMONE

he's got not only a smash, but a tune that will carry on through the years as a standard. The warm voice crooner, sends us what we think is his best job since "Again" and "You're Breaking My Heart." It's a beautiful pieces of material tagged "The Sparrow Sings," the arrangement by the orchestra and chorus is a perfect setting for the heart-feel delivery. The disc correctly glides through in every groove. "Until You Came To Me" is the really waltz number given a production delivery by the chorus and Vic. Watch the "Sparrow" side. It's a natural for the jukes and should be real big over the counter.

"I GET SO LONELY" (2:35) [Melrose ASCAP—Ballard] BING CROSBY & GUY LOMBARDO ORCH.

"YOUNG AT HEART" (2:42) [Sunbeam BMI—Richards, Leigh] BING CROSBY & GUY LOMBARDO

Two of Decca's top stars, Bing Crosby and Guy Lombardo, team up on two current contenders in a fashion that oughta draw loads of coin. On one end "Der Bingle" gets a lively backing from the Canadians on a lively backer tagged "I Get So Lonely." Equally inviting is the coupling which stars the "crooner" on the refreshing new ballad "Young At Heart." Two outstanding arrangements tailor made for dancing. Both versions should grab a healthy share of the loot.

GUY MITCHELL

(Columbia 40175; 4-40175)

"A DIME AND A DOLLAR" (2:58) [Remick ASCAP—Dubin, Watson] The Voices of Walter Schumann lend their beautiful harmony to a great standard as Mari Vernon takes the featured spot. Pretty from start to finish.

"TEAR DOWN THE MOUNTAIN" (3:05) [Joy ASCAP—Coben] An unusual introduction blends into a pretty waltz number that Mitchell delivers with feeling.

VOICES OF WALTER SCHUMAN

( RCA Victor 20-6554; 47-5654)

"I ONLY HAVE EYES FOR YOU" (9:08) [Remick ASCAP—Dubin, Watson] The Voices of Walter Schumann lend their beautiful harmonies to a great standard as Mari Vernon takes the featured spot. Pretty from start to finish.

"HAUNTED HOUSE" (2:17) [Schumann ASCAP—Schumann, Weed] The Voices of Walter Schumann lend their beautiful harmonies to a great standard as Mari Vernon takes the featured spot. Pretty from start to finish.

ARLEN LUVANO & DON ROSS TRIO

(Arlen 100; 45-100)


"PRAYER FOR PEACE" [Luvano] An organ and guitar support Arlen Luvano as his expressive tenor voice renders a prayer for peace. An emotional item with a religious flavoring.

BILLY MAY ORCH.

(Capitol 2727; F-2727)

"THE BREEZE AND I" (2:31) [E. B. Marks BMI—Lucas, Stillman] The famous Billy May Band comes over strongly on this terrific oldie. Good dance material that really jumps.

"WHISTLE STOP" (2:56) [Central Songs BMI — Bryant, Stange] Jimmy Bryant takes the spot light on this jump item as he leads the crew with some fancy guitar work. Another top grade May arrangement.

SYLVIA SYMS

(Atlantic 15002; 45-15002)

"DON'T WAIT UP FOR ME" [Walkways BMI — De Forest] Sylvia Sym's com up with an interesting vocal styling of a pretty ballad. She puts a lot of heart and feeling into the number.

"TECHNIQUE" (2:58) [ABC Music ASCAP — Burke, Van Heusen] The Barbara Carroll Trio supplies the lush wax that as she eases through a warm ballad, mood music for the quiet hour. Good stuff.

GUY MITCHELL

(Columbia 40175; 4-40175)

"A DIME AND A DOLLAR" (2:58) [Remick ASCAP—Dubin, Watson] The Voices of Walter Schumann lend their beautiful harmony to a great standard as Mari Vernon takes the featured spot. Pretty from start to finish.
WITH INTENSE PRIDE ESSEX RECORDS PRESENTS
THE FIRST AMERICAN VERSION OF ENGLAND'S
NEW SONG HIT . . .

ESSEX - 350

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

**SLEEPER OF THE WEEK**

**"MELANCHOLY ME"** (2:58)
(Shefton BMI—Thomas, Bigns)

**"I WONDER WHAT'S COMING OF SALLY"** (2:50)
[Advanced ASCAP—Yellen, Agre]

**EDWARD HOWARD**
(Mercury 70304; 70304 x 45)

**TEDDY HOWARD**
(Derby 839; 45-839)

**"RING TELEPHONE RING"** (2:07)
[Johnstone-Montei BMI—Novara, De Vol]

**"DON'T TELL HEM"** (2:24)
[DeVolva, Brown & Henderson ASCAP—DeVolva, Brown, Hender-son]

**JAYE P. MORGAN & FRANK DE VOL**
(Derby 843; 45-843)

**HUO WINTERHALTER**

**"THE BOOK"** (2:45)
[Kassen ASCAP-Gottwald, Roberts]

**"CINDERELLA"** (2:37)
[Shapiro, Bernstein ASCAP—Kennedy, Garr]

**DICK LEE**
(Essay 350; 45-350)

**JAYE P. MORGAN**

**DICK LEE**
(Derby's Jaye P. Morgan makes her strongest bid for stardom with two terrific sides. On one end the thrush sways through a melodious waltz item labelled "Ring Telephone Ring." On the bottom half, the chimp gets a spoofed-up backing from Frank De Vol and the boys as she rocks through an oldie titled, "Don't Tell Him." Both sides are hit qualities. Jaye is headed for big things.)

**THE UNCLEANSERS**

**"THE SLEEPER"** with THE SLEEPER ORCHESTRA TOP (2:52)
[DeVolva, Brown & Henderson ASCAP—DeVolva, Brown, Hender-son]

**DICK LEE**
(Dick Lee, who has been looking for that one record to shoot him up to the top, has that potential hit in this great new song dubbed "The Book". It's a beautiful song with a religious heartfelt delivery by the balladeer. It's an "Oh, My Papa" type of number that could rank in the class with that hit. Ray Martin's Orch supplies a great backing. "Cinderella" is the lovely ballad on the flip side. Watch "The Book". Should be one of the big songs of the year.)

**ARTIE WAYNE**
(Mercury 70310; 70310 x 45)

**"WATERMELON IN DECEM- BER"** (2:30)
[Sherron ASCAP—Capers, Green] Arbie Wayne talks and sings about his expectant wife's cravings. It's a cute item that should be appreciated by adults and women. "WARMED OVER KISSES" (2:12) [E. H. Morris ASCAP—Anast, Lavall] and the orch assist the crooner as he bounces through a jump number that makes good music for the Lindy.

**JOE MARINE**
(Deco 29012; 9-29012)

**TOMORROW FOR SURE** (3:03) [Shawnee ASCAP—Char- lap, Bernier]. Joe Marine sends up a good piece of romantic material that makes pleasing listening. Fitting accompaniment is credited to Charles Naylor's orch.

**"AS I PROUD" (2:25) [Pick- ard, Marcus]. The orch sets up a Billy May type backing for a rhythmic item which Joe does a good job on.

**DORIS DAY**
(Columbia 40168; 4-40168)

**LOST IN LOVELINESS** (3:00) [Chappell ASCAP—Babin, Ross- berg]. Doris Day, whose "Secret Love" is bidding for top honors comes through with another romantic read- ing of a lovely tune from "The Girl In Pink Tights". Could be a follow-up hit. Full of heart.

**WHAT EVERY GIRL SHOULD KNOW** (3:00) [Artists ASCAP—Wells]. Doris Day's latest is a tender and sincere style comes over well again as she sings this romantic item. Clever lyrics and a catchy title.

**VERA LYNN**
(London 1417; 4-1417)

**IF YOU LOVE ME (REALLY LOVE ME)** (2:52) [Duchene BMI—Momot, Parsons]. Vera Lynn comes up with a sincere and feeling- full reading of a beautiful love song. Definitely her best showing through this year.

**C'EST LA VIE** (2:28) [Kas- ser ASCAP—Durand, Lamar]. The thrush portrays another wonderful romantic item in her polished manner. Material on both ends is great.

**THE HONEYDREAMERS**
(Mood 1017; 45-1017)

**DON'T THROW THE GAR- DEN OUT THE WINDOW** (2:51) [Badolom ASCAP — Insetta]. The Honeydreamers have a cute and amusing backing with work on this end. Lyrics are real funny and should get laughs. Could hit.

**I KNEW YOU WERE HERE** (2:05) [Badolom ASCAP—Insetta]. The Mood Recording orch again backs up a similar piece of comic mat- ter. Orchestra supplies a Dixie backdrop. Cute vocal.

**WARREN BAKER**
(Orrco 5402; 45-5402)

**WORLD EVENTS** (2:44) [Sam ASCAP—Zaneski]. Warren Baker leads the Baker's Dozen through a lush and beautiful instrumental with a lovely theme that ends with the popu- lar Moviestone Music news. Interesting. Could click.

**THE SURREY WITH THE CRESCENT TOP** (2:52) [Craw- ford ASCAP—Rogers, Hammerstein]. On the lower end the Bakermen rhythm through the "Oklahoma" favorite. A solid pleaser all the way.

**TOMMY MARA**
(MGM 11644; K-11644)

**MORE THAN EVER** (2:53) [Boirne ASCAP—George, Mar- selle]. Tommy Mara makes the best showing of his young career as he waives through a pretty tune with English and Italian lyrics. Tender item full of feeling. Could happen.

**WITHOUT A WORD OF WARNING** (2:59) [Crawford ASCAP—Hudson, Revel]. The ba- lalder comes up with another warm fast item, a love tune from the movie "Two For Tonight". Fitting backdrop by Bern Wallace.

**TEDDY PHILLIPS**
(Derby 839; 45-839)

**RIDIN' TO TENNESSEE** (2:15) [Johnstone-Montei BMI—Henderson, Smith]. Teddy Phillips orch does a terrific backing job on a peppy country flavored item which features Betsy Gay on the vocal. A hit contender.

**ALONE TONIGHT** (2:43) [Burns ASCAP—Tracy, Bohme, Simms]. Here, Chy Campbell handles the vocal chores on a pretty ballad set to the melody of the popular "Hungarian Dance." Chorus is terrific on this pretty tune.

**THE NAVERS**
(Columbia 40157; 4-40157)

**SENTIMENTAL EYES** (2:47) [Wittmark ASCAP—Tobias, Kramer]. They Navers get a lush back- drop from the Jimmy Carroll Orch on a pretty tune. Delivery is not too attractive.

**THEY DON'T PLAY THE PIANO ANYMORE** (2:50) [Theo Fraser ASCAP—Hoffman, Manning]. The boys get a cornball piano backing on a cute novelty in the same vein as their hit "I See The Moon." An amusing potential contender.

**THE SKYLABS**
(Epic 9025; 4-9025)

**GET" The SkyLABS hop through a cute bouncer that's building for a big blues hit. A catchy tune that could make the grade in pop.

**JUST IN CASE YOU CHANGE YOUR MIND** The talented crew melts through a soft ballad that has been done before but has not yet clicked. This version is one of the best.
EDDY HOWARD
‘SINS’ Again!

This Time It’s
‘MELANCHOLY ME’

Tailor Made For Eddy Howard And His Trio

MERCURY 70304 · 70304X45

“It's What's in THE CASH BOX That Counts”
SPECIAL ISSUE
(Dated: March 13)

YOUR ADVERTISING MESSAGE WILL REACH ALL OF THE NATION'S OPERATORS

Distributed at the MOA Convention at the Palmer House, Chicago, all during the Show . . . And those Juke Box Operators unable to attend will receive it by mail.

GOES TO PRESS: Thurs. MARCH 4

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LOS ANGELES
6399 WILSHIRE BLVD.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
The Rage!
Patti Page
Singing...
"CROSS OVER THE BRIDGE"

The Cash Box
Disk of the Week

70302 45X70302

"It's What's in THE CASH BOX That Counts"
In the news, this week, are the main events from this week's "The Cash Box," all busy dealing with parent companies here and on the Continent. For example, American Record Company's new label, Decca's and Platinum Concerts. 6400, Charley Don, Wire Don, stopping and of course Jennifer (my wife). The Loc Lomond lady was not up to par. Could it be that I am going to call a re-heat? Another visitor to London is Horrible recording chief Tony Burrell. Tony prides himself in the Horrible label; says there's nothing like it anywhere in the world. I'm a bit sure!! Remember one Florence Foster Jenkins who, I feel sure, Tony broke a few records and closed her, her records are collection pieces now, so there's still hope for Tony.

Just received an LP of Matt Dennis singing his own compositions on the Trend label. This boy is great and would have the whole of Mayfair eating out of his hand. He's just what the world needs, the clubs have been lacking over here; an entertainer of style and quality with material that is first class different. Matt. I'm busy talking to one or two of his fans, so don't be surprised if you find yourself in London in the not so distant future. That is, of course.

Eddie Calvert due in New York to collect a gold record for his waxing of "Oh, Mein Papa." By the way, someone mentioned a platinum record. Wasn't it on the London town... did they really get it?

Nice to see another of my predictions coming true. Watch this week's 1st. You'll be surprised and you'll notice Bonnie Lou in it with her "Tennessee Wig Walk." Yes I mentioned this months ago. Better late than never. Just heard the news from June Valli," Let's have a concert tour of these Isles starting in March. June will be pleased to know that her recording of "My Heart Belongs To Only You" was one of the most requested items on BBC and Radio Luxembourg... looking forward to the Sinatra LP of "Songs For Young Lovers." Ted Heath has the SRO notices up at the Paladium for his big band "Swing Session." Just what we all expected.

This Week's Best Selling Pop Singer: (Courtesy "New Musical Express")
1. "Oh, Mein Papa"
2. "Blowin' Wild"
3. "Frankie Laine"
4. "Answer Me"
5. "That's Amore"
6. "David Whitfield"
7. "The Happy Wanderer"
8. "Children's Choir"
9. "Tennessee Wig Walk"
10. "Swedish Rhapsody"

G B. Mitchell

Gene Krupa Trio currently at The Guy Haven in Detroit. The Sustainer-Fineman orchestra has recorded an RCA Victor album to be entitled "Inside Sustainer-Fineman..." Charley Applewhite may appear in the film version of "The Saffron Song" which Columbia Pictures is scheduled to make next summer. Also, Eddy Gorme signed for an additional 13 weeks on the Steve Allen show... Ray DeMeno set for ABC Records, a new label... Bill Long one of Canada's great voices has joined the Savoy That label in February 18. The rumor is that several American diskers are bidding for his services.

CHICAGO:

The Week (BCF), whose radio and TV shows are clicking, also owns a copper mine "way down in" New Mexico. Tularosa, New Mexico, is exact. It's a $640 area named "Tularosa." The "The Saffron Song" which, is still one of the all-time hits. I'm sure this will be a major success. B. T. Spaulding, well known westerner, died just a short while ago at the age of 96. So Bill got to thinking about Tularosa, New Mexico, and, being so very musically inclined, bluffing liked a tune. Already waxed by Dennis Day and Ralph Marterie. "Tularosa." A sweet, sweet ballad, that's got lots and lots of "way down in" New Mexico. Bill came up with, "The Man upstairs," which was cut by the noted Cowboy Copas on King. This is Bill's original of his own song which clicked for more than 650,000 sales for Ray Starr. And now looks like a zinger with Copas, too, new title and all... Buddy DiVito's "Glenn Miller" on chance getting plenty of airtime from a Mayfair here. And the flip, "If Love Has flown" also grabbing playtime...

June Valli. "If Love Has flown" is gonna do it. She's marryin' up with Teddy Phillips on Feb. 20 at the First Church in Mardaville, Tenn. Who's Heen Claire Willhoit did she ask? Why that's Heen's charming vocalist, Lynn Hoy... Heen and Charley's (Bourne Music) McGregor flew into town selling "Answers Me, My Love." And didn't stop for even a second telling about Nat Cole's waxing of the tune... RCA-Victor mailed new stereo earings to one and only 1,000 copies... Nat's "My Heart Belongs To Only You" is one of the most requested items on ABC and Radio Luxembourg... looking forward to the Sinatra LP of "Songs For Young Lovers." Ted Heath has the SRO notices up at the Paladium for his big band "Swing Session." Just what we all expected.

NAT "KING" COLE

The Week's Best Selling Pop Singer: (Courtesy "New Musical Express")
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6. "David Whitfield"
7. "The Happy Wanderer"
8. "Children's Choir"
9. "Tennessee Wig Walk"
10. "Swedish Rhapsody"

G B. Mitchell

For more information about the text, please contact me.
BRUCIE WEIL
STARTS ANOTHER BIG PARADE
WITH HIS STIRRING
"WHEN THE RED, WHITE AND BLUE GOES MARCHING BY"

"WATCH OVER DADDY"
ORCHESTRA & CHORUS BY JOE REISMAN
20/47-5657

MAL BRAVEMAN
/Publicity /
WEIL ASSOCIATES
/Management /
MORRIS DIAMOND
/Record Promotion /

"It's What's in THE CASH BOX That Counts"
PITTSBURGH, PA.—Fletcher Peck (left) and Jerry Vale (right) take off from their busy schedules to visit with KQV deejay Joe Deane during his broadcast from one of the National Record Marts in Pittsburgh. The entertainers were on a two-week tour bill at a local night club. Jerry, whose recording of “Two Purple Shadows” is the number one disk in Pittsburgh, also appeared at the AMO dinner in Baltimore last Sunday and is currently on an engagement in Miami, Florida.

Stokowski Re-Paced To New RCA Victor Contract

NEW YORK—The signing of a long term renewal of Leopold Stokowski's recording contract with RCA Victor has been announced by George R. Marth, head of artists and repertoire for the company.

The veteran conductor made his first Victor record with the Philadelphla Orchestra in 1917, and has recorded continuously since that time. Noted for his pioneering for the works of modern composers, Stokowski was the first to record Stravinsky's "Rites of Spring" in its entirety, the Schonberg "Gurre-Lieder" and the Ricerc Third Symphony. He also was the first to conduct the orchestral music of Shostakovich in the Americas and was the only conductor to accompany Rammayonoff on recordings of his original works.

Stokowski also has been a pioneer in the advancement of new recording methods which have resulted in the development of high fidelity sound recordings.

Theiversity of Stokowski's musical interests is exemplified in his current RCA Victor releases, which include the modern idioms of the Roger Goeb Symphony, the forthcoming New York for Violin, Piano and Small Orchestra and Ben Weher Symphony on Poems by William Blake. Also included are new recordings of such traditionally romantic works by Tchaikovsky's "Swan Lake," "Nutcracker" and the Fifth Symphony.

Mercury Artists Names Burnham

NEW YORK—Leonard Green, president of Mercury Artists Corporation, announces the appointment of William (Bill) Burnham as a vice-president of Mercury in charge of all that booking agency’s music departments. The move will be in effect as of February 15th.

Burnham, who for the past five years has been in the film bearing his name, started his entertainment business career at Music Corporation of America. After several years at MCA he left to become a vice-president of Consolidated Radio Artists and from there he went on to the William Morris Agency where he was there for four years. He left that agency to start his own firm and at the same time became entertainment director for the Commodore, Biltmore, Barchy, Park Lane and Chatham Hotels. Burnham is also on the Board of Directors of the Joseph P. Day real estate firm.

THE CASH BOX

CLASSICAL:


NICOLAI GODDA, TENOR, BORS CHRISTOFF, BASS, VICTORIA DE LOS ANGELES, SOPRANO, FRANCO DE MECO, BARITONE, RAOUL DOMINIQUE, TARTINI, BERNARD CLAYDON, BARBER, ANTOINE HARRISSON, SOLODGE, MICHEL MEZDE-SORANDO, ORCHESTRA AND CHOIR OF THE THEATRE NATIONAL DE L’OPERA, ANDRE CLUYTENS, CONDUCTOR.

From the opening scene, when Faust contemplates suicide, through his ill fated romance with Margarite and the final scenes with Margarite’s soul is hell born and Faust is dragged off to Mephistopheles’ domain, RCA Victor offers a beautifully and enthralling rendition of the Gounod Classic. Victoria de los Angeles in the role of Margarite, Boris Christoff as Faust and Nicolai Godda as the devil perform superbly. One of the features of this album is the inclusion of the famous "Walpurgis Night" music, never before issued, as part of the opera on records. An eye-catching colorful cover depicting a diabolical Mephistopheles watching the lovers, Margarite and Faust, painted by Federico Castellon will prove to be a strong sales aid to the retail shop.

MANTOVANI and his Orchestra—"Immortal Classics"—London LL 877 (12” LP) List: $5.55.

PURCELL IN SHARP MINOR (RACHMANNINOFF), MINUET IN G (MOZART) ROMANCE (RUSSIAN), SIMPLE AVE MARA (THOMAS) WINDS AND HARP FROM THE STRING SERENADE (TCHAIKOVSKY)...

Some of the most beautiful classics, many of which have become pop songs, are presented by the beautiful strings of Mantovani’s orchestra. A perfect package of some relaxing listening. Album should have a wide appeal due to the fact that many of the themes are familiar to record fans who are not ardent classical collectors. Dealers are well aware of the sales appeal of Mantovani music. This item should be no exception to the rule.


The two OS of beautiful Symphony No. 5 in E Minor by Tchaikovsky are presented in top grade fashion by the great Leopold Stokowski. Album of Bratislava’s finest composition on Victor’s "New Orthophonic" High Fidelity is a new adventure in listening. Each of the four movements has a graceful warmth about it. This is one of the most beautiful classical records on record. Should be a steady strong seller for many years to come. The beautiful themes of the Second Movement should serve the dealer as a powerful salesman.

WILLIAM KAPPELL—Kappell In Memoriam—RCA Victor LM-1791 (12” LP) List: $5.72.


Victor, in a memorial to the late William Kappell, of whom many wonderful things were foretold, before his untimely death, presents a variety of offerings including the Bush Partita which Kappell never completed. Kappell’s genius is evident in his gentle fingerling, fiery and passionate sweep and his purity of tone. The album has a several selling features. Its merit, a collectors item and sentimental tribute.

POPPULAR:


SAY IT WITH MUSIC SAY IT WITH MUSIC SAY IT WITH MUSIC—Linz, A MELODY, THERE’S NO BUSINESS LIKE SHOW BUSINESS, STANLEY BLACK, musical director of England’s BBC Dance Orchestra, writer and conductor of film music, and one of London Records’ major vocalist accompanies the Kingsway Promenade Orchestra through some of the most popular Irving Berlin tunes. It’s a wonderful collection of pop classics designed for an hour of pleasant listening. The excellent presentation of the popular standards makes this a natural for young and old alike. An item that’ll never go out of style.

JAZZ:

TED HEATH AT THE LONDON PALLADIUM—London LL 802 (12” LP) List: $5.95.

HEATH BAND plays an engaging trio, whose Sunday concert at the London Palladium rock the aisles, has his 89th concert put on record by London label. This solid material which was recorded in April of ’53 is a treat for jazz lovers. And the Heath band features some of England’s greatest jazzmen. The album contains a few selection of standards rendered in the Heath manner plus originals. Any one of the items well demonstrates the style of the crew.

MARIAN McPARTLAND TRIO—Jazz At The Hickory House—Savoy MG 19052 (10” LP) List: $3.00.

The fabulous jazz fingering of Marian McPartland is etched in a live session at the Hickory House Restaurant in New York. Ever a delight to listen to, Marian’s keyboard technique is no exception on this release. Of particular delight was the fantastic 88 gymnastics of Marian on "The Lady Was A Tramp" which Marian has put into a brand new interpretation on the drums round out an engaging trio. An LP must for jazz addicts of the Marian McPartland school.

The CASH BOX

DOCUENTARY:

BIRTH OF A BABY—Capitol H 480 (10” LP) List: $3.00.

Recorded on wax tape recording of an actual birth of a child. It’s a joy to include "Papa, I’m Coming" from the documentary as this lip smacker is wheeled into the delivery room until she is taken out. Microphones in the room pick up the doctors, the obstetrician’s instructions, the sounds of the surgical instruments, the mother’s breathing and finally the moment when the baby is born. A doctor, off to the side, narrates the entire proceedings and explains exactly what’s happening. Album should have a tremendous curiosity attraction to expectant mothers, however it’s an item that you can’t listen to over and over again. Covers tells the entire story.

“Is What’s In THE CASH BOX That Counts”
LATIN LADY

and (I Left My Heart in)

HEIDELBERG

a big
two-sided hit
for Hugo...

HUGO
WINTERHALTER

and his Chorus and Orchestra

20/47-5655

"It's What's in THE CASH BOX That Counts"
Label "X" Appoints Distsricts; Transdisc Named For East

NEW YORK—Joe Delaney, general sales manager of Label "X" and Groove, RCA Victor's two new subsidiaries, this week announced the distributors for the firms.

Biggest surprise was the appointment of Transdisc Corporation, headed by Lou Boorstein, as distributor from Maine to Virginia. The firm was set up specifically for this purpose and with its wide coverage, it is potentially one of the largest distributors of records in the country.

Lou Boorstein, president of the firm, is divorcing himself from active management of Leslie Distributors, one of the country's top one-stop operations, which he founded and built to its present size. Leslie will continue under the supervision of Bernie Boorstein.

Transdisc will immediately open offices in Boston, Buffalo, Hartford, New York, Philadelphia and Baltimore. As soon as possible, the distrib will also open up in Albany, Newark and Richmond.

Other Label "X" distributors announced by Delaney are: Mangoed in Charlotte, N.C.; M.S. in Chicago; Hit in Cincinnati; Custom in Cleveland; Big State in Dallas; Davis in Denver; Arc in Detroit; Sunland in El Paso; Music Service in Great Falls, Montana; South Coast in Houston; Jay Kay in Los Angeles; Tell Music in Madison; Lieberman in Minneapolis; Amann in New Orleans; Oklahoma Record and Supply in Oklahoma City; Alco in Pittsburgh; B.V. in Portland and Seattle; Davis in Salt Lake City; Chatton in San Francisco; and Midwest in St. Louis.

All of the above will handle Label "X" but not all of them will handle the Groove label.

In the following cities, RCA Victor distributors who will handle Groove are: Yancey in Atlanta; Dulaney's in Amarillo; D & H in Baltimore; McDavid & Co. in Birmingham; Southern Radio in Charlotte; Adleta in Dallas; McClung in Knoxville; Frank Lyon Co. in Little Rock; McGregor in Memphis; Sea Coast in Miami; TV & Appliance Distributors in New Orleans; Dulaney's in Oklahoma City; Wyatt-Cornick in Richmond; Interstate Electric in Shreveport; and Southern Wholesalers in Washington, D.C.

Further appointments are expected to be announced this week.

Diamond Announces Start of Pic Records

NEW YORK—Six months of planning came to an end last week when Morris Diamond announced the formation of Pic Records which he will direct.

Diamond says the firm, which is well financed, has spared no expense in putting out its first records. Top musical arrangements were made; the best distirs and being lined up; the disks are to be of the highest quality; and the promotion is to be of the strongest sort with a juke box opera-
tor and disk jockey list equal to that of any major.

The first record, which was arranged by Don Costa, is by a newcomer Danny Capi. He does "You're So Sensitive" and "I'll Be Seeing You." Both tunes were written by J. Fred Coots, who discovered Danny while he was working for a clothing concern.

Danny started singing at local church benefits, then local clubs, assorted affairs and finally built up to an appearance at the New York Strand in 1950 for two weeks.

Making A Joyful Noise

HOLLYWOOD, CAL.—The "4-D's" (for Dolls), Jane Russell, Beryl Davis, Connie Haines and Della Russell are pictured here with Lyn Murray who arranged their current Coral disk "Make A Joyful Noise Unto The Lord."

"It's What's in THE CASH BOX That Counts"
Together for the first time in 20 years!

Two Great Names in Music...

BING CROSBY & GUY LOMBARDO

"Young at Heart" and "I Get So Lonely"

Decca 29054 (78 RPM) and 9-29054 (78 RPM)

"It's What's in THE CASH BOX That Counts"
Record Names Highlight 6th Anniversary of Baltimore AMO

BALTIMORE, MD. — The Amusement Machine Operators’ Association of Greater Baltimore celebrated its 6th Anniversary with a packed house of more than 500 people in attendance. After a welcome note by Irvin Golden, president of the Baltimore Association, and Theodore McKelldin, Governor of Maryland, Joey Bishop encealed a show which included some of the wack world's prominent comedians. Appearing at the affair were Sunny Gale (Columbia), Rob M. Entress (Capitol); Charlie Applewhite (Decca); Jill Corey (Columbia), and Jerry Van Clark (Columbia). Other acts rounded out the bill.

Top Baltimore distributors, operators and coin machine manufacturers reeked all appeared at the celebration.

1953 Saw Juke Box Boom In Germany

GERMANY — Belgium, Holland, France and Switzerland have already accepted the juke box as a feature of modern life. Now Germany has hung gates open to be invaded by the juke box. The year 1953, will be remembered just as the year in which the coin operated phonograph elkecked in Germany. Probably the most important factor in this movement was that coin operated machines had become legally permitted in Germany. As a result of the legal factor, pub owners began to realize that a music box constituted a certain attraction for the customer and increased the turnover considerably.

Many operators were horrified by the complicated mechanism of the juke boxes. But today, the op has learned to feel his way through the wiring and is no longer flabbergasted by the mere look of it.

Note: The following is a portion of an article published in the February 20, 1954 issue of The Cash Box, Music Section. The article is about juke box sales and the popularization of juke boxes in Germany. The article also mentions the juke box boom in the United States and the increasing popularity of juke boxes in other parts of the world.

FOR YOUR INFORMATION — The juke box has become a popular feature in many bars and restaurants in Germany. It is estimated that there are now over 10,000 juke boxes in operation in Germany, with over 1,000 new units being added each month. The popularity of the juke box in Germany is due in part to the fact that it provides a way for customers to choose their own music and to avoid the embarrassment of selecting a song with which they are not familiar.

The juke box boom in Germany is just one of many factors contributing to the growth of the juke box industry. Other factors include the growing popularity of popular music, the increased use of juke boxes in schools and other educational institutions, and the increased use of juke boxes in nightclubs and other entertainment venues.

The juke box industry is expected to continue to grow in the future, as more people become familiar with the concept of the juke box and the convenience it offers. The juke box has become an important part of the modern music industry, and its popularity is expected to continue to increase in the years to come.
breaking across the country

JOHNSTON BROS.

CRYSTAL BALL

backed by
THE CREEP

1423 & 45-1423

LONDON ffrr

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

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

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

Read the first four issues.

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

YOU CAN'T LOSE!

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

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

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

"WANTED"

Recorded by:

PERRY COMO

RCA VICTOR 20-5647

Hugo Winterhalter
his Orchestra and Chorus

WARNER BROS. MUSIC DIVISION
M. WITMARK & SONS
488 Madison Ave.,
New York 22, N.Y.
Entries for the 1954 Student Composers Radio Awards totaling more than three times the amount received the previous year, Broadcast Music, Inc., sponsor of the annual competition for the best instrumental or vocal compositions by student composers, has announced the official opening of the 1954 contest. As in past years, a total of $7,500 in prizes will be awarded to winning composers who are students of accredited conservatories of music, universities, colleges, secondary schools and private teachers in the United States, its possessions and Canada.

National winners of the 1953 awards will be announced by June 1, 1954. First prize will be $2,000, second, $1,500 and third, $1,000. Six other awards will be made, totaling $2,000. All awards will be applied to tuition and subsistence. Judges for the Student Composers Radio Awards are William Schuman, President, Juilliard School of Music; Earl V. Moore, Dean, School of Music, University of Michigan; and Henry Cowell, Peabody Conservatory and President of the American Composers Alliance. Canadian representative on the judging committee is Claude Champagne, Assistant Director of the Quebec Conservatory of Music and Dramatic Art. This group will be assisted by leading composers, publishers and interpreters of music whose names will be announced shortly.

Bénédict Moore, President of Broadcast Music, Inc., stated: “The ever-increasing interest shown by United States and Canadian educators and music students in the annual Student Composers Radio Awards is a source of great satisfaction to us. The fact that we at BMI have been able to contribute greater incentive and stimulation to the budding composer is something of which we are very proud. We hope, in the future, to be able to increase further and more extensive awards, prizes and opportunities.”

Recently added to its “Approved List of National Contests and Activities” by the National Association of Secondary Schools, BMI’s presentation of BMI Student Composers’ Radio Awards was inaugurated in Chicago in June, 1951. At a meeting called by Broadcast Music, Inc., a competitive plan for the annual competition was outlined to a group of music educators. The plan met with the unanimous support of the group and the following persons present at the meeting became the Permanent National Standing Committee for the competition: Duane Branigan, University of Illinois; Emmet Brooks, Alabama Associated; C. V. Buttelman, Music Educators National Conference; Henry Cowell, American Composers Alliance; Ross Lee Finney, University of Michigan; Edwin Gerschefski, Converse College; Arthur G. Harrell, National Interscholastic Music Activities Commission; Carl Haverlin, Broadcast Music, Inc.; Margarette V. Hood, Music Educators National Conference; George Hewerton, Northwestern University; Raymond Kendall, University of Southern California; Harrison W. Kerr, University of Oklahoma; Karl Kuerschner, Florida State University; Vanett Lawler, Music Educators National Conference; Earl V. Moore, University of Michigan; Alex Richter, New York High School of Music and Art; Theodore Kratt, University of Oregon; Alexander Tcherepnine, DePauw University; Ann Frimingham, American Composers Alliance; Roy Underwood, Michigan State University; Louis Werson, Public Schools Music Department, Philadelphia, Pa.

Cash Box Best Bet
Two New Originals
Raymond Scott Orchestra
“HIGHLAND SWING” by
“HONEST INJUN” August 19, 1953
An infectious Scottish piece

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS!”
BENIDA RECORDS takes pleasure in presenting the refreshing new voice of MISS PEGGY LLOYD her first release is (A NEW) WRECK OF THE OLD '97 b/w Love Him So Much (I Could Scream) BENIDA RECORD NO. 5008 OUT NOW! watch for the PEGGY LLOYD "DIXIELAND HONKY TONK" EP album to be released soon! BENIDA RECORDS, INC. 107 W. 43rd St., New York 36, N. Y. GENERAL SALES OFFICES 520 Seventh St., Buffalo 1, N. Y. "It's What's in THE CASH BOX That Counts"
3 for 3

BILL Bashas One!

BILL DARNEL

THAT'S THE WAY LOVE GOES

b/w

For You

X-0001 (78 rpm)
4X-0001 (45 rpm)

The SMITHS with a Smash!

THE SMITH BROTHERS

MELANCHOLY ME

b/w

It Was Worth It

X-0003 (78 rpm)
4X-0003 (45 rpm)

Magnificent Maltby!

RICHARD MALTBY

and his Orchestra

DEEP BLUE SEA

b/w

PATROL POLKA

X-0002 (78 rpm)
4X-0002 (45 rpm)
Meeting Dates Of Music Operators' Associations

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

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

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

17 — New York State Operators' Guild
Place: Governor Clinton Hotel, Kingston, N. Y.

18 — Eastern Ohio Phonograph Operators' Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).

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

Place: Big Pete's, 5001 Lover's Lane, Dallas, Tex.

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

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

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

1 — California Music Guild
Place: 311 Club, 311 Broadway, Oakland, Calif.

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

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

12 — Eastern Ohio Phonograph Operators' Assn.
Place: Ted Hotel, Youngstown, Ohio (General).

12 — California Music Guild
Place: Fresno Hotel, Fresno, Calif.

13 — California Music Guild
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.

14 — California Music Guild
Place: U. S. Grant Hotel, San Diego, Calif.

Feb. 20 — Feb. 13

1 — Oh, My Papa
With Tina
10:38 1:41.7
BE-1019 (45-1019)

CA-2657 (F-2657)

CO-40137 (1-40137) — HARRY JAMES & PAUL WELTON

DE-28964 (9-28964) — GENE KLAYAN

CR-61069 (4-61069) — HUMBERTO MORALES

FI-20-026 — HUMBERTO MORALES
Strengths in Paradise

LO-1403 (46-1403) — REG OWEN

LO-18181 (46-18181) — LYSS ASSIA

ME-70283 (70283-45) — ANNE RULO

VI-20-5537 (45-5537) — EDDIE FISHER

VI-20-5568 (45-5568) — TITO RODRIGUEZ & the Tito Rodriguez Orchestra

VI-20-5569 (45-5569) — JOHNNY VANDAL

2 — That's Amore
With Tony
80.4 88.3
CA-2559 (F-2559)

CA-2731 (F-2731) — MICKEY KATZ

MG-1154 (8-1154) — THE BLUE BARON

3 — Stranger In Paradise
With Tony
80.1 97.5
CA-2652 (F-2652) — GORDON MACRAE

ME-70269 (70269-44) — VIC DAMONE


VI-20-5535 (45-5535)

VI-20-5535 (45-5535) — TONY MARTIN

VI-20-5535 (45-5535) — RALPH LIFANAGAN O' THE TIPPER

VI-20-5535 (45-5535) — ROMERO

4 — Changing My Mind
With Tony
66.2 82.3
RE-1017 (45-1017) — HELEN FOREST

Laura Lee, Ben More To Th

CA-2657 (F-2657) — MARK STRASSER

CA-2657 (F-2657) — TONY MARTIN

CA-2657 (F-2657) — RALPH LIFANAGAN O' THE TIPPER

CA-2657 (F-2657) — ROMERO

5 — Secret Love
With Tony
60.8 57.0
CA-2578 (F-2578) — TONY MARTIN

ME-40108 (40-1080) — DORIS DAY & JULIE ANDREWS

ME-40188 (9-40188) — ANTHONY GORDON

6 — From The Vine
With Tony
54.0 40.2
ME-1517 (45-1517) — THE HILLTOPPERS

ME-70256 (70256-45) — THE GAYLORS

7 — Heart Of My Heart
With Tony
38.3 52.5
CA-2250 (F-2250) — JERRY SHARD

CA-2250 (F-2250) — LAURIE LEE

CA-2250 (F-2250) — LES ELGAR

CA-2250 (F-2250) — GORDON MACRAE

ME-40137 (40-137) — GORDON MACRAE

GE-4004 (45-4004) — TONY BENNET

ME-70259 (70259-45) — FRANKIE LAINE

B — Till Then
With Tony
36.8 24.4
ME-15132 (45-15132) — THE HILLTOPPERS

I Found A Letter
With Tony
36.0 37.3
ME-40169 (40-169) — KYLIE BARRY

ME-40169 (40-169) — JERRY RUSSELL

ME-40169 (40-169) — JERRY RUSSELL

ME-40169 (40-169) — DAVEY SIDEBOTTOM

Rags To Riches
With Tony
30.0 30.0
ME-40169 (40-169) — JERRY RUSSELL

ME-40169 (40-169) — DAVEY SIDEBOTTOM

ME-40169 (40-169) — JERRY RUSSELL

ME-40169 (40-169) — DAVEY SIDEBOTTOM

8 — Woman
With Tony
32.2 43.1
CO-40144 (45-40144) — JOHNNY DESMOND

CO-40144 (45-40144) — JOHNNY DESMOND & His Band

CO-40144 (45-40144) — JOHNNY DESMOND & His Band

CO-40144 (45-40144) — JOHNNY DESMOND & His Band
Disk Jockey Corps Reaches 2400

NEW YORK — Martin Block National Chairman of the Disk Jockey Corps, the Army and Air Force's recruiting service, reported Friday that deejays throughout the country are continually joining the Corp, bringing membership to almost 2,400.

In case you don't already know, the "Disk Jockey Corps" is one of the nation's top Army and Air Force recruiting outfits, a terrific job of bringing recruiting info to America's young men and women. Any platter-man who wants to join the Corps need only write Disk Jockey Corps Headquarters, U.S. Army and U.S. Air Force Recruiting Service, Office of the Adjutant General, Washington 25, D.C. and ask for their special announcing "kit" for spotting in shows.

In a recent message to Corps members, Block ("The Martin Block Show" over ABC Network) said: "You've got Washington agog. It's because each of you has done such a terrific job with ... recruiting announcements on your shows. The glowing reports of your warm, sincere delivery are very impressive. We're very proud that you're considered such a vital part of the recruiting plan. ... Figure yourself as a powerful package show with top listenership, tremendous fan club, community respect and proven selling ability. That's how the Army and Air Force see you. And there's a red, white and blue ribbon figuring in there. Then, for all that, you've done it on behalf of their recruiting needs. You've been hitting home ... making sense ... getting results. Let's keep up this patriotic salesmanship sparked by really solid showmanship."

King & Queen of Hearts

NEW YORK — Perry Como and Dinah Shore, who will be heard in a musical salute to the 1954 Heart Fund over the NBC Radio Network from 9 to 9:30 p.m. February 12, will receive the crowns as King and Queen of Hearts for the 1954 Heart Fund from Joe Mulvihill of Cleveland, chairman of the Heart Fund Disk Jockey Committee. They were winners in the first annual Heart Fund disc jockey poll. Joining the three on the broadcast will be General Mark W. Clark, National Chairman of the 1954 Heart Fund, and Paul Whittemore, dean of American popular music.

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Mike Pedicin's latest and greatest!

**“ONE POTATO, TWO POTATO”**

by Mike Pedicin Quartet
tc 5015

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Lola Caron singing

**"THE LADY'S IN LOVE WITH YOU"**

b/w**"NO MORE TALK BUT MUCH MORE LOVE**

---

Some Said "No" . . . DISK JOCKEYS say "YES"

KLAVAN & FINCH (WNEW) — BOB SHERWOOD (WABC) JACK LACEY (WINS) — HAL TUNIS (WNYC) TED BROWN (WMGM) — ART FORD (WOR) Are Featuring the Inimitable
Carnegie Mambo Confab

NEW YORK — Interesting highlights of the past several weeks have been the abundant releases by the big names of the major and indie labels. The number of good records currently being distributed cannot help but baffle the sales figures as the public finds itself exposed to disk jockey and juke box spin. 

R.C.A. Victor leads the parade with releases by Lou Monte and his "Dusktown Strutters Ball", the Ames Brothers, "Man, Man Is For The Woman Made" backed with "The Man With The Banjo"; Ertha Kitti's "Somebody Bad Stole De Wedding Bell"; Perry Como's "Wanted"; June Valli with "The Gypsy Was Wrong". Hugo Winterhalter's "Latin Lady" and the new "XP" label with Bill Dan- nel singing "For You". Notably conspicuous by his absence on the recent release parade is Eddie Fisher. How- ever, with his "Oh, My Papa" selling sensational in the number one slot, it becomes necessary to hold off another release by Fisher at the present time.

Coral Records has a pair of promising items in Don Cornell's "Hold Me", and, following up the previous successful pairing of artists from its roster, "Cling To Me" by Johnny Des- mond, Eileen Barton and the Guine Sisters.

Mervyn Kaye pitches a broad- side with Patti Page, Eddy Howard and Vic Damone teaming up for what looks like three "hot" sellers following two recent strong issues. "From The Vine Came The Grape" by The Gay- lardies is "Peanuts" Red Steagall's "De- Wedding Ball" by Georgia Gibbs, a perennial "Cross Over The Bridge". Eddy Howard etches "Melancholy Me" and Vic Da- more sings "The Sparrow Sings".

Capitol comes through with the re-juvenated Frank Sinatra platter, "Young At Heart"; the current comedy sensation Andy Griffith doing "Romeo and Juliet" and Bob Man- ning's "Venus De Milo".

Decca Records has teamed two of its longtime selling experts, Guy Lombardo and Bing Crosby, "I Get So Lonely" and "Young At Heart" and has in the offing momentarily a new Mills Brothers platter to follow up their current hit, "The Jockey Boy". The label has been riding high with the Mills Bros. hit, "The Four Aces blazing along with "Stranger In Paradise" and "Heart Of My Heart"; "Until We Two Are One" by George Shaw; "Y'all Come" by Bing Crosby and "Cabbage and Kings" by Charlie Applewhite.

Columbia relies on Tony Bennett, currently riding the wave of two suc- cessful hits, "Strange Is Paradise" and "Rags To Riches", with his new- est "There'll Be No Teardrops To- night".

London Records has a new Frank Blackfield item, "Raging Princess" and "Golden Tango", a new Vera Lynn, "If You Love Me" and the Johnston Brothers "The Geep".

The indies have come through with several placed shots of their own. Es- pecially notable is Eddie Calvert's successful "Oh, Mein Papa" with a new golden treatment reading of "Midnight" and Dick Lee sings "The Book". The label is going on an all out promotion of the latter disk as Dave Miller, Enoch prozy, feels he has the waxing that will place Lee among the top crooners of the nation. "Ring Telephone Ring" by Jaye P. Morgan and "There Is Danger" by Bob Carroll. Dot Records latest money maker is the Hilltopper version of "From The Vine Came The Grape". In similar fashion, the rhythm and blues disciories of the nation have been coming distributors with releases by every top artist on their respective rosters.

HEADED FOR A NATIONAL HIT
"THE HORSES WON'T CO-OPERATE"
Don Ross Trio on Arlen #100
AL RANDOLPH (BML)
2398 7th Ave.
New York 39, N. Y.

Getting Bigger Day By Day
Saver #1119

"LITTLE DADDY"
By BIG BERTHA

SAYOY RECORD CO., INC.
58 Market St., Newark, N. J.

A BIG ONE!
Chuck Higgins
"YAK-A-DAK"

CHICAGO—George A. Miller, na- tional president and business manager of Music Operators of America, Inc., has announced, this week, that the Billy May orchestra will perform at the MOA banquet and floor show which will take place in this city on Tuesday, March 9, at the Palmers House.

New York

"ARE YOU LOOKING FOR A SWEETHEART?"
BEAUTIFULLY SUNG BY
THE CRICKETS FEATURING DEAN BARLOW
ON
JAY-DEE RECORD No. 789

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

Those Mynna Dreyer releases on Dreyer Music tunes are collectors items. Her totem pole promo stretching the Clyde McPhatter "Such A Night" on Atlantic was a classic. The latest on The De Dropppers “Dead Broke Groove’s” initial release just “crazed.” Ike Berman, Apollo Records, flew over to Europe. Early plans include Paris and London. Bess will handle both while he’s gone. With The O’Royales rolling now with their latest, “I Do,” looks like plenty of work. Jazz fans who want to listen to an album of terrific in- tensity should get with the new MGM Bobby Byrnes-Kai Winding LP. Bobby Byrnes trumpets the old Dixie heat with the Kai aggregation following on the same tune in Birldland tempo. A real chance for fans to compare styles. The final band highlights a series of "chases" that is the mostest. Little Junior Parker, formerly with the Johnny Ace-Willy Mae "Big Mama" Thornton package, after two hits, “Feel So Good” and “Love My Baby,” has now gone on his own backed by the Bill Johnson ork. Little Junior today things up wherever he appears. B. B. King, RPM recording artist, touring out to sunny California. T'll be his first trip to the west coast. . . . Jodi Berman, display man, WJAI, Newark, N. J. reviews The Cash Box reviews every Sunday 2 to 4 P.M. Ignored listeners promise to last Sunday’s show came after his airing of Dolly Cooper's "You Gotta Be Good To Yourself" on Savoy and “Let’s Talk It Over” by the Hollywood Flames on Swing Time. . . . Alix Combelle, considered one of the most noted xaxters, makes his only on the Dawn label. Alix, known for his exciting arrangements, has appeared in the greatest jazz concerts all over Europe and has played with most of the leading American jazz artists. . . . The Counts’ “Darling Dear” on Dot breaking pop in many sections. Mr. Blues (WNJR-Newark, N. J.) becoming a bigger and bigger factor affecting retail sales in four states. His New Jersey and New York sales have been evident for some time and now Joe Cohen, Essex Distributor, Newark, tells us he has mail orders from Connecticut and Mass. and travelers who have heard the show on the air. Mr. Blues has organized fan clubs in all four states. . . . Atlantic releases its “visited” this week and offers such sales hymns as The Clovers, Ray Charles, Professor Longhair and a gospel disk by the Jackson Gospel Singers. Atlantic also announced the signing of Canadian jazz pianist Paul Bley. Bley has been called by jazz experts, “the year's most important discovery.” Mr. Blues (WNJR) Newark, N. J. becoming a bigger and bigger factor affecting retail sales in four states. His New Jersey and New York sales have been evident for some time and now Joe Cohen, Essex Distributor, Newark, tells us he has mail orders from Connecticut and Mass. and travelers who have heard the show on the air. Mr. Blues has organized fan clubs in all four states. . . . Atlantic releases its “visited” this week and offers such sales hymns as The Clovers, Ray Charles, Professor Longhair and a gospel disk by the Jackson Gospel Singers. Atlantic also announced the signing of Canadian jazz pianist Paul Bley. Bley has been called by jazz experts, “the year's most important discovery.”

NEW YORK—Bill Cook (WATV-Newark, N. J.) goes over a few points with the two top names that opened his new Cook's Caravan TV Show viewed every Wednesday at 10 P.M. With Bill are the fast climbing Harp-Tones, "Sunday Kind Of Love" on Bruce Records and Ray Hamilton, whose "You'll Never Walk Alone" has established him as a top attraction.

Breaking for a NATIONAL POP HIT!!!

The Master at his best

"DON'T MAKE ME CRY BABY" by

"MY WOMAN IS GONE" by

LONNIE JOHNSON

A new Crowd release

"CALL THE DOCTOR"

b/w "HEARTBREAKER"

Tico 10-208
JOE LOCO

LOS ANGELES:

All previous attendance records were smashed at Billy Berg's Five Four Restaurant Friday night, B. B. King and his orchestra kicked off their West Coast tour. The ballroom was so jammed that many hands had to be turned away. Highlight of the evening was the presentation of a trophy by Hunter Hancock to B. B. Inception engraved on the trophy read— "An award for consistently high performance. B. B. King whose last seven releases on RPM Records have each attained top popularity as record of the week on the Hunter Hancock Programs—"Hearthematics' and 'Hunter' With Hunter," presented by Hunter Hancock. Also invited to congratulate B. B. was Joe Bihari of RPM Record Co. The line-up on the streets was so heavy that they had to broadcast an appeal for the people to please stay away. Billy Berg stated that in all his years of show business he never has seen anything like it. . . . The George Shearing Quintet also broke records in LA. First performance at the Embassy Club was sold out and the crowds got it that an extra midnight show was put on. Don Howard and Bill Hill of radio Station KSDO, San Diego, sent Al Sherman, West Coast Representative for King Records, a telegram which read— "Congratulations for another hit. Last night Ray Jay McNeely's 'Ice Water' was unanimously voted a hit by Deber Date Popularity Panel. All agree it was terrific so here's to his success." . . . Evelyn Knight is out with her first Decca release in over a year. It's titled "Mama Ain't Cookin' Today," and looks like a very solid side for the gal. George Sherlock, Promotion manager for Decca Distributing Corp., announces that they are getting good reaction on Sahan Churchill's "Weep My Heart." . . . Roy Brown will stage a repeat engagement in LA on Feb. 19th, 20th and 21st. It will be a farewell dance at the Five Four before heading East after a successful six weeks West Coast tour. "The Battle of Singers" will be staged at the Elks Hall on Feb. 21. Those competing in the show will be the Flairs, Lamplighters, Mel Walker, and Linda Hayes. A large gathering of record fans turned out for the opening of "Huggins Hut" at 5th and Western. This new record store is backed by the Carlton Theatre Corp. with Jack Schwartz and Freddie Dee as its managers.

"It's What's in THE CASH BOX That Counts"
America's New Songster

LEON KETCHUM
sings

"GOING DOWN
THE ROAD"

b/w

"LOW DOWN
LOVE"

HAVEN 502

The Sensational
ORLANDO TRIO
with Orlando singing

"DANNY
BOY"

b/w

"HARPING
THE BLUES"

HAVEN 501

DISTRIBUTORS
WRITE — WIRE — PHONE
Some Territory Still Available!
HURRY!!

Haven Records
6139 Kenwood Ave.
Chicago 37, Ill.
(All Phones: DOrchister 3-1270)

Muddy Waters
"HOOCIE COOCIE MAN"
CHESS 1560

Sugar Boy
SINGS
"YOU, YOU, YOU"
"JOCK-A-MO"
CHEKER 787

B. B. King
SINGS
"PRAISING TO THE LORD"
"PLEASE HELP ME"

Marie Adams
newest
"I'M GONNA LATCH ON"
"You're Gone From Me"

Jimmy Binkley
SINGS
"WINE, WINE, WINE"
"BOOGIE ON THE HOUR"

The Cash Box, Music
Page 28
February 20, 1954

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

1. YOU'LL NEVER WALK ALONE
   Roy Hamilton (Epic 4072)
   YOU'LL NEVER WALK ALONE
   Roy Hamilton (Mercury 7521, 7522)
   YOU'LL NEVER WALK ALONE
   Roy Hamilton (Herald 419)
   YOU'LL NEVER WALK ALONE
   Roy Hamilton (Epic 9015)

2. EL BAION
   Joe Laga (Tico 204)
   EL BAION
   Joe Laga (Tico 204)

3. THE THINGS THAT I USED TO DO
   Guitar Slim (Specialty 422)
   THE THINGS THAT I USED TO DO
   Guitar Slim (Specialty 422)
   THE THINGS THAT I USED TO DO
   Guitar Slim (Specialty 422)
   THE THINGS THAT I USED TO DO
   Guitar Slim (Specialty 422)

4. I'LL BE TRUE
   Faye Adams & Joe Morris (Herald 419)
   MONEY HONEY
   Drifters (Atlantic 1006)
   I'LL BE TRUE
   Faye Adams & Joe Morris (Herald 419)
   I'LL BE TRUE
   Faye Adams & Joe Morris (Herald 419)

5. YOU'RE STILL MY BABY
   Chuck Willis (Okeh 70215)
   YOU'RE STILL MY BABY
   Chuck Willis (Okeh 70215)
   YOU'RE STILL MY BABY
   Chuck Willis (Okeh 70215)
   YOU'RE STILL MY BABY
   Chuck Willis (Okeh 70215)

6. I'M JUST YOUR FOOL
   Elmo & Buddy Johnson (Mercy 70251)
   I'M JUST YOUR FOOL
   Elmo & Buddy Johnson (Mercy 70251)
   I'M JUST YOUR FOOL
   Elmo & Buddy Johnson (Mercy 70251)
   I'M JUST YOUR FOOL
   Elmo & Buddy Johnson (Mercy 70251)

7. SAVING MY LOVE FOR YOU
   Johnny Ace (Duke 119)
   SAVING MY LOVE FOR YOU
   Johnny Ace (Duke 119)
   SAVING MY LOVE FOR YOU
   Johnny Ace (Duke 119)
   SAVING MY LOVE FOR YOU
   Johnny Ace (Duke 119)

8. SUNDAY KIND OF LOVE
   Hor-Hor-Tones (Bruce 101)
   SUNDAY KIND OF LOVE
   Hor-Hor-Tones (Bruce 101)
   SUNDAY KIND OF LOVE
   Hor-Hor-Tones (Bruce 101)
   SUNDAY KIND OF LOVE
   Hor-Hor-Tones (Bruce 101)

9. MARIE
   Four Tunes (Julubie 5128)
   MARIE
   Four Tunes (Julubie 5128)
   MARIE
   Four Tunes (Julubie 5128)
   MARIE
   Four Tunes (Julubie 5128)

10. I'LL WANT TO DO IT
    Johnny Ace (Duke 122)
    I'LL WANT TO DO IT
    Johnny Ace (Duke 122)
    I'LL WANT TO DO IT
    Johnny Ace (Duke 122)
    I'LL WANT TO DO IT
    Johnny Ace (Duke 122)

Blue Monday
Sensational Box
The Sensational Box
The Sensational Box
The Sensational Box

"It's What's in THE CASH BOX That Counts"
### The Cash Box, Music

#### February 20, 1954

**Flowers For M’Lady**

LOS ANGELES — Following her successful opening at the Tiffany Club in Los Angeles, Sarah Vaughan is gifted with flowers by Clyde McPhatter, leader of Atlantic Drifters quartet. In her first coast appearance in two years, Sarah captivated the critics and fans with a specially designed wardrobe that cost over $15,000. Sarah was recently signed to Mercury Records.

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**Label On Fire!!!**

**4 New Atlantic Releases - Those Sensational CLOVERS Latest & Greatest**

**LOVEY DOVEY**

b/w **LITTLE MAMA**

ATLANTIC 1022

**IT SHOULD’VE BEEN ME**

b/w **SINNER’S PRAYER**

ATLANTIC 1021

The Great Blues Stylist

RAY CHARLES

The Incomparable Professor

LONGHAIR and His BLUES SCHOLARS

**TIPITINA** b/w **IN THE NIGHT**

ATLANTIC 1020

The Terrific New Gospel Group—

**THE JACKSON SINGERS**

**I CAN’T WALK**

b/w **THE LAST MILE**

ATLANTIC 3005

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**THE CASH BOX**

**in Philadelphia**

1. **I’M JUST YOUR FOOL**
   - Ella & Buddy Johnson (Mercury 70531)
2. **EL BAION**
   - Joe Louis (Trio 208)
3. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 481)
4. **LULLABY TO YOU**
   - Victor Young (Decca 245)
5. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 489)
6. **LOVE ME GIRL**
   - The Flairs (Fairy 128)
7. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 482)
8. **YOU’RE SO FINE**
   - Little Walter (Checker 208)
9. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 482)
10. **LOVE ME GIRL**
    - The Flairs (Fairy 128)

**in Los Angeles**

1. **EL BAION**
   - Joe Louis (Trio 208)
2. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 482)
3. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 482)
4. **LOVE ME GIRL**
   - The Flairs (Fairy 128)
5. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 482)
6. **YOU’RE SO FINE**
   - Little Walter (Checker 208)
7. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 482)
8. **LOVE ME GIRL**
   - The Flairs (Fairy 128)
9. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 482)
10. **YOU’RE SO FINE**
    - Little Walter (Checker 208)

**in St. Louis**

1. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 482)
2. **LOVE ME GIRL**
   - The Flairs (Fairy 128)
3. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 482)
4. **YOU’RE SO FINE**
   - Little Walter (Checker 208)
5. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 482)
6. **LOVE ME GIRL**
   - The Flairs (Fairy 128)
7. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 482)
8. **YOU’RE SO FINE**
   - Little Walter (Checker 208)
9. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 482)
10. **LOVE ME GIRL**
    - The Flairs (Fairy 128)

**in Dallas**

1. **THE THINGS THAT I USED TO DO**
   - Ray Hamilton (Ace 9032)
2. **TV MAMA**
   - Joe Turner (Atlantic 1016)
3. **I’D BE TRUE**
   - Joe Louis (Trio 208)
4. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 5385)
5. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 481)
6. **MONEY HONEY**
   - Drifters (Atlantic 1006)
7. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 2422)
8. **MARIE**
   - Four-Tunes (Stax 9139)
9. **I HAD A NOTION**
   - Al Sarago & Joe Morris (Herald 417)
10. **THE THINGS THAT I USED TO DO**
    - Guitar Slim (Specialty 482)

**in Nashville**

1. **TV MAMA**
   - Joe Turner (Atlantic 1016)
2. **I’M JUST YOUR FOOL**
   - Ella & Buddy Johnson (Mercury 70531)
3. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 5382)
4. **YOU’RE SO FINE**
   - Little Walter (Checker 208)
5. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 482)
6. **LOVE ME GIRL**
   - The Flairs (Fairy 128)
7. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 5382)
8. **YOU’RE SO FINE**
   - Little Walter (Checker 208)
9. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 482)
10. **LOVE ME GIRL**
    - The Flairs (Fairy 128)

**in Shreveport**

1. **THE THINGS THAT I USED TO DO**
   - Ray Hamilton (Ace 9032)
2. **TV MAMA**
   - Joe Turner (Atlantic 1016)
3. **I’D BE TRUE**
   - Joe Louis (Trio 208)
4. **SOMETHING’S WRONG**
   - Fats Domino (Imperial 2422)
5. **MARIE**
   - Four-Tunes (Stax 9139)
6. **I HAD A NOTION**
   - Al Sarago & Joe Morris (Herald 417)
7. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 482)
8. **YOU’RE SO FINE**
   - Little Walter (Checker 208)
9. **THE THINGS THAT I USED TO DO**
   - Guitar Slim (Specialty 482)
10. **LOVE ME GIRL**
    - The Flairs (Fairy 128)

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"It’s What’s in THE CASH BOX That Counts"
**The Cash Box 'N Blues Reviews**

**RHYTHM 'N BLUES REVIEWS**

**THE BANKS BROS.**
(Savoy 4050)

"FOR MY SAKE" (2:38) [Cross-roads BMI—Charles & Jeff Banks] The Banks Bros. work together smoothly as they etch a tender slow beat gospel side. The pianist comes through in good style against an organ mood backing.

"I'VE GOT THE WITNESS" (2:37) [Crossroads BMI—Charles & Jeff Banks] The Brothers Blend on a fast moving spiritual that should sell well with the religious buyers.

**JACK DUPREE**
(King 4696)

"HARD FEELING" (2:40) [Jay & Cee BMI—Jack Dupree] Jack Dupree sings a tear jerking about returning from jail, his inability to find any friends and to even borrow a dime. A slow blues etched in the accomplished Dupree manner.

"WALKIN' UPSIDE YOUR HEAD" (2:38) [Jay & Cee BMI—Jack Dupree] Jack does this tune in his familiar impeded speech style. A fetching ditty.

**RONNIE ORLAND**
(Radio 52-565)

"RONNIE'S BOOGE" (2:41) Ronnie Orland at the piano dishes up a delightful quick beat boogie item. A very flashy piano technique.

"BLIND MICIE BOOGE" (2:40)
Similar comments, Ronnie Orland dishes out the "Three Blind Mice" to a boogie beat.

**LAZY BILL**
(Chance 1148)

"I HAD A DREAM" (8:00) [Joni Music BMI—Lucus] Lazy Bill dishes out a wondrous type blues in ok style. Guitar accompaniment sets the proper mood.

"SHE GOT ME WALKIN'" (8:00) [Music BMI—W. Lucus] A slow rhythm blues chanted in similar fashion.

**THE CLOVERS**

[Progressive BMI—Curtis, Nugre]

"LOVEY DOVEY" (2:36)
[Progressive BMI—Taylor, Carroll, Jesmet]

- The Clovers beat out a middle tempo bouncer, "Lovey Dovey," that is ticketed for big sales. Clover styling is written all over this item and the tune is tailored made for the high flying beat belters. Everything's gonna be "Lovey Dovey" between the diva and distribute on this one. The flip, "Little Mama," is a similar beat thing that is in the shade only because it's backed with "Lovey." A great beat and a potent treatment. The lads are known for hitting two with the same disk and it could happen here again.

[Progressive BMI—Taylor, Carroll, Jesmet]

"SPEED KING" (2:46) [Park Avenue BMI—Korneray, Ginyard]

The Du Doppers
(Grave 0001)

- RCA Victor's new rhythm and blues subid, Groove, chooses its number one sales gatherer, The Du Doppers, to launch its label. The rhythm quick beat is given a solid vocal reading, with the lead handling his čhore in necko style. The boys sing the old refrain about living on a shoe string as long as they have love. But they give it a lift and boomy sendoff. The flip "Speed King," is a racer that they belt enthusiastically with the lights in their favor from start to finish. Two strong items for a runway start.

"TOO LATE FOR TEARS" (2:23) [Venice BMI—Smith]

"LET ME COME HOME, BABY" (2:10) [Venice BMI—L. Price]

LLOYD PRICE
(Specialty 483)

- That "Loudly Niss Claudy" man, Lloyd Price back with a pair of hot items. "Too Late For Tears" a slow definite beat ditty in which the blues salesman tells his gal to "put yourself another foil." Sold by Price in his own topflight manner. The under lid, "Let Me Come Home, Baby," is a rhythm sentimental item in which Price pleads with his baby to let him come home. Price is potent on both decks and either or both could break out.

"DEAD BROKE" (2:43) [Park Avenue BMI—Pratt, Stone]

THE DU DOPPERS
(Grave 0001)

- RCA Victor's new rhythm and blues subid, Groove, chooses its number one sales gatherer, The Du Doppers, to launch its label. The rhythm quick beat is given a solid vocal reading, with the lead handling his čhore in necko style. The boys sing the old refrain about living on a shoe string as long as they have love. But they give it a lift and boomy sendoff. The flip "Speed King," is a racer that they belt enthusiastically with the lights in their favor from start to finish. Two strong items for a runway start.

"PRAYING TO THE LORD" (2:41) [Mod. Music BMI—King]

"PLEASE HELP ME" (2:39) [Mod. Music BMI—King]

B. B. KING
(KPM 403)

- B. B. King, blues stylist, and steady hypo to the blues market, issues a strong side in his "Praying To The Lord," a slow rhythm love item emotionally performed. B. B. prays to the Lord to send him someone to love. King's proven sales ability, his talent and the material should send this one off to a strong start. The title, adding a religious kick to the potent factors already outlined, should hold no end. The flip, is King at his emotional best. His baby has left him and he's afraid she'll go astray. King is powerful and his styling makes this another potent offering.

"THE CLOVERS" (Atlantic 1022)

- The Clovers beat out a middle tempo bouncer, "Lovey Dovey," that is ticketed for big sales. Clover styling is written all over this item and the tune is tailored made for the high flying beat belters. Everything's gonna be "Lovey Dovey" between the diva and distribute on this one. The flip, "Little Mama," is a similar beat thing that is in the shade only because it's backed with "Lovey." A great beat and a potent treatment. The lads are known for hitting two with the same disk and it could happen here again.

**THE CASH BOX SLEEPER OF THE WEEK**

**THE CASH BOX SLEEPER OF THE WEEK**

"WANT YOU TO USE ME" (3:08) [Francol BMI—Pauling, Davis]

"COME ON AND PUT ME IN THE ALLEY" (2:52) [Franco BMI—Pauling, Davis]

**COUNTRY HOMES**
(DeLuxe 6036)

- Country Homes, new to the record audience, displays a talent for meaning the blues that indicates a successful future. A slow blues, "I Want You To Use Me," with meaningful love lyrics, and a tune with a rhythm tempo that pleads the ditty moving, it is handled with a touch by Homes that puts the etching over forcefully. Lyrics are simple and intriguing, and the tune easy to remember. With the proper exploitation this tune should be a big one for Deluxe. The under lid, "Come On And Put Me In The Alley," is another strong contender for honors. The lyrics of the same form of cloth and the treatment similar. Homes makes a strong debut.

**original FIVE BLIND BOYS**
(Feacock 1723)

"JESUS IS A ROCK IN A WEARY LAND" (2:44) [A. Brownie] The Original Five Blind Boys come up with a fast moving spiritual and etch it in exciting beat manner that will please their ever growing fandom.

"SONG OF PRAISE" (2:46) [Brownie, Robey] The "Blind Boys" etch a change-of-pace gospel item tenderly. A good pairing.

**JOHN LEE HOOKER**
(Modern 972)


"DOWN CHILD" (2:38) [Modern Music BMI—Hooker] Hooker means at his best on this deck, he handles a moving slow tempo Southern blues. Sales should be brisk on this deck.

**ODIE ERVIN**
(Big Town 111)

"THE NOTE PINNED ON MY BED" (2:58) [4 Star Sales BMI—Odie Ervin] Odie Ervin sings a slow mournful chant. He found a note on his bed when he came home. She had quit him. A melancholy vocal treatment.

"SHE'S A BAD BAD WOMAN" (2:24) [4 Star Sales BMI—Odie Ervin] The flip is a quick beat story of his bad woman and her lack of virtua. Ervin vocals smoothly with solid chorus and ork backing.

**THE HAWKS**
(Imperial 661)

"JOE THE GRINDER" (2:35) [Commodore Music BMI—Yarbrough, Gaine] The Hawks blend on a fast moving ditty. Lead does an ok job and the deck comes out a pretty fair piece of wax.

"COUNTRY GIRL" (2:13) [Commodore Music BMI—Gaines, Bartholomew] Fabulosity voice handles the lead smoothly. Material a little weak.

**THE CASH BOX SLEEPER OF THE WEEK**

**THE CASH BOX SLEEPER OF THE WEEK**

"I WANT YOU TO USE ME" (3:08) [Franco BMI—Pauling, Davis]

"COME ON AND PUT ME IN THE ALLEY" (2:52) [Franco BMI—Pauling, Davis]
Stars Over Harlem

'Tis truly a fact. Nice things happen to nice people, and almost anyone with a genuine respect for the facts will admit that sensational newcomer Roy Eldridge is a swinging sort of a guy who makes a superhuman effort to be nice to everyone and all at the same time—and this could well be one of the big reasons why his sparkling fresh vocal styling of "You'll Never Walk Alone" made its way straight to the hearts of all who have had the pleasure of hearing this swell guy walk. Roy took time out from his schedule to drop by personable Hal Jackson's "House That Jack Built!" and say thanks to Cash Box and all the many well-wishers who made his big dream come true. . . .

Really something to see is the way the op's face light up and molars show whenever Joe Griggs invades the uptown scene with these surefire coin jerkers: Guitar Slim's "Things I Used To Do" (this column warned you weeks ago that this biscuit would make his way straight to the top of the nation's charts); Johnny Ace's "Saving My Love"; Chuck Willis' "You're Still My Baby," "You'll Never Walk Alone" starring R. H. and to top it all the initial ordering of Floyd Dixon's Specialty waxing of "Ooh-Eee—Ooh Eee" indicate that Portert's little wonder will be busy, busy with another smasheroo. . . .

The Scene: Newark's Lloyds Manor nightclub. The joint is crowded from the basement to the roof with happy souls who just want one little peep and a taste or two of the wonderful blues stylings of two of the nation's masters in this type of wailing, Atlantic's big Joe Turner, and the sensation of the Okeh blues roster, Chuck Willis, who just waxed another batch of solid senders. . . .

Every one knows that Ruth Brown can sing, that Amos Milburn can give out in a real groovy fashion and there is no doubt whatsoever about the belting ability of Fats Domino, but can anybody, anywhere tell me just what the cash reg'lar reader will be saying when they all get together over at Laurel Garden comes Feb. 18, . . . Harlem likes: Video Mosso's "Roseland Boogie," Bobby Smith's "Night Watch," Al Savage and "Love Is A Funny Thing." Ditto: Marie Adam's "I'm Gonna Latch On," Dolly Cooper's "You Gotta Be Good," and the Hollywood Flamey "Let's Talk It Over." . . . Into the Savoy Ballroom Feb. 28 rolls Kings Records master of the organ Bill Doggett and his swing-sational little trio. . . . My but there's a whole lot of being a bad about the premises whenever and wherever Joe Turner leaves out with his "El Baisa." . . . A doff of the old sombrero to deejay Hal "Doc" Wade for being selected as one of the nation's outstanding platter spinners in a recent local magazine poll. . . . Clyde McPhatter and the Drifter gang's latest "Such A Night" looks like a sure bet to step way out ahead of the field any moment now according to the 126th street men behind the counters. Likewise, Lonnie Johnson's "My Woman Is Gone." . . . Thanks to Phil Moore for letting us know about Helene Dixon and her new disk which is due pronto.

WENR And WLS Agree To Merge Into WLS, Inc.

NEW YORK—An agreement whereby Chicago Radio Stations WLS and WENR would be merged into one full-time station has been announced in a joint statement released by James E. Edwards, President of Agricultural Broadcasting Company, licensee of WLS, and E. Kistner, President of the American Broadcasting Company, which operates WENR. The merger is of course subject to approval of Federal Communications Commission.

The plan as agreed upon provides that a new corporation to be known as WLS, Inc., would be set up to which the respective licenses of Agricultural Broadcasting Company (WLS) as President; Glenn Snyder, currently Executive Vice President of WLS; First Vice President; Arthur M. Harre, Manager of WENR; Second Vice President; George R. Cook, Treasurer of WLS; and Matthew Vieracker, Treasurer of the ABC Central Division as Secretary. Glenn Snyder will be General Manager of the new WLS, and Arthur M. Harre of WENR, Assistant General Manager. The Board would be: James E. Edwards, Glenn Snyder, George R. Cook, Robert H. O'Brien, ABC Executive Vice President and Matthew Vieracker, Treasurer of the ABC Central Division.
The record is red hot with disc jockeys around the country, and distributors sales are running along with other Smith Hits. The young, lanky Columbus artha Carson (Capital), Francis noted various records that just popped out from the consistent artist with box office attraction superb! The Rickie Victor outlet is really happy with the Davis Sixters these days, their new disc "Gotta Git Away" and "Takin' Time Out For Love" has already jumped to the num-
ber one spot on the RCA Victor Best Seller list for Country-Western records.

The winning test at the current 165th-167th issue on January 31st, were really happy about the record-breaking attendance at Tom Edward's Jamboree at the Circle Theatre in Cleveland. February 6th and 7th the girls teamed with Peewee about his friend, his wife, and the son of the Veteran's Hospital at Louis-
ville. And, while the attendance was definitely another contender for the chart.

Earl "Grandaddy" Davis
WHSV, Martinsville, Va.
1. You Better Not Do That
2. Right Wash Up In There
3. I'll Never Get Over It
4. Have I Ever Fallen In Love
5. Bimbo (Red Eddy)
6. My Love Is Here (Eddy)
7. My Wife
8. Let Me Be The One (Locklin)
9. Wonderful World
10. Back At The Scene

Earl "Grandaddy" Davis' music is being released by the"Juke Box National" by Snow. It's another top record for the label. Goldie Hill (Decca) will be featured on the Ernest Tubb NBC show coming next Thursday. It's a 12th through 17th. More news from the Hill Family... Goldie's brother, Tommy is working at the Steak House in Chicago. This is Tommy's second release, and his new release is "I'm Married" and "I Love My Life!" Best

Back to you, Tommy! Paul Cohen busy in Nashville recently with session for all his records. He's now running his own record company. "KMAC, San Antonio, Texas. Charlie is a fine boy, and good things are expected for the future" (Bill) all friends. Young Bobby Johnson, son of Johnnie and the Johnnie and Jack, who was managed by Al "Red" McKinney to get lots of attention in the "Youth Department" with "his new recording of Pacific Coast states follow" is definitely another contender for the disc. His first Decca release! Speaking of Johnnie and Jack, would like to remind you that the favorite group just recently played to 5,300 paid admissions in Shreveport.

Bob Ferguson
KWSW—Columbia, Ohio
1. I Really Don't Want To Know
2. Secret Love
3. Secret Love
4. Secret Love
5. A Little Piece Of Texas
6. A Little Piece Of Texas
7. Tell 'Em No (Curly Cordell)
8. Got My Woman (Bill Smith)
9. Make My Woman Love Me (What)
10. I'm A Stranger In My Home

Cliff Rodgers
WHKH—Albany, Ga.
1. I Love You (Rickie & Reeves)
2. I Love You (Rickie & Reeves)
3. I Love You (Rickie & Reeves)
4. I Love You (Rickie & Reeves)
5. I Love You (Rickie & Reeves)

Tom Edwards
WBBJ—Murfreesboro, Tenn.
1. Red Dog Out (Cal T.)
2. Me And The One (Locklin)
3. Run You Off (Cal T.)
4. I'm Gonna Be Home Tonight (Cal T.)
5. I'm Sorry (Cal T.)
6. I'm Sorry (Cal T.)
7. I'm Sorry (Cal T.)
8. I'm Sorry (Cal T.)
9. The Love I Hold (Darrell)
10. I Love You (Rickie & Reeves)

Dorothy Nelson
WNNM—Nashville, Tenn.
1. There Stands The Glass
2. I Love You (Rickie & Reeves)
3. Let Me Be The One (Locklin)
4. Run You Off (Cal T.)
5. Me And The One (Locklin)
6. I Love You (Rickie & Reeves)
7. I Love You (Rickie & Reeves)
8. I Love You (Rickie & Reeves)
9. I Love You (Rickie & Reeves)
10. I Love You (Rickie & Reeves)

Frank's Country Store
WGXI—Richmond, Va.
1. I Love You (Rickie & Reeves)
2. I Really Don't Want To Know
3. I Really Don't Want To Know
4. I Really Don't Want To Know
5. I Really Don't Want To Know
6. I Really Don't Want To Know
7. I Really Don't Want To Know
8. I Really Don't Want To Know
9. I Really Don't Want To Know
10. I Really Don't Want To Know

Dal Stallard
KCMC—Knoxville, Tenn.
1. Let Me Be The One (Locklin)
2. Let Me Be The One (Locklin)
3. I Really Don't Want To Know
4. I Love You (Rickie & Reeves)
5. I Really Don't Want To Know
6. You Are Confused (Bill Smith)
7. Change Partners (King)
8. Change Partners (King)
9. Change Partners (King)
10. Change Partners (King)

Smoky Smith
KENT—Des Moines, Iowa
1. Wake Up Irene (D. Thompson)
2. I Really Want To Make Love
3. I Really Want To Make Love
4. I Really Want To Make Love
5. I Really Want To Make Love
6. I Really Want To Make Love
7. I Really Want To Make Love
8. I Really Want To Make Love
9. I Really Want To Make Love
10. I Really Want To Make Love

Smoky Smith
KENT—Des Moines, Iowa
1. I Love You (Rickie & Reeves)
2. I Love You (Rickie & Reeves)
3. I Love You (Rickie & Reeves)
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7. I Love You (Rickie & Reeves)
8. I Love You (Rickie & Reeves)
9. I Love You (Rickie & Reeves)
10. I Love You (Rickie & Reeves)
Hillbilly Music Booms Business At Shore

NEW YORK—The Asbury Park Press, on Sunday, January 17, ran the following article extolling the merits of country music at the shore resort:

ASBURY PARK — The musical drawl of the hillbilly and cowboy is becoming as much a part of the Shore as salt water taffy, according to tavern and restaurant owners who feature weekend entertainment. The trend in Shore nightclub entertainment definitely is toward western and mountain music, most club owners say.

“We’ll never have another popular band,” Mrs. George Ra, wife of the owner of Ra’s Hut, Jacksons Mills, says, “We’ve made this the ‘Home of the Rangers’.”

Ra’s Hut features the “Texas Ramblers” Saturday nights.

Western and hillbilly music is really becoming popular at the Shore,” according to Samuel Purines, manager of the Victory Inn, Allenthurst. “The other stuff is sort of dying out. I tried both popular and hillbilly, and it’s the hillbilly entertainment that had helped my business.”

“We’re doing better with western entertainment than we could with anything else,” Nick Sanlippo, manager of Leo’s Bar and Grill, West Belmar, says.

“We went western just last week,” Ben Silverman, manager of Charlie’s Bar and Grill, Oakhurst, said. “And we had our best turnout in 10 weeks. As far as we’re concerned, this is what we’ve been waiting for.”

Where did all the enthusiasm for the mountain and plains tunes come from?

People have always liked some of their music country-style, according to the men who watch the juke boxes.

“If you get a good good hillbilly record, you put it in all the boxes,” Philip Levine, assistant manager of Kings Amusement Devices Co., Inc., Allenthurst, said. “They’ve gone very strong today.”

The rural areas, especially, go for the hillbilly tunes. At the Shore, hillbilly popularity centers in Ocean County, for the most part, record distributors and sellers say.

“They get stronger the farther you get into the woods,” one of them said.

Night club owners at the Shore agreed their entertainment appealed to “the middle class.”

“After all, we’re in the country, you know,” Mrs. Ra notes.

At Charlie’s Bar and Grill, it’s Tex Collins and his boys. At the Victory Inn it’s the Tennessee Mountain Boys. And at Leo’s Bar and Grill, the Roamin Mountainaires are the big attraction.

There was only one dissenting voice in the Sunday Press survey of preferences at tavern and restaurants offering weekend entertainment, Albert Fisher, owner of Albie Ray’s Inn, Point Pleasant, pictured the popularity as shortlived.

“We had western entertainment here for three years,” he said. “We found it loses its appeal after awhile. We’ve switched to popular bands.”

“All hillbilly stuff sounds the same after awhile.”

Joseph Mariano, tavern owner here, disagreed.

“We’ve had popular bands before, but people seem to like hillbilly entertainment better,” he said.

Everybody can join in the fun in country-style shindigs, operators say. The dances feature more action, and the guitar-accompanied-bass fiddle combination seems to have more appeal.

According to some nightclub owners, middle-aged persons enjoy the goings-on more than the teenagers. They enjoy the carefree fun, according to Mrs. Ra.

“We held a hillbilly night last fall,” she said, “and people not only came in their old clothes, they came barefoot. We really had fun.”

Label “X” Signs Two

NEW YORK—Herbert Spencer and Earl Hagen of Hollywood have signed a two-year contract to do original compositions for RCA’s new label “X.” Their own orchestra will record. The deal with Label “X” signifies further diversification of Spencer-Hagen activities which, through their Music Service, Inc., already embraces music for television, motion pictures and stage shows.

Hitting Big!

“I FELT A LITTLE TEARDROP”

as recorded on Mercury #70267

by

Babe Zaharias & Betty Dodd

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NASHVILLE—Minnie Pearl, newest addition to RCA Victor’s Country & Western roster, autographs her first Victor release, “I Wish They Would!” for Hank Snow who in turn signs his latest single, “Panama,” also on Victor. Minnie’s initial disk is off to a remarkably fast start, and it is expected that the Grand Old Opry favorite will become a big record favorite as well.

“It’s What’s in THE CASH BOX That Counts”
AABBOTT and FABOR RECORD

Thanks to Jim Reeves for 2 great hits. MEXICAN JOE, #116 the #1 record of 1953 and for his current hit, BINGO, #146 along with other great sellers for Abbott.

Thanks to Floyd Cramer for his hit record, FANCY PANTS, #146 and for his fine piano work for Abbott and Fabor records.

Thanks to Carolyn Brandon for her hit record, MARRIAGE OF MEXICAN JOE, #141 and her current record, #153, A MAN ON THE LOOSE b/w FLOWER OF THE RIO.

Thanks to Smiley Burnett for his new best-seller, #154, MUCHO GUSTO and CHUGGIN' ON DOWN 66.

Thanks to Willy Cason and his fine spiritual group, the Ever Ready Gospel Singers for #149 I CLAIM JESUS WHEN THE MOON GOES DOWN and for their new release #150 ONE OF THESE MORNINGS b/w JESUS I LOVE TO CALL YOUR NAME.

Thanks to Dick Powell for a top record, #152, MR. & MRS. ROBERT PERKINS of Robert Perkins, Photography 6363 Selma Avenue Hollywood, Calif.

Thanks to Mr. HORACE LOGAN of Louisiana Hayride KWKH, Shreveport for doing a great job of programming Abbott and Fabor Artists.

Thanks to The Louisiana Hayride Band for the best and most unusual music for both companies.

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"It's What's in THE CASH BOX That Counts"
CO'S THANK YOU WEEK!

Thanks to Del Ray, my assistant, for all his help and hard work.

Thanks to Mitchell Tork for his big hit, CARRIBEAN, #2145, for writing MEXICAN JOE and for his current release HOOTCHY KOOTCHY HENRY b/w SIGOLO #2150.

Thanks to Rudy Grayzell for his LOOK-INS AT THE MOON #2143, for DONITA CHILQUIITA #2147 and for his newest release IT AIN'T MY BABY (And I Ain't Gonna Rock It) #2157.

Thanks to Jerry Ramley for his new record #2152, THE LONESOME SAILOR/GIRL DRESS/WAIT with Ginny Wright.

Thanks to our new hit discovery, Ginny Wright for her hit record #2151, I WANT YOU and I WANT YOU YES and for her fine support to Tom Sorden and Jerry Ramley.

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“THE CASH BOX” Best Sellers

1. "THERE STANDS THE GLASS"
   Webb Pierce (Decca 28083; 9-28083)

2. "BIMBO"
   Jim Reeves (Abbott 148; 50-148)

3. "I REALLY DON’T WANT TO KNOW"
   Edith Piaf (RCA Victor 20-5525; 47-5525)

4. "LET ME BE THE ONE"
   Hank Locklin (A Star 1641; 45-1641)

5. "WAKE UP IRENE"
   Hank Thompson (Capitol 26466; F-26466)

6. "SECRET LOVE"
   Slim Whitman (Imperial 2223; 45-2223)

7. "SLOWLY"
   Webb Pierce (Decca 28971; 9-28991)

8. "YOU ALL COME"
   Artie Dutt (Starday 104; 45-104)

9. "DOG-GONE IT, BABY, I’M IN LOVE"
   Carl Smith (Columbia 21197; 4-21197)

10. "CHANGING PARTNERS"
    Pee Wee King (RCA Victor 20-5537; 47-5537)

"WHY DON’T YOU ALL GO HOME?"
(2:00)
[Hibbard BMI—F. Stewart, P. King]

"HUGGIN’ MY PILLOW"
(2:40)
[Bill & Roy BMI—J. Collins, D. Robertson]

Pee Wee King (RCA Victor 20-5632)

- The ever popular combination of Bill & Roy King and Redd Stewart join forces once again to show off their respective talents on a pair of tunes that should receive splendid reaction in the boxes and over the country. Terrific! In "Huggin’ My Pillow," a newfound bubble of spunk is a fast moving novelty titled "Why Don’t You All Go Home?" Red faces to be a party pooper but gee whiz, how long can visitors stay?"

- On the lower half Pee Wee leads the band superbly as Redd delivers a warm and beautiful Floridian job on a slow moving bubble item dubbed "Huggin’ My Pillow."

“SAV A PRAYER FOR ME” (2:19)
[Acuff-Rose BMI—J. Miller, R. Miller]

“GOOD DEAR, LUCILLE” (2:15)
[Acuff-Rose BMI—Terry, Theriot, A. Young]

AL TERRY (Hickey 1003)

- The most pleasing voice of Al Terry comes through in winning fashion on the new Hickory label, and it looks as though both the artist and the disk jockey will cash in for the big money. On one end of the platter, "Terry, Hello," a very beautiful, middle tempo romantic piece and handles it in an appropriately fashion. Terry plays a losing hand in the game of love and feeling quite blue he asks for his former sweetheart to "Say A Prayer For Me." Phil features the artist on an exciting rhythm ditty dubbed "Good Dear, Lucille."

The News that’s UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS Every Week In THE CASH BOX ALL FOR ONLY $15. PER YEAR (52 ISSUES)

BILLY MACK (Imperial 8225)

- "THAT’S HOW I FEEL" (2:15)
   [Commodore BMI—S. Willett] Bill Mack shows off his distinctive vocal talent to good advantage as he comes up with a grand vocal effort on a catchy, quick beat item. It’s a beautifully melody counter with a heartfelt lyrics.

- "I LOVE YOU ALL OVER AGAIN" (2:36)
   [Commodore BMI—B. Mack] On the bottom portion Mack waxes a slow tempo lover’s tale with tender emotion. Instrumental backing shines on both sides.

BOBBY DICK (Hickey 1001)

- "THE LORD’S LAST SUPPER" (2:57)
   [Acuff-Rose BMI—Dawson, Jolly] A first string vocal performance is turned in by Bobby Dick as he bowes on the new label. Tune is in the religious field as the song comes across on a potent mid-deck instrumentation.

- "THANK GOD I CAME OUT ALIVE" (2:21)
   [Acuff-Rose BMI—Winston, McWhorter] The flipside is a stimulated song that makes song the flipside the artist thanks the Lord for permitting him to come safely through the war. Two powerful decks.

BLACKIE CRAWFORD and THE WESTERN CHEROKEES (Starday 136)

- "POPCORN" (2:20)
   [Starlite BMI—Western Cherokees] The Western Cherokees come through with a fine instrumental quite tempo fashion. A happy sounding item with an appealing melody and ball of fire makes for relaxed listening.

“IF THEY TELL” (2:35)
[Starlite BMI—B. Crawford] Blackie Crawford takes top billing as he leads the Western Cherokees through a middletempo sentimental piece. Burney Annette capably handles the vocal end.
**Athletic Star Clicks As Composer & Artist**

**NEW YORK**—Tony Bennett wins his third gold record for his number one recording of "Rags To Riches" which is reported to be well over the million mark.

The balladeer broke into the wax world with two top hits, "Because of You" and "Cold Cold Heart" for which he received gold pressings. Bennett is also riding high with the nation's top tune "Stranger In Paradise" which is said to have passed the half million mark and may eventually become the artist's fourth gold platter.

At his opening at the Copacabana in New York, last Thursday, Bennett drew raves as he opened with a special piece of material and then went into his past and current hits.

Tony has a new release out tagged "There'll Be No Teardrops Tonight" backed with "My Heart Won't Say Good-bye".

**Dreyer Publisher And Author Of Roth Tune**

**NEW YORK**—Publisher Dave Dreyer is the author, along with Lillian Roth and Gerald Marks, of the tune "I'll Cry Tomorrow" which was recorded on Coral by Lillian Roth.

The song is also the title of Lillian Roth's new book, soon to be released. Picture rights for the book are also under negotiation.

**Feller Leaves Capitol**

**NEW YORK**—Sta Feller announced his resignation, this week, as eastern A & R head for Capitol Records. He will stay on at Capitol to finish the Benny Goodman album which will take approximately one month.

He stated that his reason for leaving the diskery was to allow him more time for arranging for radio and television.

**Pee Wee KING**

**"WHY DON'T Y' ALL GO HOME?"**

RCA Victor 20-5632

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America's finest
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music systems
Here and There

FRANKFORT, GERMANY — The
Frankfort Industries show on March
7 will have a complete section of coin
machine exhibits. Every type of coin
operated machine will be shown, both
domestically manufactured and those
from the United States, distributed by
firms representing American manufac-
turers. Most interesting is a report
that there will be at least one German
automatic music machines. It is the
opinion of experienced coinmen that
the territory doesn’t warrant, this
number, particularly with all Ameri-
can made phons available, and that
only two of the six will survive

DETROIT, MICH. — Detroit is a
very unusual labor area. When the
auto factories are humming, there
isn’t enough help to go around.
The slightest slow-up throws thousands
out of work. At this time the Labor
Department ordered Detroit placed
on its list of distressed areas having
“substantial” unemployment and en-
titled to preference in obtaining Gov-
ernment contracts. Meanwhile Ford
and General Motors are turning out
more cars than ever, and a Ford
executive, George H. Hitchings, told
the Congressional Joint Economic
Committee this week: "...the
majority of the adjustment in business activity
has been completed and the ground-
work now is costing an estimated $20
million to offset the recent downward movements in
production and employment." Guessing
from the ups and downs of em-
ployment here, a labor scarcity will
probably arise again shortly.

NEW YORK — Charles Sievert,
advertising columnist for the Scripps-
Howard syndicate of newspapers uses
a line we like; "Certainly looks like
there’s money around if you use the
right bait to lure it from consumer
purses." This statement was made
after Sievert reported that "...along
comes Harry Bruno with some figures
from the recent Motor Boat Show.
$12,000,000 in sales were made from
boat fans at this exhibit. Highest total ever.

NEW ORLEANS, LA.—Anheuser-
Busch, Inc., announced this week that
it plans to build a brewery in the New
Orleans area costing an estimated $20
million. The new brewery is expected
to employ about 500 persons and will
have a capacity of about 1 million bar-
els a year. This beer firm is now
negotiating for a 150 acre tract owned
by the Illinois Central Railroad Com-
pany in the Jefferson Parish area.
This will add a number of coin ma-
chine locations for our friends there.

Hang Together or Hang Alone

M. O. A. is the Answer to Continued
Battle Against Destructive National
Legislation Aimed at Juke Box Operators

The Cash Box bows proudly, but humbly, to
the fact that one of its dreams came true—Music
Operators Of America.

Bows to all of its subscribers back then who
made this possible.

And to all of America’s juke box operators
who are continuing to make Music Operators Of
America ever greater, ever stronger, and, thereby,
ever more assured of an organization for their
protection AGAINST DESTRUCTIVE NATIONAL
LEGISLATION—the one and only and complete
purpose for the creation of M. O. A.

On March 8, 9 and 10, at the Palmer House in
Chicago, Illinois, all the members of Music Opera-
tors Of America (M. O. A.) are urged to come
together.

To listen to a program which will assure them of
continuing on ahead in their businesses.

To assure them of not being blasted out of
existence by the greed of those who look with
enviable eyes and vulture-like appetites on
the great growth of America’s automatic music
industry.

This is the reason for M. O. A. This is why
there is a national convention so that one and all,
whether independent music operators or mem-
ers of a music operator’s association, can bring
their viewpoints to the fore. Present their plans.
Speak forth their minds.

And, from all this, can come THE ANSWER
to tomorrow. The solution of the greatest prob-
lem which the juke box industry has to face—
destructive national legislation.

One bill after another has been presented in
Washington, prior to World War II and after the
war. Each one becomes ever tougher to defeat.

The Bryson-Kefauver Bill in 1952 took all the
ingenuity, all the energy and effort, and all the
legal talent the industry could bring together
to defeat it.

As everyone knows, the music machine indus-
try is now faced with the strongly backed McCar-
ran bill. Once again every segment of the music
machine industry put up a hard and brilliant
battle before the sub-committee of the judiciary.
It is still in the hands of this committee, and it’s
very possible the Bill could be brought to the
floor of Congress.

Therefore, it is practically the duty of each and
everyone engaged in the automatic music indus-
try, or allied to the industry, to be present at the
Fourth Annual Convention of Music Operators
Of America at the Palmer House in Chicago,
Illinois, March 8, 9 and 10, 1954.

As one of our founding fathers said at the
signing of the Declaration of Independence:

"We must all hang together, or
assuredly we shall all hang separately."
Bust Up—Burn Up Prewar Phonos
Campaign Gains

Baltimore Music Ops
Annual Dinner-Dance
Largest Ever

Evening's Highlight Is Speech
By Maryland Gov. Theodore
R. McKeldin. Large Number Of
Political Figures At Banquet.

CHICAGO—The survey which orig-
inated in The Cash Box last October,
1953, with an editorial asking how
many prewar phonographs were in each ter-
ritory, and which survey results were
published a few weeks ago, has con-
tinued to gain more and more follow-
ers who agree that "the time has come
to bust up and burn up these old,
worst, tone-dead phonos.

After only six months, one noted
juke box leader advises, "can we for-
ever remove the 165,000 phonos block-
ing off locations in the United States?"

Another has to state, "Your re-
ports that 'about 30 percent' of the
559,000 phonographs on location in
this country are old, wornout, tone-
dead, prewar phonos, is an appre-
ciable step in the right direction.

"We have had plenty of bad pub-
licity here regarding these screechy,
scratchy old machines. Time and again
the newspapers have remarked about 'the terrible juke box music.'
Each time we traced this down to some
old, wornout, prewar clunker, which
was not only tone-dead, but what's
more worn out, which was being played
on the rest of the operators here, as
well as on the community in general.

"In these days," he concludes, "when
 distributors and factories are willing to
work with the operators 100% there
is no reason to retain such dirty, old,
worst machines. They bring deri-
sion on the entire industry. As long
as this loud noise continues, the
operators will not have anything to
do with such equipment. They are frank
in telling their memberships that these
phonos are hurting all concerned.

Long ago The Cash Box removed
t prewar phonos from "The Confidential
Price Lists" in view of the fact
that the values of such machines had fallen
to the lowest possible point and trading
in this sort of equipment had come
to a standstill.

Perhaps the statement of one noted
juke box leader, who prefers to re-
main anonymous, might cover the enti-
tire subject. He says:

"There is no doubt in my mind but
what the progressive action which
The Cash Box has daringly and openly
taken to help bust up and burn up
the old, prewar, wornout, dirty lock-
ing vermin-infested phonographs, is a
big step in the right direction.

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phonos are hurting all concerned.
California has nothing on Texas this week—spring reigns supreme. But in spite of the wonderful weather we still hear reports of bad news. Our very good friend Tommy Chatten of Commercial Music Company has been sick in bed for over a week. We hope he will soon be up and around again. The monthly meeting of the Dallas Coin Machine Operators Association has been postponed once again. But there will be a meeting—to late to meet the deadline for this issue. We will have the reports on the association meeting for the next issue. Art Nelson, popular young disc jockey for Radio Station KKF, is switching his talents to WFAA. He is going to do an hour and a half popular show every evening 10:30 to midnight broadcast over the Texas State network. His show will go to the entire state of Texas. Wish you luck, Art. Buddy Cleen from Paris was in Dallas on a buying spree this week. Says that business is good. C. A. Ford of St. Augustine made one of his rare trips to Dallas this week. Says he has been trying to get up this way for three months and finally made it. Asked about business conditions and he said that though business has been off for the past ninety days the outlook in general is good. Mr. Price of Green and Price in Italy had an unusual excuse for being late to his Dallas appointments this week. His lovely young daughter was in her high school contest for school Queen. The results of the race were delayed until late morning and he had to wait to see how the election came out. Miss Price won. Congratulations. Herb T. Pippa was making the rounds of the distributors stockton up on the latest hit records and new phonograph equipment.

DALLAS DOINGS

N. Y. S. Ops Change Dinner Date To May 1

BEACON, N. Y.—The New York State Operators Guild announced that due to certain circumstances, it has been necessary to change the date of their annual dinner-dance from April 24 to May 1, Saturday night. The affair will take place at the Napanoch Country Club, Napanoch, New York.

Various committees have been appointed, and all are hard at work.

Among their goals are a number of firsts. The organization, for the first time, will not run the banquet on a day in the middle of the week. It is also making arrangements to bring in a number of recording artists. And, for the first time, they are preparing a souvenir journal.

Further details will be released very shortly.

Keeney Sets One Play 10c, 3 Play 25c, On Bowlers

CHICAGO—Paul Huesch, general sales manager of J. H. Keeney & Company, Incorporated, this city, announced this past week that the firm had arranged to convert over their new bowlers, "Mainliner Bowler" and "Bonus Bowler," to 1 play 10c, 3 plays 25c.

"Any operator," Huesch said, "who wants this type of play on our new 'Bonus' or 'Mainliner Bowler' can have it instead of straight ten cent play.

"We have arranged for our bowlers to meet the demand of many operators who are asking for 1 play 10c and 3 plays 25c," he continued, "and we

Boy Born To Olsheins

ALBANY, N. Y. — Jules Olshen, Olshen Distributing Company, excited over the arrival of a new baby boy, born January 22. The brood now totals 2 boys and 1 girl.

will ship the bowlers to operators who want this type play with the play converted already for action on locations.

Huesch also reported that the firm immediately complied with such requests and have been shipping their "Bonus Bowler" and "Mainliner Bowler" for sometime now featuring 1 play 10c and 3 plays 25c.

FINEST RECONDITIONED PHONOS IN THE NATION!

Ready For Location!

AMI A
AMI B
AMI C
AMI D
SEEBURG M 100A
ROGER'S BALL

For your跳舞—

KEENEY "MAE LINER"
KEENEY "BOWLER"

Complete Line of Penna Point Needles

RUNYON SALES COMPANY

Factory Representatives for:
AMI, Inc., Sally Manufacturing Co.,
J. H. Keeney & Co., Perko's, Inc.

501 10th Ave., New York 18, N. Y.

Boy Born To Olsheins
NEW! SHUFFLE POOL
For Match or Regular Play!

Genco's
1 to 4 Player Match Pool
with TRIPLE MATCH FEATURE!

Each player matches last digit of score with red-white-blue match numbers!
The most exciting build-up...the most thrilling finish...of any game you've ever seen! Red, White, and Blue Match Numbers are concealed during game-play on with colorful drum-type matching reels immediately after final shot. Last number of player's score most match one or more for single—double—or triple match!

Strikes galore give higher scores...to please any player. Stimulates profitable repeat business.

Choose Shuffle pool in REGULAR OR MATCH PLAY to fit your location needs.

What are the facts about CANCER OF THE LUNG...?

Just 20 years ago, in 1933, cancer of the lung killed 2,252 American men. Last year, it killed some 16,500.

Why this startling increase? Our re-searchers are finding the answers as rapidly as funds and facilities permit—but there isn't enough money.

Doctors estimate that 50% of all men who develop lung cancer could be cured if treated in time. But we are actually saving only 5%...just one-tenth as many as we should.

Why? Many reasons. But one of the most important is not enough money...for mobile X-ray units, for diagnosis and treatment facilities, for training technicians and physicians.

These are just a few of the reasons why you should contribute generously to the American Cancer Society. Please do it now! Your donation is needed—and urgently needed—for the fight against cancer is everybody's fight.

Cancer
MAN'S CRUELIST ENEMY
Strike back—Give
AMERICAN CANCER SOCIETY

Fujasaki New Manager

HONOLULU, T. H.—Carl Fujasaki, replacement Raymond Chong, as manager of the Honolulu Amusement Exchange, 544 South Beretania Ave., this city.

M.O.A. To Have Biggest Banquet

Geo. A. Miller Reports Advance Reservations
Assure Biggest Banquet In M.O.A. History

Billy May Ork To Play Banquet

OAKLAND, Calif.—George A. Miller, president and business manager of Music Operators Of America, advised this past week:

"From all advance reservations we are assured that this fourth annual banquet of M. O. A. will be the biggest in our history."

The banquet will be held the second evening of the M. O. A. show in the Red Lacquer Room of the Palmer House, Chicago, Illinois, March 9.

The Billy May Orchestra will play for the banquet, Miller advised.

There is also assured one of the most outstanding shows ever seen at any convention banquet in the industry, he stated.

"I personally urge every automatic music operator, as well as all music operators' associations who intend to arrive in a body, to be sure that they have room reservations and, especially, tickets for this grand banquet."

"Many who haven't made room and banquet reservations may be disappointed."

"Once again," Miller urged, "the nation's automatic men must immediately arrange to have rooms for themselves, as well as tickets for this big banquet, which is going to prove one of the grandest affairs yet seen in the history of the industry."

Entertainment is now being arranged by MOA's Entertainment Committee. The committee is reported to be thrilled with the marvelous response which they have already received.

Bally Service Schools
Held In 2 Ind. Cities

SOUTH BEND, Ind.—Bob Breither, chief field engineer for Bally Manufacturing Company, Chicago, conducted a two-day "Bally Service School" on February 9 and 10, at Valley Sales & Service, this city.

A few days later, Breither appeared before a large group of operators at the Automatic Amusement Company, Evansville, Indiana, and held a service session.

Reports from both locations indicated large attendance, and that operators were enthusiastic in their praise, commending the Bally firm for sending Breither to visit their territories.

Breither, who is visiting many companies throughout the country, conducting these "Bally Service Schools" was highly complimented for the manner in which he offered many service tips and described wiring diagrams, printed circuits, mechanisms, etc., contained in the recent Bally games, including the current hit "Ice Frolics."

Originated "Charm Bar"

CHICAGO—Jack Nelson, Jr., of Logan Distributing Company, this city, featuring late model vending machines and all types of bulk vendors, is reported to be the originator of "Charm Bar."

The "Charm Bar" occupies a prominent place in the firm's showrooms and features every type of charm known for use in bulk vendors.
New Williams

SPECIAL DELUXE BASEBALL
Straight Novelty Play
Licensed by the City of New York

3 BLONDES or 3 REDHEADS or 3 BRUNETTES
NEW!
CAPS AND FLIPPERS!

NEW! GOLD ROOLY BOOMER!
REPLAY OR NOVELTY PLUS + Double Match Feature

SUPER STAR BASEBALL Novelty with Double Match Feature

William's SUPER Cognant BASEBALL
REPLAY OR NOVELTY PLUS Double Match Feature

THRU THE COIN CHUTE
NEW ORLEANS NOTES

The boys at Dixie Coin Machine Company, locally A. M. I. Distributors, tell us the little monthly bulletin recently started, has attracted more and more attention among the operators. It is called "Nuts and Bolts" and contains many facts, hints, news items and several special services for Music Men in the Louisiana, Mississippi and Alabama area. Just talked to the well liked Jimmy Krell, of Southern Coin Machine Exchange. He and two old friends, who just came back from Las Vegas, ran into our old friend, Les Silvern. Les was once a distributor for the Novelty factory, but he has been West for some time. Les is manager of one of the big clubs there owned by Pat Buckley. Jerry Thompson of Biloix, Miss, and Charles Thigpen were Jimmy's company on this wonderful trip. I heard that Holt, who used to be with Manhattan Amusement, is back in town. Holt left here about a year ago and was a resident of Mississippi, but New Orleans is in his blood and he is here to join the mechanic staff of Jefferson Music. . .Remember Russ Kermer, big bell operator? Well, he is going to open up a big restaurant on the Air Line Highway. . .Kenneth DeMary of Johnson's Music, Lake Charles is really living it up on a few days visit in New Orleans. . .Mr. & Mrs. Larkin Etkridge of F. A. B. Dist. Co. showing Mrs. LeBlanc of Lake Charles (Lady operator) around the city. . .Al Darvis and Marian discussing records and comparing dental work. . .Stan Kenton coming along with Earl Garner on a Capitol concert which is based on progressive jazz. . .Run into Jack Young of Lafayette and he said that he was feeling much better these days.

Harry Binks Dies

OAK PARK, IIL.—Harry Binks, father of Melvin J. Binks, well known to all in the industry, passed away this past week and was interred at Mount Emblem Cemetery. Services were held Tuesday, February 9, 1954, at 1:30 P.M. Harry D. Binks was well acquainted with the industry having been employed by United Manufacturing Company and also Binks Industries, Incorporated.

He leaves behind his wife, Louise Soelner Binks, two daughters and two sons, as well as four sisters, six grandchildren and two great grandchildren.

Central and So. Amer. Countries Buying Music Equipment

MIAMI, FLA. — All the Central American countries are importing coin operated phonographs at this time.

In addition, shipments are also going to the Dominican Republic and Haiti, as well as to Cuba, Puerto Rico, and other island territory, with the exception of the British controlled areas.

In South America, the only countries allowing importation of coin machines are Ecuador, Venezuela, Colombia and Peru.

The there are many in other South American countries attempting to obtain import licenses they have found this an extremely difficult job.

Export Upsurge

CHICAGO—"Our export business has been going up right along", reported Howard Freer, export manager of Empire Coin Machine Exchange, this city, the month of January", he continued, "our export business held its own, and now, as we start into February", he said, "we have enjoyed an upsurge in business with the best of prospects ahead for another great export sales year."

Empire Coin Machine Exchange lead in export sales of amusement games all over the world.
CHICAGO — "The low purchase price—places them continuously within reach of all people, regardless of fluctuating personal income." The above headline appeared in the advertisement of the Dr. Pepper Company of Dallas, Texas.

All that we left out of the above were just three words, where the dash appears, in the sub-headline. These three words were: "of soft drinks.

In short, this firm believes that its business is a depression-proof business, because of the fact that "the low purchase price of soft drinks places them continuously within reach of all people, regardless of fluctuating personal income".

In short, by adding the words (in the three spaces in the sub-headline) "coin operated machines", the rest of the sentence would produce the very same fact.

If there is anything for which automatic music and entertainments are familiar to the public it is for their "low purchase price" which, as the above statement reads, "places them continuously within reach of all people, regardless of fluctuating personal income".

This was proved a true fact in the thirties when the worst depression in all American business history was on a rampage. It was proved true during the recreation which came about in the 40s.

In short, past history has proven that the coin operated machines business is depression-proof.

It is the most economical entertainment which has yet been presented to the people. It is relaxing. It is thrilling. It is the kind of entertainment the people want and the people like.

Otherwise their patronage would long, long ago fallen off, and the industry would long ago have disappeared, as have other entertainments vanished.

But, as the years go by, the people, themselves, more and more demand and want—coin operated music—coin operated entertainment—coin operated vending and service.

The very economy of all coin operated entertainment, its portability, its ease of operation, its relaxation, its convenience—for it is placed right where the people want it, its constantly changing novelty, its different and more efficient method of entertaining and merchandising, all this adds up to what the industry has known for years is a "depression-proof business".

As far as the Dr. Pepper Company is concerned, the product of this firm is part and parcel of the coin operated vending machines industry. For here, brought directly to the public, it is a soft drink that is efficiently and automatically merchandised for 34 hours per day in many and many locations.

The headline, which the Dr. Pepper Company is using to attract investors to purchase its franchises, all the more strongly brought home the fact that, "the coin machines business is a depression-proof business".

In this same advertisement the Dr. Pepper Company stated the following: "You can enjoy generous returns on an investment in this stable industry not subject to high and low level economies".

Certainly that statement, exactly as it appears, can be applied to the coin operated machines industry in every regard. This, too, is a proven fact.

This, too, is something all in the industry already know.

Therefore, to the satisfaction of all engaged in the coin machines industry, this business, even more so than any other in the nation, can be labeled: "A depression-proof business".
Chicago Coin

Does it Again!

Operators everywhere acclaim new bowling game most exciting attraction ever introduced!

Chicago Coin Machine Company
1725 W. Diversey - Chicago 14

DeSelm Entertains At Office

CHICAGO—Bill DeSelm, sales manager of United Manufacturing Company, this city, recently entertained Stan Levin (left) in his office at the factory. If you look closely, you will note a stack of Cash Box magazines on the left of DeSelm’s desk.

Rock-Ola “Comet” Phono Sales Could Establish All-Time Record High

CHICAGO—Officials of Rock-Ola Manufacturing Corporation, this city, jubilantly report that the sale of its new “Comet” phonograph has reached a point where it is straining all of its manufacturing facilities to meet the demand.

“Our first indication that the ‘Comet’ was the machine the nation’s music operators desired was at our first showing to our distributors who came to Chicago to view it,” stated an official. “These men were enthusiastic in their praise of the many features incorporated in the machine. Then,” he continued, “immediately following the showing nationally to the operators at our distributors’ showrooms, orders started to stream in an unprecedented number. We are now working day and night in an effort to fill immediate orders.”

The sales department feels the sale of the “Comet” will establish an all-time record for Rock-Ola on music machines.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Kaye Ready To Ship New Hand Dryer

LONG ISLAND CITY, N. Y.—Irving Kaye, Active Air Devices, Inc., this city, advises that its new electric hand dryer is now in full production and shipments will be going out to distributors in the next week.

"The 'Activeaire Electric Towel' is the most compact, sturdily constructed hand dryer on the market," stated Kaye. "It is only 13 inches wide, 8 inches high, and 6 inches deep. It is finished in baked white enamel for durability with all steel construction. And we are particularly happy over the fact that we are able to offer it to the trade at the lowest price of any hand dryer on the market."

Other features described by Kaye are: No special installation is required—just plug it into a socket; it scents the bathroom; eliminates odors; sterilizes the hands while drying; and has a 7,500 rpm motor and high velocity blower for faster drying action.

"With the exception of a few territories, the hand dryer line is now national," stated Kaye, "our national distribution set-up is practically completed. Most of these firms are well-known coin machine companies."

M.O.A. CONVENTION
March 8—9—10
PALMER HOUSE—CHICAGO

It Will Be The GREATEST!

Reserve Your Exhibit Space NOW! Write or Phone:
RAY CUNLIFFE
128 East 14th St.
OAKLAND, CALIF.

GEORGE A. MILLER
3018 East 91st St.
CHICAGO, ILLINOIS

When You Enter The Cash Box "20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN THE CASH BOX "20 YEAR CLUB" TODAY!!

If you are eligible for membership in the Cash Box "20 Year Club," fill out this application and mail today.

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

Dear Joe:

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

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year ________ Month ________.

NAME __________________________
FIRM __________________________
ADDRESS _________________________

CITY ___________________ ZONE __________ STATE __________

"It's What's in THE CASH BOX That Counts"
As I See It

With this column I have now reached my first milestone. As I SEE IT has appeared weekly for one year. When I first started to write, I decided to follow the counsel of one of the country's oldest and wisest reporters and commentators—H. V. Kaltenborn. He said, "By and large secrecy has produced more harm than revelation. Suppression has always been more dangerous than unbridled expression. Therefore, since it is impossible to preserve an exact balance between what should be censored and what can be told, I always err on the side of free expression. In a democracy the people rule. They can only rule wisely if they are fully informed. Half knowledge can be just as dangerous as complete ignorance. Most efforts to keep people from knowing result in their getting to know what isn't so. The truth can make us free, but misinformation binds us to falsehood." With this in mind, I have tried to bring a closer, freindlier relationship between operators, distributors and manufacturers.

During my thirty-five years in the coin machine business, I have experienced all kinds of situations—good and bad. In my weekly columns I have drawn from that experience time and time again. Nothing remains static. Times and conditions are always changing, and they will continue to change. For ours is a changing business. That's why I have repeatedly urged operators to form associations so that they could as a group meet these conditions much better together than they could as individuals.

My anniversary message for manufacturers would be for them to note the changing conditions of the habits of the men and women of America, and to give serious consideration to changing models and prices. To distributors, I would suggest more freindlier cooperation with the established operator, rather than to the fringe operator, or the "Business Opportunity" prospect. To operators, I would like to see them make the Music Operators of America convention, March 8-10, at the Palmer House, Chicago, one of the greatest ever held by and for operators.

As I see it, this is the operators' convention, and every operator should make a real sacrifice in order to attend. ASCAP will be back again this year stronger than ever. They will never give up trying to make the operator pay a license fee. This convention will give operators the opportunity to meet the men and women who are going to meet this challenge. Attend this convention, not only to add your protest against ASCAP but give your experience and counsel to the many questions that will arise at this meeting. Some of the questions that will be raised are of vital importance to every operator. Are the operators going to produce their own records? Are they going to set up their own publishing house? Are they going to set up an organization parallel to ASCAP? Your voice in these questions will help decide the future.

Adickes Makes Rush Visit To States

NEW YORK—Al Adickes, head of Nova Apparate-Gesellschaft, Hamburg, Germany, stopped off here for a day before flying on to Chicago. Adickes is making a special fast 8 day visit to the United States as he wants to be back in Germany to supervise the exhibit his firm is setting up at the Frankfort Industries show on March 7. He will sail from New York on the United States Liner for Germany, and expects to have on board with him several American games which he will display at the Frankfort show.

The Nova firm represents Rock-Das Manufacturing Corporation, Exhibit Supply on Kiddie Rides in several other American firms in Germany.
Tell About The Perfect Machine

The Cash Box’ “20 Year Club” Members Tell What They Believe is The Perfect Machine. Point Up Many Interesting Facts.

Mfrs. Strive for Perfection

LOS ANGELES, CALIF.—”While nothing is designed, built or assembled by the hand of man can ever approach the threshold of perfection, we nevertheless have in this country the incredible ‘know how,’ ability, Enterprize to care and try to achieve the ultimate in the creativeness of man.”

“Great and unbelievable strides in ‘green League Bots’ have been made to that end, particularly since the end of the World War II, and especially by the coin machine industry. It will be an incredible ability to state that any manufacturer in our industry ever made a ‘perfect’ coin operated device, be it a phonograph, game, vending machine, etc. It would be, by the same token, inaccurate to state that they haven’t tried.

“One only has to look back a few years and compare equipment of all types made 10 years ago with machines of today. I believe all manufacturers are constantly striving to make a better product. They know the operator will buy equipment that is colorful, efficiently designed with lots of eye appeal, ruggedly constructed, easily accessible for servicing, mechanism assembly more complicated, and with maximum cheat-proof effectiveness. A machine must not be unwieldy, but rather easy to handle and of course as trouble-free as modern engineering ingenuity will permit.

“Not the least in Importance is the fact that a machine must be carefully, adequately and efficiently adapted or the sincere purpose of removal of all ‘bugs,’ defects, and cheating potential.

“A machine manufactured on the basis as set forth above, taking into account all the essential vital factors as explained herein is my idea of what would come close to the ‘PERFECT MACHINE’.

“Finally, Bill, let me add that experience has clearly indicated beyond any possibility of even a reasonable doubt that any manufacturer who followed the above description always had a terrific winner, as the records of the past will indicate.”

Al Silberman

Kiddie Rides

TACOMA, WASH.—”Thanks for your kind inquiry. You may be sure it will give me a great deal of pleasure in acknowledging same.

“After spending several years in this business, and having conducted a retail survey era of my own while traveling over the country... the entire West coast, including the southern states and the Midwest Chicago... it is certainly obvious that the Kiddie Rides are the big thing today.

“Here in the Northwest, and along the west coast, operators are demanding more and more and the Kiddie Rides, and they far outsell anything I have on my showroom floor. "You may certainly use my name, and thanks again for writing.”

Stanley Kozloff

Phonos

CHICAGO, ILL.—”1. . . one must have one hundred selections. This number of selections seems to be in demand. "2. . . it should not be too gaudy in appearance. This allows the operator to place the machine in either a ‘high-type’ restaurant or a ‘not so neat’ neighborhood tavern.

“3. . . one that will have a good trade-in value. 4. . . it should not be too complicated mechanically. 5. . . it has to keep in operation with a minimum of service calls.”

Julius Mobill

5¢-50¢

CORPUS CHRISTI, TEX.—Years ago, there was a demand for a good 5¢ phonograph. Now we need a $50 phonograph.”

Morris Lieder

Use Up Parts

FAYETTEVILLE, ARK.—”My idea of a perfect coin operated game, or phonograph, would be one manufactured from reconditioned parts from used games and phonographs; purchased at the operator or distributor, or at a fair price.

“This machine could then be sold at a live-and-delve price, I am sure there are a few of you with valuable parts in games and phonographs stored in the country today that the operator and distributor cannot get an offer of any kind for them.

“The only way to put this dead money to work for the coin machine industry is for the manufacturer to use the parts in manufacturing new equipment.”

Otto Gage

Trouble-Free

BRATTLEBORO, VT.—”The PERFECT MACHINE is one without TROUBLE, CALLS—after that, one with the least number of calls—after that, if I believe the operator never needs anything about not machine, then the machine is perfect and the manufacturer is always two jumps ahead, and keep us on the hot seat trying to keep customers satisfied, with the new models they continually produce.

“Until only other suggestion—give us less maintenance, and give the new one built better from the standpoint of LESS TROUBLE.”

Hal L. March

Skill And Illusion

CHICAGO, ILL.—”The Perfect Game should have: 1st. Immediate cost us more, but our income is the same on them.

“Please use your influence to keep the coin machine industry from making any larger machines than they do at present.”

D. V. Osburn

Coin Operated

OKMULGEE, OKLA.—”My idea of a perfect machine is any machine that is coin operated. 1st choice, Games; 2nd—Music; 3rd—Scales; 4th—Vend—ers. I honestly believe that and the distributor also both have to live. So I doubt if this letter will change it.

“Your honest opinion is all we are as according as the service man to the manufacturer.

“Well, Bill, if you are ever close to me, see me. I operate from a wheel chair. I never have been here this six years this Easter. But with the help of braces and a couple of walkers I made myself, I can now walk some. I operate over 200 pieces of equipment. You can print this and also use my name if you wish.”

S. F. Welsh

Quality

ATLANTA, GA.—”In your letter, you talk of ‘What’s My Idea of the Perfect Machine?’ To tell you the truth, I don’t think one will ever be made.

“I think Quality is the best thing to put in a machine whatever kind it may be. If you buy a lemon machine, you eventually get your money out of it. But if it is poorly built you will never get your money back. And I might say I have bought a lot of lemons in my day that I never got my money back out of them.

“It seems that the manufacturers, when they get an idea, all they have to do is put it together, put on a good paint job, a lot of ballyhoo, and that’s it.

“The distributor gets it and starts his ballyhoo to the operator. Then the operator takes this machine out to the location and tells the location, if he is put into the place as just what the location has been looking for.

“Then in cases the machine gives a lot of trouble and the location tells the operator to fix it or take it back, the manufacturer has got to pay the distributor and trips to trade it back. The distributor tries to unload it on some other poor operator. The results? A lot of headaches and one makes no money. And then the manufacturer has got to make a come back with another quick idea, before the other manufacturers get ahead of him.

“So the way it looks to me that we will stop and think long enough to build the perfect machine. I think if I were a manufacturer I would build three or four good machines a year than to build several and the most of them lemons.”

About the信箱内容
Tell About The Perfect Machine

"In fact, some manufacturers make so many lemons I never buy any of the machines they manufacture even if they do have a good idea, because my past experience tells me they won't stand up under heavy play, and this is what they have to do to make money for the operator.

"So tell them to put Quality in them and stop cutting corners, and the distributor and operator will be better off in the long run."

W. L. Groover

10e Play

Jacksonville, Fla. — "This is in response to the TUTYN received, in which you have asked for our several opinions as to what's your idea of the perfect machine, or just what's 'needed' to make cars, a better business in which to encourage investments and to better promote the investments that have already been made.

"I think that the manufacturers of all coinoperated equipment have done a magnificent job of producing machines that border on perfection under heavy play. Certainly this is true, or nearby so, in the Merchandise Vend- ing field, where more and more con- sumer items are being made available than ever before.

"The enthusiastic approval by the public of this method of buying proves that the machines have been accepted, but quickly, and will not only sell more merchandise, because of immediate availability, but will spur the vending machine factories to even greater ac- commodations of the consumer.

"The merchandising of necessities and other consumer goods through vending machines has been, and is, successful and profitable, because weight, size, and quantity, are con- trolled to a degree, with no money inserted. This therefore assures the operator a fair return and profit on his investment."

"Not so however, with the Music and Amusement Machine operator of today. His investment, pay a reasonable return, and is much greater per unit, and his risk is greater. He is not only in the selling in practicing, what to the vending machine operator would be business suicide, like selling a 10e candy of 5 cents.

"By so doing, he is one jump ahead of his competition, or at least, if they can do it, so can he. He, therefore, is in a better position to continue this practice, or to make his profits, even until everyone else in the territory converts and he gets to see the re- sults.

"The problem, in my opinion, must be forced by the manufacturer. If a manufacturer is a professional, there is no reason why he cannot create a 5e coin, even though they might be convertible to 10e plays for 1e, with the possibility of no less than a 10e coin for either the distributor or the operator. I think that the machine would undoubtedly make for increased play.

"I have thought of a conditioned opinion, to many, may seem to be an asinine approach to the problem but it is my firm opinion that the manufacturers must make a 10e coin offered for sale if it suits their fancy."

"I don't care if I go through life without playing a single game, for I know that the games are all right, but not as a seller of merchandise, because if you only have the 10e, you would have to continue the action of the 5e coin at the same time. I feel this thought is worth a little consideration."

Anonymous

Dime Play

Orlando, Fla. — "Your request for my idea of what a perfect machine should be like, in order to assure me of better and steadier results is a good gesture, but I feel like the manu- facturers are doing a splendid job of making the kind of equipment that will appeal to the public and assure us a steady profit.

"The rest is up to us. We must see that we get the proper kind of equip- ment in the places that are most suitable.

"I would suggest however, that I think it would be a good idea for the manufacturers to place dime slots on all of the new novelty games which they build in order to further advance dime play."

Frank Pell

Plays

New York, N.Y. — "I think "Snap- it" metal inserts for 40 rpm records is the hottest thing around. First—

Because I manufacture it. Second—Be- cause it is acquired by around 75% of the record distributors throughout the country. You could print this if you want. (I'll be looking to see if you do.)"

Irving Kirsch

Counter Game

Dallas, Tex. — "What IS A PERFECT GAME?" In my humble opinion, there is not today a game in a game of this sort at this time. I have the player appeal that would justify the purchase of such equip- ment by the operator."

"I think the high cost of both labor and materials most games today have to sell at a price that makes it hard on the operator to show a profit on his equipment. This being the case, might be that some competent en- gineer, coupled with a designer of the same class, could come up with a "COUNTER GAME" that would sweep the country.

"All we have to do is think for a moment as to what there is available in the field of this sort at this time. I feel this thought is worth a little consideration."

Anonymous

Easy Service

New Orleans, La. — "The most perfect machine is in my opinion one that can be easily serviced (even if all else fails), that is, those that are operated off electricity such as solenoids, switches, etc. I mean that they should be good, simple, mechanical parts."

I might add that I believe the A.M.I. phonograph comes up to my expecta- tion. I have played it to the B-120 for all of the above. We have fewer trouble cases and when we have one the machine can be re- paired with less loss of time and money."

Earl P. Gore

Miami Murmurs

A report of the hot and heavy air among some of the members of the notable phone ops’ "gin" conference. It is now conceded that Willie Levy is 'The Champ.' But, that doesn't completely satisfy Willie Levy, at all. He says, "From me to you, and to everyone who has been reading of our famous 'gin' games, Willie (Little Napoleon) Blatt is now 'The Champ.'" Of course this doesn't satisfy him either, as he tells us, "I don't believe in these gin games; I just want a hot and heavy thrust in this sunny city. The 'Championship 'Gin' Contest of All Time' is now in the making. Outsiders who may be visiting sunny Miami are invited to join the contest which will be held in one of Miami Beach's most outstanding hotels. . . . Sam Stern of Williams Mfg. Co., Chicago, flew in for one day. . . . Joe Gottlieb also stays for the winter months. Sam visited about with Miami with Bert Lane in tow. . . . Sil Wolfe of Jax in town this past week. Discussing the new Seeburg "Coon Hunt" ray gun with operators here. Much interest in this gun. By the way, Fred Patson was along with Sil. Leon Siger carries that little pocket unit, remote radio, along with him to get his service calls during the day. This is a doctor's service. Leon believes that many more ops are going to adopt it. . . . Eboise and Joe Mangone, who have one of those gorgeous Miami homes, say "So long" and "Ain't gonna relearn" to each other as Joe hits the road for his monthly trip around the trade. To tell ops all about Gottlieb's latest game "Lovely Lucy." . . . Eli Ross of Ross Distributing reports doing a fabu- lous job on the new Rock-Ola "Comet" phone. Eli of the belief that his firm has a set a record for the few months they've been in business. . . . Sam Tanen, who started his own business last December, has a "Syroco" (a new line manufactured by Father Jim Garraghan at the Saxony) leaves for a fast trip up north. . . . Ted Bush and Irv Sommer going over those giant-sized architectural sheets pointing out the new plans for the Du Pont Plaza. Most interesting and certainly very stimulating. . . . "Horse Play" tells us both "Doped" (a new line manufactured at the New Mound, Wayne. Mr. Louis Kirsch has a 1,000 Aristotle one day. . . . George Workman of Chester, Pa. in town, stopping at the Saxony.

Contact the local phone assn. here to ask for the by-laws. George seeking sets of by-laws from various organizations. . . . Jackle and Gertie Cohen of Cleveland drove home just as the sunny Miami sun became hotter than ever. "Just to escape the heat," is what Jackle said . . . Bert Land's "Fun Fair" on the 7th St. Causeway a "must" for every visitor to Miami's beautiful beaches. . . . Dave Friedman has taken to smoking those long, slim, Havana panatellas. "But," say some of the ops hereabout, "that's not only smoking Dave does." . . . Al Schwartz, who told us he was "Looking for a Home" which has a 1,000 Aristotle one day. . . . And Dave Gottlieb's, too. . . . The association here got together and set up "Front money" for all shuffle games. 1st class, $15 per week. 2nd class: $10 per week. 3rd class: $5 per week. Here's hoping, the boys hope, that all will stick to the agreement. So that one and all can make a few pennies. . . . Ken Willis now talks, reads, and writes Spanish like a Spaniard. He's so well ac- quainted with the Central and South American market that he can be labeled an expert exporter. . . . Walt Wheeler, topmost mechanic "round town" over at Supreme Distributors, is also one of the real old timers in the coin biz even tho' he's a young and handsome guy. . . . The first big diner opened in Miami by the owner of that fabulous diner in Bordeauxt, N. J. . . . Bumped smack into Sam Tanen who is with a new line there. . . . Sam is looking for a combination phon and cuggy vendor. Sam believes, from tests he's made, that this will prove most sensational. . . . Pinball biz in Havana going along very, very good. And with Mexico also in the pinball fold now, looks lots of sales will be made."

Upper mid-west musings

Taking in the Hockey game series between the University of Minnesota and the University of North Dakota were Pete Lemes of Bemidji, Minn.; Chet Le Deux of Virginia, Minn., and Art Hagness of Grand Forks, N. D. . . . Danny Theis, whose name is associated with the Standard Phonograph Company of Minneapolis was married on Saturday night February 6th to Phyllis Solomon of Minneapolis. A "stup" was held for Danny last night and those who were not present made a large cavalcade to welcome them in the Twin Cities. . . . Oscar Winter of La Crosse, Wis., spent a couple days in the Twin Cities. . . . "Pete" Lemmon of the Milwaukee Journal is in the Twin Cities. . . . Pat O'Neill of Moline, Ill., is following the footsteps of his late father, Ralph Meyer, Herman has taken over management of the"Hotels" which he operated with his brother. . . . "Joe" Levy of Chicago was here about the 6th and spoke of how he used to go to school by his grandfather's express wagon. . . . "Joe" Reali of Cornell, Wis., made a quick trip into town to pick up supplies and new pieces of equipment for his route. . . . John Howe of Foley, Minn., reports that business is picking up in his area. . . . Recent visitors to the Twin Cities were: . . . Times of Jordan, Minn.; Frank Kummer of Spring Valley, Minn.; and Orville Willett of Lemmon, S. D.
We attended the annual banquet of the Music Operators Association of Greater Baltimore, at the Lord Baltimore Hotel on Sunday night, February 7, and as usual had a most wonderful time. This is a party we really enjoy attending. (See story this issue). The officers and members of this group are the most gracious hosts in the country. Meeting them as well as our many friends in the wholesale divisions covering this territory is a real pleasure. This is a party where top political and city officials from all phases of the government are honored guests. Governor Theodore R. McKeldin regaled the guests with several humorous stories. Mayor Thomas D'Alesandro, who has attended the function every year, was unable to be there this year. Representing the manufacturers were: Jack Miltinck and John Stewart of AMI; Jack Nelson of Bally; Frank Mencuri of ChiColn; Herb Oettinger, Ray Riehl and Ken Shelton of United; and Bill Balles of Binks. "Big Bill" Rodstein of Phila. partook of the fun and had a real good time. "The Three Generals" of General Music, Irving Blumenfeld, Harry Hoffman and George Gard, were on the receiving end of many congratulations on their recent acquisition of the AMI phono line. Seated at the General table was Herman Perin, firm's sales manager. Nice seeing Maury Sykes again. Maury doing a big job with premiums. Didn't see our good friend Sol Silverstein. Must have missed him in the big crowd. Chris Christopher of Chris Novelty Co., greeting all with that big sunny smile. Mac Lesnink, Musici Sales, Seeburg distributor, really had a large group from his organization with him. Among the Lesnink bunch were Hi Lesnink, general manager; Sam Rinsler, head of the record dept.; Maury Ehadin, the firm's attorney (also attorney for the assn.); Charles Caberia, sales mgr.; Stanley Behrend; Bill Reed, Washington representative; Iv Hollender, head of the parts and service dept.; Stanley Lesnink and Milton Berson, who handle the 300 record home unit. It was nice seeing you again, our friends Sam Weisman, Harry Rosenberg, Moe Kaminsky, Pete Mangelli, Frank Crowley, Bernard Rose, Iv Goldner, H. Hurlbrink, and B. J. Fine. We possibly missed naming several of our friends—and if it's you, please forgive us.

Mr. and Mrs. Barney Supermark, Runyon Sales Co., and Mr. and Mrs. Dave Stern, Seacoast Distributing, driving down to Florida together. Frank Mencuri, ChiColn sales mgr., before arriving in Baltimore, spent a few days in Boston at Trimount. Visited with Irv Mangold, Dave Riskin, Dan Brown and Ralph English. Dave Bond was out of town. After the banquet, Mencuri returned to New York and Al Simon's Albert Simon, Inc., to view ChiColn's new baseball game. Nelson went to Indianapolis and Ft. Wayne. To be on hand for Bally school service sessions being held there under the direction of Bob Breither. Tommy Greco, Greco Bros., Glasco, N. Y., in town visiting the wholesalers—and naturally, bragging about the exploits of his new baby. Max Munves back in Florida and immediately gets to work preparing Mike Munves' catalog. Harry Stern, Williams Mfg. Co. representative, back from a fast southern trip, visits Johnny Bilotta at Newark, N. J. Johnny leaves for a winter vacation in Miami, Tuesday, Feb. 16. New York State Operators Guild advises it has changed the date of its annual dinner-dance to Saturday, March 2. Mort Young and Abe Lipsky, Young Distributing, placed a Wurlitzer 1650 in the lobby of the Capitol Theatre where the Glen Miller Story is playing. The piano is filled with Miller records, and patrons can play them for free. Ben Becker, Bally representative, visited Philadelphia and other Pennsylvania spots. With Dave Stern, Seacoast Distributing, in Florida, Bob Slifer plays host to Al Adickes of Nova Apparate-Gesellschaft, Hamburg, Germany, on Tuesday, Feb. 9. Adickes left the same night for Chicago. This must be an important trip for Adickes, as he's only spending 6 days in the country before taking the United States back to Europe.

Al Simon, Albert Simon, Inc., gets his sample of ChiColn's baseball game, and before sending it down to the license department, it was viewed by a number of ops., who, Simon states placed orders immediately. Simon, by the way, leaves for Miami on Thursday, Feb. 11, with his wife and three children for an 18 day holiday. This past week-end Simon was a "Gin" victim in a game composed of Al, Jack Semel, Phil Raisen and Teddy Blatt. Simon complains he was the victim of a conspiracy. Willie Aronson still suffering from his back ailment. Irving Kaye, Active Devices, Inc., producing his new electric hand dryer, which requires no special installation—just plug in. All steel constructed cabinet is much smaller than any other model on the market, and Kaye claims the most powerful and effective. Lou Herman and son Bernard, dressed like a couple of Eskimos in fur lined coats, visit along Columbia. Hymie Koeppel, Koeppel Distributing, learning how to keep working hard with little food. Doc has him on a diet. Tom Reiser, Charley Reiser's 11 year old son, a music student at Madellina Bellfield and Apollo Studios, made his first public appearance at a concert at the Kearny High School, Friday, Feb. 5. Papa Reiser, mgr. of Seacoast's mechanical dept. very proud. Couldn't get to see either Harry Rosen or Meyer Parkoff, Atlantic-New York Corp., as both tied up in their private office conferences with ops. busy, with their eyes on the skill on Seeburg's "Coon Hunt" Gun and Williams' baseball game. Anyone who thinks operating is a "picnic" should have listened in to a conversation going on among Joe Forsythe, Dominic Ambrose, Lou and Howard Herman. With Shubby of Runyon Sales in Florida, Morris Rodd, Iv (Kempley) Kemper, Lou Weberg and Buddy Fox kept on the jump handling all the details.
Most heartening statement of the week (and also proves why certain organizations will always go forward to ever greater progress) is that of Bill O'Donnell of Bally who said, "Things are real, real good." Paul Huebich advised the Kennedy brothers that straight 10c play or 10c play 10c and 3 plays 25c. Conductions to Mel Binks who lost his dad, Harry Binks, this past week. .

George A. Miller very enthused over the fact that Billy May And His Ork will play for the MOA banquet which, George claims, "Will be the biggest in MOA's history." This will be Tues. eve, Mar. 9 in the Red Lacquer Room of the Palmer House.

Rep. Bender (R. Ohio) sent two of his men into town this past week to check on labor racketeering. Counsel Toll of this committee is reported by the press to have stated, "The subcommittee definitely will go into reports of abuses of labor funds, vendor machine and Jake racketeering." Al Adickes of Hamburg, Germany, comes into town this past week with many here eagerly awaiting his arrival. ... Nate Gottlieb went up to see his doctor "to get a shot in the funny" because of the gout he developed in one finger. Said Nate, "When I saw some of the people who were waiting to see the doctor, believe me, I said to my myTOOT was but a tiny thing." Nate can't wait until he sees Joe and Eloise Mangone's new home in the Brickell Estates, Miami. Nate bought this popular Miami couple a dozen dinner plates to "put away for your own home when you build it." Now it's built, and it's gorgeous. Kurt Kistner of De-Cora has this to say, "I'm, plenty busy trying to keep all our distributors satisfied with 'Comet' shipments."

 Herb Jones, vice-president of Bally Mfg. Co., will sure like to hear that his article on Public Relations has won tremendously fine comment. . . . Heard in the night: Chicago's gonna see pinball games licensed. . . . Arvon Gensburg and Ralph Sheffield at the Genco plant shipping "Match Pool," while Sam Lewis dashes down to Texas to cover the firm's destined in the Lone Star State. . . . Eddie Ginsberg advises that the Chicago Home has held up completion of the new Atlas Building. Firm now hopes to be in operation by Feb. 21. "Just hopin'," says Eddie.

Samuel Wolberg of Chi Coin thrilled over the firm's forthcoming baseball game. Reports it to be "the greatest." This statement very strongly backed up by the efforts of the firm. So all looking forward to Chi Coin's baseball game. . . . More and more Jake box leaders acclaim The Cash Box campaign to help rid the field of prewar, wornout, dirty, marred, seafoamed, scratchy phonos. Ask that this publication keep up this effort to make a deep dent in the 165,000 prewar phonos still blocking off locations around the nation. The leader of Empire Freewill advice that firm is again enjoying an export upsurge. And since Howie is manager of Leavin's "Ed Bins Industry," his smile gets bigger by the hour. And since Culea, with Art Weinand out of town, advises that Exhibit now preparing to announce a brand new kiddie ride which will interest all the field. The Charles (Little Jimmy) Johnson talks about the grand time had with Ray F. Jones and John (Mac) McMurdie. Many Casolas in New Orleans and Bill De Selin busier than a one-armed paperhanger with the itch as orders flood in for "Havana's" and United's shuffle alleys.

Quite a few of this town's factory reps attended the Baltimore operators' big banquet. Among them: Ray Riehl, Herb Gettinger and Ken Sheldon of United—Jack Nelson of Bally Mfg. Co.—Frank Mercouri of Chicago—John Stewart from the AMI factory in Grand Rapids along with Jack Mintek, AMI's eastern rep—Bill Bolls of Binks Industries. . . . Thanks to Bill Averbeck of Atlas Sales Co., Minneapolis, for his very fine efforts to bring about "A Day Of Dimes For The March Of Dimes" in his city. Bill sure to do forty times better. . . . A. E. Sadler of City Music Co. Suff., Va., explains it this way: Records prewar were 16c and now are 55c. Needles 15c now $1.45. Jake Box $295 now $1,695. Helper $50 now $1,253. Rent 50 now $1,590. Pickup $755 now $1,765. . . . Ralph Nicholson scoots out of the Bally plant to cover Minnesota. And Phil Weinberg still down in E. St. Louis visiting with the Geo. Geier's. Art Garvey troops back into town. And we mean "troops.'" For a long, long road trip.

Department store executives report that business tremendously boosted by use of charge accounts. Claim people buy more when they can "charge it." Therefore wonder whether some system couldn't be set up for amusement game and phone players to "charge it" and let location owner collect? Or is this possible? Think. Before you jump to any conclusion. . . . Thanks for the invitation from Mr. and Mrs. Harry Singh of Biloxi to attend the wedding of their daughter, Mary, to Mr. Charles Butler on March 7 at the Park Manor in Brooklyn, N.Y. . . . Telephone caller, "How come you don't mention all of your column?" Say we, "How come you don't phone to tell us what's news?" Says he, "Other guys and firms get mentioned." Say we, "Other guys are considered enough to phone us." Says he, "So I'm phoning." Say we, "What's news?" Says he, ""It's What's in THE CASH BOX That Counts."
WANT

NOTICE.—Wanted.—Mechanically re- resourceful bingo pinball machine repair man. Must be good. Good salary. Write: DURSELL NOVELTY COMPANY, 176 AVENUE, NEW YORK, N. Y.

WANT.—Latest model cigarette machine. Also use Cole, Super Vend and other drink dispensers, also want hot coffee vendors. Please give quantity, model numbers, condition and price wanted in first letter. Write full details to: BOX NO. 1010 & THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO, ILL.

WANT.—From all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Bromo, fortunetelling, Pocket Books, 25c 2-each, aspirin at 5c each, single hand-nets, KODAK WITHIN 15c, PRIZES & ASSOCIATES, 22-22 CHINGHAM AVENUE, GLENS FALLS, NEW YORK.

WANT.—United Classics, Bally Broad ways, all Post-war Wurlitzers, AMI, Rock-Ola, and Seeburg. Quote lowest prices. CLEVELAND MACHINE EXCHANGE, INC., AVE. CLEVELAND, 15, OHIO. Tel.: 1-6715.

WANT—Williams’ DeLuxe Baseball, late; Grandmothers, Exhibit Guns, Seeburg Boxed Records, Graphs, ChiGoInnBalls, and any or late arcade machines. Give price and condition in first letter. ECONOMY SUPPLY CO., 579 TENTH AVENUE, NEW YORK, N. Y. Tel.: 1-Chickerick 4-6282.

WANT—Show Boats, Cirecues, and Wurlitzer 1500. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CAL. Tel.: Market 1-3967.

WANT—Any quantity post-war Wurlitzers, 500, 700, 1000, 1100, 1200, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 2256 W. 29th ST., MIAMI, FLORIDA.

WANT For Export—Wurlitzer 1015’s, 1400’s, 1450’s, Evan Constellations. Seeburg Factory Distributors. Telephone collect: DAVIS DISTRIBUTING CORP., 725 WAWASKEE AVENUE, PARCUSE, NEW TEL.: 7-5194.

FOR SALE

FOR SALE.—At Seeburg M-1006, like new $465.00; 3 Williams DeLuxe World Series $149.50 each; 1 Wurlitzer 240 Twin Stepper $134.50, AMI model H $295.00; AMI model A $195.00. Many others below mark, CLEON V. DISTRICTS CO., 1100-02 BROAD WAY, ALBANY 4, N. Y. Tel.: 5-0226.

FOR SALE.—Premium merchandise for coin machine prizes. Over $5,000 articles carried in stock. Write for complete wholesale descriptive price list. Established (1932). HASTINGS DISTRIBUTING CO., 6100 BLUENOOD ROAD, MILWAUKEE 13, WISC. Tel.: Blue-wood 6-7006.

FOR SALE.—United Clowns Box $325; Atlantic City $175; Palm Beach $175; Folies $150; T. & T. Club $245; Beach Club $330; Dude Ranch $335; Bally Futurities $75; Crazy Horse $185; Narcissus $200; MICKEY ANDERSON, 314 E. 11TH STREET, ERIE, PENNSYLVANIA.

FOR SALE.—Largest stock in the world of Kiddie rides, completely reconditioned. Will accept trades. WILL—Trade Kiddie Rides or pay cash dollars for Wurlitzer 1000’s, 1400’s, 1200’s. Authorized United, Bally, AMI Distributor, REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALSTON 34, MASS.

FOR SALE.—Reconditioned Wurlitzers: 1250’s $375; 1100’s $250; 1015’s $125; 1000’s $125; Seeburg 146M $115; 147M $135; 148M $250; Packard Manhattan’s $75; Packard Sevens $80; Wall Boxes 3W2-L 56c $10; 7W6—5, 19 and 25 Boxes $22.50; O’CONNOR DISTRIBUTORS, INC., 2320 W. MAIN STREET, RICHMOND, VA.

FOR SALE.—One Stop Service Record. Any record, any label, 5¢ or whole sale. Free title strips, New accounts 1/3 deposit with order. RAYMAR SALES, INC., 20-71 JAMAICA AVE., JACKSON 7, N. Y. Tel.: Olympic 4-4101.

FOR SALE.—Special! Tahitiis $349.50. Palm Springs, write or call, dude Dumas. Wurlitzers $372.50; Gottlieb Nick ’n Run $77.50; United Steeple Chase $72.50; NEW ORLEANS NOVELTY COMPANY, 115 MAGNOLIA ST., NEW ORLEANS, La. Tel.: Canal 8318.

FOR SALE—United Allies—Classic $375; Glover $295; William DeLuxe World Series $125; William DeLuxe Radio $125; Imperial $435 each. MOHAWK SALES CO., 67 GRAND AVE., NEWARK 7, NEW JERSEY.

FOR SALE—Close Out! All games with large labels. No reasonable offer refused. United, Wurlitzer, AMI. Phone or write: C. P. KEPPEL, 4227 W. 26TH STREET, CHICAGO, ILL.

FOR SALE—Various 3 All Stars $250 each. Wurlitzer 1015’s $250 each. Wurlitzer 1450’s $350 each. Seeburg 1100’s $250 each. Wurlitzer 1450’s $250 each. Seeburg 1100’s $250 each. American Vending Company, 211 8-4 CONEY ISLAND AVE., BROOKLYN, N. Y.

FOR SALE—Dixie Record Shop, 4115 S. 25TH ST., DEWEY 2-9602.
FOR SALE—Seeburg Model H148 R. C. Special (metal cabinet) $140; Seeburg 344 (metal cabinet) $90; Seeburg Model 246 R. C. Special $70; Seeburg D120 $50, Special Seeburg Pre-War R. C. Special $25. W. B. DISTRIBUTORS, INC. 1010 MARKET STREET H & ST. MISSOURI. Tel.: Central 9292.

FOR SALE—Seeburg Model M100A, $450. COPeland DISTRIBUTORS, INC., 900 NORTH WESTER, OKLAHOMA CITY, OKLAHOMA.

FOR SALE—Seeburg M100A, $450. COPELAND DISTRIBUTORS, INC., 900 NORTH WESTER, OKLAHOMA CITY, OKLAHOMA.

FOR SALE—Hi-Speed Super Fast shuffleboard wood, 24 one pound cans per case $8.50 each. Dallas, Texas. Sold on money back guarantee. AMI distributor. STATE MUSIC DISTRIBUTORS, 3100 MAIN ST., DALLAS, TEXAS.


FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire or phone call will convince you. Factory Representatives for United, Keeney, Bally, TARRAN DISTRIBUTING, 5401 N. 26th STREET, MIAMI 2, FLA. Tel.: 64-4864.

FOR SALE—53 Con-Ball, as is, $75; complete; reconditioned, new tops, $185 each. Vicinity Northern Florida. 1/3 deposit, balance C. O. D. LOWY & CO., 592 TENTH AVE., NEW YORK, N. Y. Tel.: 6-Ciller 4-5100.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our prices on any phonograph you want before you buy. UNITED, INC. 4227 WEST VIET ST., MILWAUKEE, WIS. Tel.: Westminster 3-3242.

FOR SALE—United Deluxe $109; Stars $179; Minstrel Man $39; Quintet $159; Ballad Queen $195; Shindig $205; 5 Seeburg "100" Wall boxes @ $95. STAR NOVELTY CO., 2429 7th N. W., CANTON, OHIO.

FOR SALE—Reconditioned Like New—Bright Lights $80; Lit-A-Line $60; Hot Rods $35; Cigarettes $35. Will buy Atlantic Citys, W. E. KEENEE MAINSHOT MUSC INC., 2229 SO. KEDZIE AVENUE, CHICAGO 32, ILLINOIS. Tel.: HEmlock 4-3644.

FOR SALE—We have a large stock of reconditioned Five Balls. One Balls, Bingo and Phonos. Write for list. WESTERHUIJS CORPORATION, 3726 KESENE AVENUE, CINCINNATI, O. Tel.: Mowbanks 5000-1-2.

FOR SALE—Sears Model H148 R. C. Special (metal cabinet) $140; Seeburg 344 (metal cabinet) $90; Seeburg Model 246 R. C. Special $70; Seeburg D120 $50, Special Seeburg Pre-War R. C. Special $25. W. B. DISTRIBUTORS, INC. 1010 MARKET STREET H & ST. MISSOURI. Tel.: Central 9292.

FOR SALE—Reconditioned Like New—Yacht Clubs $255; Beach Clubs $350; Beautys $325; Duke Ranch $465; Used Bally Champion $445; Used Space Ships $752. All guaranteed. Call, write, or wire: DONAN DISTRIBUTING CO., 5007 NO. KEDZIE AVENUE, CHICAGO 25, ILL. Tel.: Juniper 8-5211.

FOR SALE—AM-America’s finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., 116 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.

FOR SALE—Capeo cleaner for glass, plates, etc. $95; new Advanced Peanut Machine 75c; $3.95 a gallon. Crockus cloth 9 x 11 sheet 17c. Emery cloth 2/0, 9 x 11 sheet 17c. Labratorite 2 lb. tone. Rinse core holder 95c a lb, 1 lb, roll $4.85. Real frames re-built model 700 & up, $25.00 each, lots of 5, $1.75 each. 1/3 deposit with order. Guaranteed. For sale: MUSIC CORP., 3181 ELYSON AVE., CHICAGO, ILL. Tel.: Independence 3-2140.


FOR SALE—Can you afford 92¢ per week to head ahead and stay ahead of all competition? Let us show you how, 92¢ per week you can have a 40-word ad in this section plus a full year's (52 weeks) subscription to The Cash Box. "The Bible" of the Coin Machine Industry. Send your check for $48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47TH ST., NEW YORK 19, N. Y. (Phone: JU 6-6240).

FOR SALE—Service for all leading manufacturers of pinball machines. Used equipment reconditioned and guaranteed. Whatever your requirements, let us know. We can supply the best. A. C. Son, 7225 GRAND RIVER AVENUE, DETROIT 4, MICHIGAN. Tel.: Tyler 4-3810—Tyler 7-6123.

FOR SALE—Our new, improved, Shultz 1-10c Markers $75 each. Use for Shakespeare, Chicago and others. Immediate delivery. Tel. 8-1725.

FOR SALE—Can you afford 92¢ per week to head ahead and stay ahead of all competition? Let us show you how, 92¢ per week you can have a 40-word ad in this section plus a full year's (52 weeks) subscription to The Cash Box. "The Bible" of the Coin Machine Industry. Send your check for $48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47TH ST., NEW YORK 19, N. Y. (Phone: JU 6-6240).

FOR SALE— Auckland Circus $225; Duke Ranch $425; Beauty $325; Palm Beach $195; Frolics $175; Atlantic City $195; Wurlitzer Skee Ball $95; Dale Guns $49.50. Six Shooter $125; Geo Sky Gunner $250, UNIVERSITY COIN MACHINE EXCHANGE, 84 NORTH HIGH STREET, COLUMBUS 8, O. Tel.: University 6900.

FOR SALE—Capoe cleaner for glass, plates, etc. $95; new Advanced Peanut Machine 75c; $3.95 a gallon. Crockus cloth 9 x 11 sheet 17c. Emery cloth 2/0, 9 x 11 sheet 17c. Labratorite 2 lb. tone. Rinse core holder 95c a lb, 1 lb, roll $4.85. Real frames re-built model 700 & up, $25.00 each, lots of 5, $1.75 each. 1/3 deposit with order. Guaranteed. For sale: MUSIC CORP., 3181 ELYSON AVE., CHICAGO, ILL. Tel.: Independence 3-2140.


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FOR SALE—Our new, improved, Shultz 1-10c Markers $75 each. Use for Shakespeare, Chicago and others. Immediate delivery. Tel. 8-1725.
FOR SALE—Make Offers—Sunshine Parks, Futuritys, Turf Kings, Across-the-Board, Winners, and 300 original factory symbols merchandise for Holly Cranes. J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS, MISSOURI. Tel.: OLivo 2800.

FOR SALE—One Stop Record Service. Large stock of master-independent 45's, 78's. P e p p a r, Rhythm, Blues. We ship anywhere at cost plus 5c per record. LOMBARDI RECORD SHOP, 2820 MADISON ST., CROWN RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, I11. Tel.: Sacramento 2-5050.

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzers 1015, 1100, 1250. Rockolras 1422, 1426. AMI Model C. Seeburgs 146, 147, 100A. Phone STerling 87515 or Write: DIXON DISTRIBUTING CORP., 3808 SOUTHERN BLVD., YOUNGSTOWN, OHIO.

FOR SALE—Kiddie Rides in A-shape, Chicago Coin Super Jet $375; Atomic Jet $225; Bally Champion $515; Phone: Hartford 6-3583. RELIABLE COIN MACHINE CO, INC., 184 WINDSOR STREET, HARRISON, CONN.

FOR SALE—Spot Lites $75; Frolleys $200; Beach Clubs $350. TOLEDO COIN MACHINE EXCHANGE, 814 SUMMIT ST., TOLEDO, OHIO. Tel.: Olie 2800.

FOR SALE—Bingo Games—Music Boxes—6 Player Bowlers—One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and refurbished and ready for location. Call—write for your needs. PARKWAY MACHINE CORP., 715 ENSOR ST., BALTIMORE 2, MD. Tel.: Eastern 7-1621.

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

As long as you are a paid-up subscriber to "The Cash Box", at the time you answer any advertisement that appears in The Cash Box, when the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to $100.00 is guaranteed by The Cash Box. This is "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 47th Street, New York 19, N. Y.

For Sale—Reconditioned phonographs—ready for location: AMI A; AMI C; AMI D-10 and D-20; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write or low price RUNTON SALES COMPANY, 953 TENTH AVE., NEW YORK, N. Y. or write: FREI, WhIYUSEN AVE., NEWARK, N. J.

For Sale—3 Mills, Panoramas, mirror fronts, $100 each. Write J. FINNACOM, TALL TIMBERS, MARYLAND.

For Sale—Silver Chest, like new, $275; Golden Nugget $125; Jumping Jack $90; Genco 400, $80; Dale Gun $60; Chicago Coin Pistol $95; Monoscope Sky Shooters $125; Chicago Coin 4 Player Derby $225; Big Brocco, very clean, $495; Evans Horse Race Wheel, works, Chicago Coin Super Jet, used, $495; Metal Types, very clean, $345; Pop Corn Set $49.50; Funny House Mirrors, write; Jungle Joe $130; Genco Sky Gunners, like new, $225; Chicago Coin Band Box (New) $225, Shuffle Alley—United 4 Player Formica Top $85; United 5 Player Formica Top $100; United 6 Player Formica Top $115; United 6 Player Deluxe $135; United 6 Player Super $195; United 10th Frame $235; United 10th Frame (Matched) $290; United Cascade $325, Bingo—Bally $175; Bally Frolleys $225; Bally Atlantic City $250; Bally Palm Beach $275; Bally Beauty $250; Keene's Lite-A-Line $65; Williams Long Beach $139.50; United $50; Universal 2 and $49.50; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

Miscellaneous

Notice—10c Seeburg AMI Ops—Don't Peer Up Nickels' General Conversion Kit fits latest model phonographs and wall boxes. Takes 2 nickel, 10c and 25c. $3.50. Lots of 10, $2.95 each. Complete with deck and instructions. GENERAL DESIRER, INC., 3574 HARDING, CARLSBAD, CALIFORNIA.

Notice—Phonograph Motors Reconditioned—Any make of split-phase Jun. 10c, 25c. $5.00. Extra, $4.00 if you pay mail. Billing 4-1400; Juke Box Operators $35. CAROLINA ELECTRIC CO, P. O. BOX 125, MATTHEWS, NORTH CAROLINA. Tel.: 2711.

Notice—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor. AMI COIN MACH, CO. 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3951.

Notice—Juke Box Operators—Trade your old, junk, beat-up machines. We will sell or trade all types cigarette machines (thoroughly reconditioned), Rowe milk venders, Cold Snae and Vendo ice cream machines. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRE AVE., SHREVEPORT, LOUISIANA.

Notice—These 3 telephone numbers are important to you: The Cash Box, New York City, Judson 6-2218; The Cash Box, Chicago, Ill., DEarborn 2-0405; The Cash Box, Los Angeles, Calif., WElshet 1-1121.

Notice—Attention, Panoram Operators! Have considerable Panoram parts on hand; what do you need? LAKES PANORAM SERVICE, P. O. BOX 639, ENGLEWOOD, ILLINOIS.

TAX PROBLEMS?

PERSONAL PROPERTY TAXES?

SALES TAX?

BUSINESS TAXES?

DEPRECIATION RATES?

For just about two-bits a week—only $15 for the whole year you now get

The Answer!

That's right! For just about two-bits a week, only $15 for the full year of 52 weeks' issues of "The Cash Box" you can PROVE TO YOUR TAX COLLECTOR the "why's" and "wherefore's" of your many, many TAX PROBLEMS! Each and every week's issue of "The Cash Box" brings you "The Confidential Price Lists" (the 15 year old unbroken, consecutive, week-after-week issue of the "Blue Book" of prices of all equipment in the industry). "WHAT'S EVEN MORE IMPORTANT TO YOU AND TO YOUR TAX COLLECTOR—at the end of each month's issues you receive the "END-OF-MONTH INVENTORY ISSUE" which allows you to easily, simply and speedily SHOW YOUR ENTIRE BUSINESS EQUIPMENT VALUATION. It let's you KNOW WHAT YOU'RE WORTH! It gives YOU and YOUR TAX COLLECTOR—"THE ANSWER"—to your tax problems! Why suffer sleepless nights full of nightmares and headaches when, for just about two-bits (Only $15 Per Year), you can sleep soundly—confident that you have THE ANSWER to what your TAX COLLECTOR wants to know about your business. Fill out the coupon below, enclose your check for $15, MAIL TODAY!!

Read This

Mail This

The Cash Box
26 West 47th Street
New York 19, N. Y.

Gentlemen: It sure is worth $15 a year to get straightened out with my Tax Collector. Enclosed find my check for $15. Start sending me "The Cash Box" immediately.

Firm Name

Address

City

State

Individual's Name
THE

Human Urge

TO MOVE

Furniture Around

is delightfully served by the “E’s” multi-faceted beauty, interesting lines, and intriguing appeal from every visual angle. It's not unusual to find it in four different positions in the very same location within a given month. And each change causes new interest, new talk, new play.

AMI Incorporated

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

"It’s What’s in THE CASH BOX That Counts"
How To Use "The Confidential Price Lists"  
[Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK"]  
FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like many other sources, "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 Steck 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 prices, retain the last known quotations for each 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 $1500 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, depending on its condition, may bring a quotation of shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.  

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

FOREIGN BUYERS: To cover cost of packing, carting, shipping, etc., figure an additional $20 to $25 on prices— $25 to $30 on Phonographs.

EXPLANATION

1. Prices UP  
2. Prices DOWN  
3. Prices UP and DOWN  
4. No change from Last Week  

LISTED ALPHABETICALLY

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return all balls feature

SCORELESS FIRST GAME ENTITLES PLAYER TO EXTRA FULL GAME
by simply pressing button, holding all advantages gained in first game.
Extra coins can also be played for extra advantages in second game.

SPELL HA-Va-NA
FOR EXTRA IN-LINE SCORES—CAN ALSO SPOT NUMBERS 2-5-8

TWO SPECIAL CARDS
(FOR EXTRA IN-LINE SCORES)

SELECT-EM FEATURES

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<td>BOTH SUPER CARDS</td>
<td>BOTH SPECIAL CARDS</td>
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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-BOX MECHANISM TILTS FORWARD FOR EASY ACCESS
FRONT AND BACK DOOR HINGED

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 14, ILLINOIS
Another great 3-cards hit by Bally

ICE-FROLICS

NEW SELECTABLE SUPER-SCORE
Player lights Super-Score Signal on his “favorite” card or on card on which he is “getting there” fastest

NEW SCORE-BOOSTER STAR ROLL-OVERS
Boost 3-in-line to 4-in-line Score if hit when lit

EXCLUSIVE
Bally
HOLD BUTTONS
hold player’s choice of ODD or EVEN numbers. Player builds up score with BALLS RETURNED from numbers not held.

ADVANCING SUPER-SCORES

CORNER SCORES
EXTRA BALLS

Built to meet the demand for a 3-cards Ballygame with extra play-appeal, ICE-FROLICS features the attractive variety of 3 cards... plus profit-proved features of recent Ballygames... plus brand new money-making features. Get ICE-FROLICS on location now to increase your in-line earnings in a hurry.

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