B. B. King, who has had outstanding success as one of the most consistent sellers in the Rhythm and Blues field, smiles broadly as he is presented with an award from Hunter Hancock (right), Los Angeles disk jockey, commemorating the artist's last seven releases on RPM, all of which have attained top popularity. Looking on is Joe Bihari, head of the diskery. King's latest is "Love You Baby" backed with "The Woman I Love".
Tops in Design!

Both Inside and Out

"High Styled" Cabinet designed by one of America's Top Designers

Revolutionary New Mechanism

Rock-Ola Comet 120

Model 1438

3-WAY Service Accessibility Front, Top and Back

The smallest Cabinet less than 30 inches wide

"The original phonograph with 120 selections"

Model 1546

Chrome Cover Wall Box with 120 Selections

Rock-Ola Manufacturing Corporation
800 North Kedzie Avenue • Chicago 51, Illinois
Is there more to music than music organizations?

WHAT ABOUT BUSINESS?
WHAT ABOUT THE PUBLIC?
WHAT ABOUT TOMORROW?

Before too many of us become blinded to music itself, by the constant legal wrangling of the copyright and music organizations, let's stop and think. Here are a few things that have made popular music popular in America.

Before we go any further, this is not being written to revile anyone. This is not written with any ulterior motive.

It is, instead, being written for the continuation of the popular music industry to make popular music ever more popular with America's millions of peoples.


There is no greater business than the business of buying, selling, and trading all coin operated music equipment; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others identified with, or allied to, the music industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, coin operated music machines, and all materials used in the vending, music and amusement fields are covered by the Cash Box. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered.

"THE CONFIDENTIAL PRICE LISTS"

"The Confidential Price List" are the one and only officially recognized price quotation guide of all new and used machines in the United States. "The Confidential Price List" are accepted in standing on all transactions of all members of the coin operated music industry. They have been legally recognized in courts throughout the United States in all business transactions and legal cases are based upon the quotations appearing in "The Confidential Price List."

WHAT ABOUT BUSINESS? Before too many of us become blinded to music itself, by the constant legal wrangling of the copyright and music organizations, let's stop and think. Here are a few things that have made popular music popular in America.

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FIRST: What about business? At present business isn't too good, on an overall average. Let's face the fact. Let's study it. Let's think. It isn't good because people aren't buying. That, of course, is tied in with the general economic situation. But, what is important, what are the nation's copyright and music organizations doing about it? Or can they continue to think that this has nothing to do with them?

SECOND: What about the public? Does the public know, or even care, whether or not there are copyright and/or other music organizations in existence? We don't think so.

The public is interested in a sad and slow, or a lifting an bright tune, only because that tune captures its fancy. But the public won't buy the sheet or the record unless prices are reasonable. Won't even care unless people who make the music care for the public to care.

THIRD: What about tomorrow? That, too, is important. Especially to the younger men and women who have now made popular music their careers. This is to their advantage: to leave them with a heritage for tomorrow which will insure their continued well being. How? By gossipping the public, or by making sensible use of the public's buying power that music will continue to wend its merry tuneful, and lucrative way for the years yet to come?

The annual battles between what should be what, as far as royalties are concerned, reminds us of the laborer who wanted more. Still more and still more.

So they gave in to him via his organizations. More money jingled in his pockets. He gleefully and proudly came home to friend wife and counted out the triumphant increase.

So what happened? Friend wife went out shopping. And learned that the increase in friend husband's pockets was simply placed top of the old prices.

So everything became equal again. And friend wife came home after her shopping—broke—after before.

Is this, then to be the case in music. Is this to be, again, the illogical conception of values? When an organization is tacked upon ferments must it constantly ferment? Must it continue to bring more and more and still more to the people who are its members, regardless of how unsound it may realize to be?

The organization's leaders know very well, that by so doing they are simply adding the increase on top of the cost. They are cutting down their potential sales market. They are going to reach the point of diminishing returns so much faster.

In short it is better to be able to appeal and sell to a market of 160,000,000 people at a reasonable price? Or appeal and sell to a market of but a few millions, at a tremendously high price?

Is it smart to cut away a tremendous promotional market, by overwhelming taxation and, then seek new promotional ways and means, which haven't yet been discovered all these years? Or is a bird in the hand still worth more than two in the bush?

Is there anything better for the young people in music today than knowing there is a market for them—for tomorrow? Or to discourage them by cutting down this market and, thereby, cutting down the necessary creative force of the nation's music makers?

We believe in logic. We feel that by discriminatory and excessive taxation all that happens is—death to business. It's been proved time and again in the growth and death of whole nations. It's being proved, today, as the leading force in the future of this nation.

Surely, then, there must be logic in the reasonable conception that tomorrow depends on the acts of the people today. Don't you agree?
FREDDY MARTIN

and his Orchestra

MURIEL

and

LIFE CAN BE BEAUTIFUL

A big novelty tune in the happy Harris manner

PHIL HARRIS

THE PERSIAN KITTEN

I Guess I'll Have To Change My Plans

with Skip Martin and his Orchestra

WANTED

PERRY COMO

BE-1041 (45-1041)—Dorsey Bros.
VI-20-5647 (47-5647)—Perry Como

1

YOUNG AT HEART

FRANK SINATRA

BE-1030 (45-1030)—Charlie De Forest
CA-2703 (F-2703)—Frank Sinatra
EP-9035 (4-9035)—Tony De Simone

2

MAKE LOVE TO ME

JO STAFFORD

BE-1029 (45-1029)—Tommy & Dinny Dorsey
CO-40143 (4-40143)—Jo Stafford
DE-29048 (9-29048)—Commanders
EP-9035 (4-9035)—Tony De Simone

3

I GET SO LONELY

FOUR KNIGHTS

BE-1031 (45-1031)—Anne Lloyd
CA-2654 (F-2654)—Four Knights
CO-40221 (4-40221)—Ken Griffin
DE-29054 (9-29054)—Croby & Lumsden
VI-20-5631 (47-5631)—Johnnie & Jack

4

SECRET LOVE

DORIS DAY

BE-1030 (45-1030)—Helen Forrest
CA-2676 (F-2676)—Ray Anthony
DE-28876 (9-28876)—Gordon Jenkins
DE-29024 (9-29024)—Ring Crosby
VI-20-5512 (47-5512)—Gogi Grant

5

CROSS OVER THE BRIDGE

PATTI PAGE

BE-1031 (45-1031)—Betty Johnson
ME-70082 (70032x45)—Patti Page

6

THE MAN WITH THE BANJO

AMES BROTHERS

VI-20-5644 (47-5644)—Ames Bros.

7

STRANGER IN PARADISE

TONY BENNETT - FOUR ACES

BE-1018 (45-1018)—Tony Russa
CA-2652 (F-2652)—Four Aces
FI-20-529—Humbert Marquez
DE-2957 (9-2957)—Four Aces
FL-20-529—Humbert Marquez
VI-20-5535 (47-5535)—Ralph Flanagan
VI-20-5535 (47-5535)—Ralph Flanagan

8

ANSWER ME, MY LOVE

NAT "KING" COLE

BE-1035 (45-1035)—Helen Forrest
CA-2687 (F-2687)—Nat "King" Cole

9

A GIRL, A GIRL

EDDIE FISHER

VI-20-5675 (45-5675)—Eddie Fisher

10

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

**DISK JOCKEYS PLAYED MOST THIS WEEK**

**PLUS THE NEXT FIVE**

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

1. **WANTED**
   - Perry Como (RCA Victor)

2. **YOUNG AT HEART**
   - Frank Sinatra (Capitol)

3. **MAKE LOVE TO ME**
   - Jo Stafford (Columbia)

4. **CROSS OVER THE BRIDGE**
   - Patti Page (Mercury)

5. **SECRET LOVE**
   - Doris Day (Columbia)

6. **I GET SO LONELY**
   - Four Knights (Capitol)

7. **A GIRL, A GIRL**
   - Eddie Fisher (RCA Victor)

8. **ANSWER ME, MY LOVE**
   - Nat "King" Cole (Capitol)

9. **THERE'LL BE NO TEARDROPS**
   - Tony Bennett (Columbia)

10. **HERE**
    - Tony Martin (RCA Victor)

11. **THE MAN WITH THE BANJO**
    - 12. AMOR
    - 13. JILTED

14. **LITTLE THINGS MEAN A LOT**
    - 15. POOR BUTTERFLY.

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**Latest jock to fall victim of the songwriting pash is Bill Silbert (WMGM-New York). Bill collaborated with songwriter Bernie Wayne on "Heavenly Feeling." Tune is in the Check Full of Nuts commercial jingle and has been recorded by Mary Mayo and "The Voices of Pin Pan Alley." "The Voices of Pin Pan Alley" is supposed to include song pluggers, songwriters, secretaries, messenger boys, etc. Sid Fohrman (WCFL-Chicago) daddy of a daughter, April Brooks, his fourth. Sid jockies "American's Foremost Music."**

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**Pic of the week—Johnny Garwood (WNBZ-Saranac Lake, N. Y.) working with the Saranac Lake Basketball Association as veeppee. Organizational effort is to keep the kids occupied with healthful energy expending activities and off the streets. . . . Three disc jockies in the past ten days have chosen Dorothy Collins' latest Audivox wax as their record of the week. They are: Jack Lass, (WINS-New York, who picked "Crazy Rhythm"; Bill Silbert (WMGM-New York) who picked "Crazy Rhythm"; and Dick Noel (WTAM-Cleveland, O.) who chose "Mountain High-Valley Low." Noel was substituting for vacationing Johnny Andrews on both radio and TV and spotlighted the record on all his shows for one week. . . . Pat Chambers (WFLA-Tampa, Fla.) doing a column for the Tampa Morning Tribune called "Platter Patter." Pat is one of 60 radio record men on a panel set up by the Woman's Home Companion to review new recordings. . . . Ray Schreiner (WRNL-Richmond, Va.) has extended his show another hour and will be on the air from three until five each afternoon. Show is known as the "Ray Schreiner Show." . . . Bob McKee (WQXJ-Atlanta, Ga.) was awarded a gold record of the Weavers' "Rock Island Shuffle" for his personal campaign that sold more than 6,000 copies of the "Shuffle" in his Atlanta area. Jim Lee and Ed Russell, Decca, made the presentation over WQXI on April 2 . . . Bud Davies (CLKW-Detroit, Mich.) recently had himself a whale of a vacation. Bud's three children and his wife, Peg, were all bedded down with the chicken-pox and so the old man took care of dishes, cooking, ironing, washing, etc. Everything okay now. Bud's back at CLKW working and getting a much needed rest.**

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**Art Preston (WSPE-Springfield, Mass.) spoke to a gathering at a local YMCA on "How A Disk Jockey Gets His Show Together." Art showed his audience The Cash Box and explained how the jock works with the various services offered by C. B. Art is another of the 60 jocks on the Woman's Home Companion panel . . . KMPQ-Los Angeles, Calif., going on all night operation six nights a week with John MacShane doing the spinning. . . . PFC Bob Edwards seen three times weekly when he presents Fort Monmouth news over WRTV-Asbury Park, N. J. Bob was a country music dj and musician prior to entering the service last March. He's from Greenville, S. C. . . . Charlie Stokley moves from RKW-Shreveport, La. to WVEZ-New Orleans, La. Charlie is on the air from 10 a.m. to 1 p.m. and 6 to 8 p.m. Charlie is also working up a country music show which he hopes to air shortly.**

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**Hickory Records, Inc.**

2510 Franklin Road
Nashville, Tennessee

*"It's What's in THE CASH BOX That Counts"*
DINAH SHORE
(RCA Victor 20-5771; 47-5725)

“COME BACK TO MY ARMS” (2:30) [E. H. Morris ASCAP—Freed] The popular Latin American oldie “Ay Ay Ay” with new lyrics gets a top grade delivery from Dinah Shore. One of the thrust’s best hits in a while. Could be the one Dinah’s been looking for.

“THIS MUST BE THE PLACE” (2:35) [Lantern ASCAP—Cope-land, Pola] The popular thumpus through a solid rhythm novelty with the boys in the band taking up some vocal support. Cute, catchy ditty.

DAVE KENNEDY ORCH. (Azores City 603; 45-003)

“1 PUT MY LAST NICKEL IN NICKELODEON” (3:03) [Newton BMI—Newton] Dave Kennedy conducts the orchestra and takes the vocal spotlight with his name on a light and colorful jumper. Catchy item that could hit if exposed enough.

“SOME SWEET TOMORROW” (2:51) [Newton BMI — Newton, Dexter] Glen Martin handles the vocal chores on this hit ballad as the Kennedy orchestra supplies the accompaniment.

DONATO AND DENA (Kim 2132; 45-2732)

“CAN’T SLEEP FOR DREAMING” (2:48) [Sparis-Green ASCAP—Guglielmi, Spina] The sultry, husked voice of Donato molds a spell of ecstasy while Donato and his violin present the fitting accompaniment. An eerie side.

“BULLFROG” (2:42) [Rich-Joy BMI — Guglielmi] Some most unusual sounds emanate from the violin of Donato as he soles on an interesting jump number. Different from the run-of-the-mill material.

LIBERACE (Columbia 42017; 4-04217)

“12TH STREET RAG” (2:08) [Shapiro, Bernstein ASCAP—Bowman] One of the country’s most talked about artists dishes up a wild, fast-moving piano rendition of a great rag time oldie.

“BEER BARREL POLKA” (2:28) [Shapiro, Bernstein ASCAP—Brown, Veyvoda] The virtuoso demonstrates some more of his finger work as he rides over the keyboard and belts out a favorite old polka item. Corny and cute.

FELICIA SANDERS (Columbia 42019; 4-04219)

“JOLE JOHN” (2:32) [Milence ASCAP—Heath, Rose, Luboff] A happy and lively country number on much like the #1 hit “Jambalaya” gets a thrilling going over from Felicia Sanders and the Luboff choir. Number could click big.

“LOVE AFFAIR” (2:50) [E. H. Morris ASCAP—Shanklin] Percy Faith casts the mood for the thrill as she leans into a torchy blyeey affair. A good number with a strong showing by the versatile artist.

“PLEASE DRIVER” (2:57)

TONY BENNETT
(Columbia 40213; 4-04203)

“STRANGER IN PARADISE” under his belt and currently heading up with “There’ll Be No Teardrops Tonight,” the crooner looks for his fourth straight with two beautiful ballads tagged “Please Driver” and “Until Yesterday.” “Please Driver” is a sentimental liltting romantic number with a wonderful wedding of lyrics and melody. Tony hands in perfect reading that labels this one a hit all the way. “Until Yesterday” is another soft and romantic affair that could be one of the big songs of the year. Percy Faith and the crew hand in an excellent accompaniment on both decks. Jokes, jokes and dealers will all be spinning the grooves off these sides.

“UNTIL YESTERDAY” (2:45)

TONY BENNETT

“LITTLE LUCKY” (2:08)

DON CORNELL
(Coral 6117; 9-6117)

“BELIEVE IN ME” (2:53)

DON CORNELL

JO ANI TILEY
(MGM 172; K-1172)

“SO CLOSE” (2:50) [E. B. Marks BMI—Brown] A pretty ballad is fashioned warmly by the smooth and appealing voice of Jo Ann Tiley and the Joe Lipman crew assists. An intimate job.

“A ALL THE TIME” (2:40) [Rumba (Epic BMI — Keil] The song bird fashions another pretty ballad in a dreamy and romantic manner.Easy on the ears material done with sincerity.

BETTY JONES ( Jubilee 6050; 45-4560)

“BIRTHDAY CARD SONG” [Marlyn BMI—Kadore] A sentimental item gets a heart-broken and touching delivery from Betty Jones assisted by the Sandy Sandifer orch. Tune.

“LOVE ME BABY” [Lear ASCAP—Robbins] The chirp turns up a catchy jumper with a simple melody and lyric that seems to stick with you. Fast moving toe tapper.

SANDY STEWART
(Epic 9039; 4-9039)

“I UNDERSTAND” (2:46) [Julie BMI—Best] A beautiful ballad that’s receiving quite a bit of action throughout the U.S. is given a first class styling by Sandy Stewart and the chorus. Good cover job.

“MAN TO WOMAN” (2:15) [Iris BMI—Call, Newberger] A fast and lively samba tempo by the Bernie Leighton crew is the background for Sandy’s treatment of this clever novelty. Pleasing listening.
Another thrilling Winterhalter instrumental...a natural for the boxes!

HUGO WINTERHALTER
and his Orchestra
BAHAMA BUGGYRIDE and
THE WINDSOR MELODY
20/47-5729

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

**SLEEPER OF THE WEEK**

**BAHAMA BUGGYRIDE** (2:50) (Love BMI—Sturgis)

**THE WINDSOR MELODY** (3:30) (Mills ASCAP—Gay)

**HUGO WINTERHALTER ORCH.**

**PORT OF SPAIN** (2:40) (Sheldon BMI—Clar, Gimbel)

**SPRING IS HERE** (2:56) (Robbins ASCAP—Rogers, Hart)

**RICHARD HAYMAN ORCH.** (Mercury 70333, 70334 45)

**BOB MARSHALL**

**D.J. AUTOMAT** 750 [2:50] (Maestro ASCAP—Holzer)

**BRYANT RODD**

**BOB WHITING**

**RAY DE MENO**

**LEW DOUGLAS ORCH.** (Mercury 11732, 11730)

**WHEN I HOLD YOU** (2:30) (Randam ASCAP—Douglas, LaVera, Fox)

**BOWIN’ NARROW** (2:40) (Frederick BMI—McRae)

**EARL BOWENS**

**RAY ANTHONY**

**ALFRED DRAKE**

**THE HAPPY WANDERER** (2:40) [Sam Fox ASCAP—Biddle, Moeller]

**THE DANCE** (2:55) (Lew BMI, ASCAP)

**KIMET**

**THE MACK THE KNIFE** (2:55) (Lew BMI, ASCAP)

**FREDDY MARTIN**


**LIFE CAN BE BEAUTIFUL** (2:52) (Skidmore ASCAP—Glaser)

**FREDDY MARTIN ORCH.** (RCA Victor 20-5731, 47-5731)

**RAY Flick, Muriel, Sabatini, Mariner, Kenner** The crooner gets another big introduction as he fash-ions a pretty sweet waltz ballad. Melodious instrumentals and jazzy numbers, Ray Flick and his orchestra are top contenders for the biggest spot. }

**RANDY SABATINI**

**A MILLION YEARS AGO** (2:37) (Mills ASCAP—Topper, Brodsky) Randy Sabatini makes a deep impression on wax as he debuts on Decca with a big ballad. A feeling- and strong delivery. Very ma-terial.

**BERNIE BERRY**

**TRIED NOT TO LOVE YOU** (2:37) (Mills ASCAP—Fick, Misuraca, Kenner) The crooner gets another big introduction as he fash-ions a pretty sweet waltz ballad. Melodious instrumentals and jazzy numbers, Ray Flick and his orchestra are top contenders for the biggest spot.

**PAT REED**

**DONT GO TO STRANGERS** (2:59) (Jefferson ASCAP—Kent, Mann, Evans) A collection of love songs is just the right kind of melody to make a top grade ballad smoothly vocalled by Pat Reed. Good job.

**TOMO MARVELOS FOR WORDS** (2:12) (Harms ASCAP—Merrell, Whiting) Art Harris and his orchestra have the song list with the backing on her version of a great oldie. Good rhythm styling.

**MELINO & THE CROWS**

**MAMBO NO. 5, 5th** [Prelo] One of the most popular mambos since the dance caught on in the U.S. is this exciting better fashioned by Melino and his man. Tailor made for dancing.

**MAMBO SHEVITZ** [Mahler, Melino, Moss] The Crown of “Geo” fame fame the Mantiscinis wine commercial with a new set of lyrics as Melino’s men support with the mambos. Very catchy side that could hit.

**RALPH MATERIE ORCH.** (Mercury 70358, 70354 45)

**BRY MATHERIE** [Judy ASCAP—Materie, Herman] Ralph Materie and his men come up with a solid jumper that oughta go great with the crowd campus. Sensational jump material.

**UNTIL SIX** (2:22) (Jerome ASCAP—Bonner, Jerome) Another rhythm item with a slower tempo is given a clever treatment by the crew. Slick instrumental material for dancing.

**BOB MARSHALL**

**BEWITCHED AM I** (2:50) (Maestro ASCAP—Holzer) Bob Marshall gets a full and thrilling orch support from the Easterhazy crew on a full voiced Latin tempo ballad. A good song.

**BOUVE DE MADEIRAS** (2:45) (Maestro ASCAP—Lengfelder, Drake) The artist presents another good piece of romantic ma-terial, this one set to a tango rhythm. Bob has a good voice that comes well on both sides.

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Jumpin' For A Jillion!

Jilted

sung by

Teresa Brewer

Coral 61152 (78 rpm) • 9-61152 (45 rpm)

"It's What's in THE CASH-BOX That Counts"
Cadence RECORDS
New Releases

ALFRED DRAKE
(Star of KISMET)
"THE HAPPY WANDERER"
B/W "DESTINY'S DARLING"
Cadence #1238

ARCHIE BLEYER
"HERNANDO'S HIDEAWAY"
(from PAJAMA GAME)
featuring MARIA ALDA, Castanet Soloist
B/W "SIL VOUS PLAÎT"
featuring JAMES BURKE FAMOUS TRUMPET SOLOIST
Cadence #1240

THE CHORDETTES
OF ROBERT O. LEWIS & ARTHUR GODFREY FAME
"TRUE LOVE"
B/W "IT'S YOU, IT'S YOU I LOVE"
Cadence #1239

Cadence RECORDS
40 East 49th Street, New York 17, N. Y.

"It's What's in THE CASH BOX That Counts"
The Cash Box: "... real good juke box material..."

The Billboard: "... pretty new ballad—Stewart shows off well"

"STEPS OF ST. MARIE"

recorded by

BOB STEWART

MGM 11699

PAT LAIRD AND BOB CREWE ORIGINAL RECORD # 507

"... top dancing and listening material..."—The Cash Box

"... great style... rich fabric... ideal for dancing..."—The Billboard

Exciting Tango

"Desiree"

recorded by

THE CORONET ORCHESTRA

conducted by Bruce Campbell

MGM 30845

Published By

LOWELL MUSIC CORPORATION

1619 Broadway, New York, N. Y.

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

BILLL DARNEL

"QU'EST-CE QUE C'EST"

("KESS—KA—SAY")

b/w

"I WOULD IF I COULD BUT I CAN'T"

78 rpm cat. no. X-0013
45 rpm cat. no. 4X-0013

THE SMITH BROTHERS

"THESE ARE THE THINGS I LOVE"

b/w

"ECHO BONITA"

78 rpm cat. no. X-0009
45 rpm cat. no. 4X-0009

TWO "X" NEWCOMERS!

AL WALLIS

"NO LOVE WILL BE REAL"

b/w

"HEARTBEATS"

78 rpm cat. no. X-0012
45 rpm cat. no. 4X-0012

BEN LIGHT

"BACK HOME AGAIN IN INDIANA"

b/w

"CAROLINA IN THE MORNING"

78 rpm cat. no. X-0014
45 rpm cat. no. 4X-0014

CLASSICAL

"SHOWPIECES FOR ORCHESTRA"—Vol. 1—Alfred Wallenstein conducting the Los Angeles Philharmonic Orchestra—Decca DL 7927 (12" LP) List: $5.85

"DANCES FROM THE ROUMANIAN RAPHAIDO"—Vol. 1—Alfred Wallenstein conducting the Los Angeles Philharmonic Orchestra

Volume 1 of the series entitled "Showpieces for Orchestra" which presents concert favorites displaying the tonal grandeur of today's symphonic orchestras, starring Alfred Wallenstein conducting the Los Angeles Philharmonic. An excellent choice, which should get the series off to a good start, was made for this initial album. The Polovetsian Dances from Borodin's "Prince Igor" is the main event...-

NATHAN MILSTEIN violin—"Milstein Recital"—Capitol P 8259 (12" LP) List: $5.70

The distinguished artist offers several pieces which he presents at many of his recitals. Included in this package is Milstein's arrangement of the theme from Paganini's 24th Caprice which is recorded for the first time. This is one of the virtuoso's most requested selections. Album is a must for violin enthusiasts.

BEETHOVEN: Concerto No. 4, in G, Op. 58—Solomon, Pianist with the Philharmonic Orchestra conducted by André Cluytens—His Master's Voice LHMV-1056 (12" LP) List: $5.95

Beethoven wrote his G Major concerto when he was at the peak of his career as a composer at which time his pen was offering other pen a day. Some have felt that now rank him in a class by himself. On this HMV platter Solomon, one of Beethoven's foremost interpreters and one of England's greatest pianists, renders this vital work of art. The virtuoso gets the superb performance from the Philharmonic Orchestra conducted by André Cluytens. This excellent recording was made in London's Kingsway Hall and offers a superb reproduction of the concert. Solomon has been adding many fans to his already vast following via his annual appearances in the U.S. This should help this album's sale.

MOZART—"Symphony No. 41 in C Major, K. 551" ("Jupiter")—Symphony No. 35 in D Major, K. 385" ("Haffner")—The Pittsburgh Symphony conducted by William Steinberg—Capitol Records P 8242 (12" LP) List: $5.70

Two beautiful symphonies beautifully performed. William Steinberg and the Pittsburgh Symphony Orchestra read the melodic Mozart works with a grace, elegance, and delicate charm that ennues the listener. A strong release that should find a ready market.

RIMSKY-KORSAKOV—Paul Paray conducting the Detroit Symphony Orchestra—Mercury MG 50028 (12" LP) List: $5.50

RUSSIAN EASTER OVERTURE, Op. 34; SYMPHONY NO. 2 "ANTAR" Op. 9

Rimsky-Korsakov, one of the great orchestral colorists of Russian nationalism and romanticism whose music was inspired by the folk songs of his native land, has two of his works placed back to back on an LP for the first time. Rendering these compositions is the Detroit Symphony Orchestra conducted by the vibrant Paul Paray. A wonderful reproduction of two beautiful presentations.


The works of Heitor Villa-Lobos, famous composer, are presented by MGM via two of its young and rising musicians. Theodore Bloomfield conducts the Bachianas Brasileiras and Menahem Pressler plays the Brasileiras No. 4 for piano. The latter was under the personal supervision of Villa-Lobos himself. A brilliantly colored cover will certainly draw attention to the album if properly displayed.

FRANZ LISZT—"Mephisto Waltz"—FREDERICH CHOPIN—"Barcarolle"—Leonard Pennario—Capitol Records H 8236 (1-10" LP) List: $3.70

Probably the two most famous composers of piano music, Liszt and Chopin, are portrayed here via the pianistic brilliance of Leonard Pennario. A beautiful record that should capture sales because of the material involved. The Mephisto Waltz has many top flight recordings already issued.

MEET THE MILLS BROTHERS—Decca DL 5606 (1-10" LP) List: $2.00

"THE GLOW-WORM," AFTER ALL, WHO PUT THE DEVIL IN EVERYBODY'S EYES? SAY IT IF YOU LIFE'S COMPLAINT, TWICE AS MUCH, PRETTY WOMAN, "LET'S GO SHOULDER TO SHOULDER"

The years, pass and quartets come and go, but the Mills Brothers are still up among the leaders just as they were over 20 years ago. The secret of this phenomenon is that the boys have always performed in a manner which they have enjoyed. Not only do they have a warm and charming harmonious delivery but their versatility enables them to sing hymns, novelties and barber shop ballads well. In this album is a pleasant assortment of some of their more recent popular novelties. The Mills Brothers continue on their merry money-making way.

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

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THE CASH BOX

ALBUM REVIEWS

PHIL HARRIS—"You're Blue"—With Skip Martin and his Orchestra—BCA Victor LPM 3200 (1-10" LP) List: $3.00

"The Glass, the Mirror Blues. I guess I'll have to change my plans, take your girls to the movies, stars fell on Alabama, the Chocto-Buy Song; When It's Sleepy Time Down South, black and blue."

The inimitable styling of Phil Harris has always been a delight to the ear. The nonchalance with which the artist delivers a song is the reason the public has loved and delighted to his work over the years. With the exception of a lively novelty dubbed "The Chocto-Buy Song," Harris sings in a manner that the title suggests, "Blue." However, the listeners shall not weary of the pleasures that the artist brings and they should buy up a heap of these disks.

JAZZ

LIONEL HAMPTON and his Orchestra—"Hot Mallets"—BCA Victor LPM 1000 (12" LP) List: $4.62

King of Swing, Composer, I Swing, Sponge, Hot Mallets, Memphis Rhythm, I Can't Get Started. I'm on my way from you, after you've gone. Shuffler at the Hollywood, just couldn't take it. Baby, memories of you.

A striking fold-open cover with flaming mallets and a picture of Lionel Hampton, houses a great collector's item that jazz enthusiasts just can't afford to miss. On the inner fold and on the back cover are photos of some of the great jazz artists who assisted the "Ham" on these twelve sensational numbers recorded in the late thirties and early forties when the swing era gripped the American public like a vice. On this plate, Hampton works the vibes and does some vocalising as he's backed by Cootie Williams, Cozy Cole, Jess Stacy, Ziggy Elman, Earl Bostic and a host of other top names. Should be a healthy seller. "Spongology" should act as an influential salesman.

BENNIE MOTEN'S KANSAS CITY JAZZ (Vol. 1)—"X" Records LX 5004 (1-10" LP) List: $5.85

Kansas, City Shuffle, Yazzoo Blues, Midnight Mama, Missouri Warble, New Tula Shuffle, Venus Lightly, Gian Gogi Blues, Moten Stomp, Old Miss.

One of the "X" label Vault Originals, of the initial ten historical disks, is this one of Bennie Moten's Kansas City Orchestra. The period portrayed on this release is the early 1920's and is the nucleus of what was later to become the famous Count Basie Swing band. Basie took over the Moten band when Bennie died. Here we get the beginning of the repeated riffs, to become the trademark of Kansas City jazz. A collector's must. Series is reported selling like wild fire.

JAM SESSION COAST TO COAST—Columbia Records CL 547 (1-12" LP) List: $4.85

Eddy Condon's All Stars—Beale Street Blues, Malign, Don't Worry Bout Me, I Can't Give You Anything But Love, Riverboat Shuffle, Jam Session Blues, Old Miss, The Rampart St. Paraders—South Rampart Street Parade, The Sheik of Araby, Black and Blue, Squeeze Me, I Ain't Gonna Give Nobody None of This Jolly Roll, Jackin.

Columbia's George Avakian, in New York, and Paul Weston, in Hollywood, arranged for original and jazz sessions with top flight Dixieland at each end of the country, and this album is the finished result. Informality of the sessions is pointed up by the off the cuff comments left in the final editing. Sidemen, too numerous to mention in this short rundown, get off some scintillating solo efforts. Should find a strong sales reaction.

THE DUKE PLAYS ELLINGTON—Capitol H 477 (1-10" LP) List: $3.00

Reflections In D, Prelude to a Kiss, B Sharp Blues, Passion Flower, In a Sentimental Mood. Things Ain't What They Used to Be. Who Knows? Janie.

The tempest, Ellington has assembled over the years should just about close the dealers' shelves of the artist's latest album. In this package the Duke has personally selected eight Ellington originals on which to display his fabulous fingerwork. Three tunes, "Reflections In D," "Who Knows?" and "Janie" are spontaneous, ad libbed compositions created especially for this expert surrenders Wendell Tempest's fingers shall blast and Butch Ballard at the drums. Soft and easy to take music for the relaxing hours.

SHOW ALBUM

"THE GIRL IN PINK TIGHTS"—Jeanmaire and Charles Goldner and the Original Broadway Cast—Columbia MLM 1490 (12" LP) List: $5.95

Overheard in a night show from a Gay Paree, "Lost in Loveliness," I promised their mothers, up in the Elevated Railway, in Paris, in Love, you're got to be a little crazy, when I am free to love, out of the way, roll out the rose boys, overture to act is, my heart won't say goodbye, we're all in the same boat. Love is the funniest thing the cardinal's guard are we, going to the devil, finale.

One of Broadway's big new musicals of the '53-'54 season is "The Girl In Pink Tights" with vibrant Jeanmaire and European star Charles Goldner. From this play Columbia offers the score preserved by the original cast. The music is by Sigmund Romberg and lyrics by Leo Robin. A delightful hour of listening which will have an immediate sale among purchasers of original cast albums. It's easy to play and still is a best seller. Could follow suit. This may also be Romberg's last score written for the theater.

LATIN-AMERICAN

TITO PUENTE—"King of the Mambo and his Orchestra"—Tito Records LP 120 (1-10" LP) List: $3.35

Tropicana, Mambo Rasa, Caravan, Mambo, Mambo Inn, Mambo Island, Mambo City, Mambo Night, Mambo Night.

A collection of some of Tito Puente's mambo hits that fascinated from the passionate listening to the more active form of participation, dance. Puente has captured an excitement which he is able to impart via his excellent musicianship. A strong item for the mambo fan.

"It's What's in THE CASH BOX That Counts"
A NEW STAR!  
A GREAT SONG!  
A SMASH HIT!

Kitty Kallen

"LITTLE THINGS MEAN A LOT!"

Lists below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending April 17, without any changes on the part of The CASH BOX.

Art Preston
WSRP—Springfield, Mass.
1. Secret Love (Doris Day)
2. Make Love To Me (Faye Stafford)
3. Make Love To Me (Faye Stafford)
4. I Get So Lonely (Knights)
5. Young At Heart (F. Sinatra)
6. Little Things Mean A Lot
7. Tell Me (Tony Bennett)
8. I Should Care (Fay Stratford)
9. I Should Care (Fay Stratford)
10. I'm In The Mood For Love

Gone Whitaker
WNCA—Sher-City, N. C.
1. Secret Love (Doris Day)
2. Make Love To Me (Faye Stafford)
3. There'll Be No Teardrops
4. I Get So Lonely (Knights)
5. Young At Heart (F. Sinatra)
6. Cross Over The Bridge (Page)
7. There'll Be No Teardrops
8. Tell Me (Tony Bennett)
9. I Should Care (Fay Stratford)
10. Make Love To Me (Stafford)

Robin Seymour
WKMH—Doornbeem, Mich.
1. Such A Night (Bunny Paul)
2. Make Love To Me (Faye Stafford)
3. The Man With The Banjo
4. There'll Be No Teardrops
5. Tell Me (Tony Bennett)
6. There'll Be No Teardrops
7. That's All (Peg Stafford)
8. Little Things Mean A Lot
9. Jilted (Teddi Brewer)

Art Lelly
WCFL & WMAG—
1. Wanted (Perry Como)
2. Little Things Mean A Lot
3. I Get So Lonely (Knights)
4. Young At Heart (F. Sinatra)
5. A Girl, A Girl (Eddie Fisher)
6. I Am In Love (Jim Jones)
7. Little Things Mean A Lot
8. Jilted (Teddi Brewer)

Will Lenay
WSAI—Cincinnati, Ohio
1. Wanted (Perry Como)
2. Make Love To Me (Faye Stafford)
3. Cross Over The Bridge (Page)
4. Little Things Mean A Lot
5. Answer Me, My Love (Kitty Kallen)
6. I Get So Lonely (Knights)
7. Jilted (Teddi Brewer)
8. Young At Heart (F. Sinatra)
9. Secret Love (Doris Day)
10. Angels In (Din. Dick and Jimmy)

Dick Haynes
KLAC—Los Angeles, Calif.
1. Young At Heart (F. Sinatra)
2. Make Love To Me (Faye Stafford)
3. There'll Be No Teardrops
4. I Get So Lonely (Knights)
5. Tell Me (Tony Bennett)
6. There'll Be No Teardrops
7. I Should Care (Fay Stratford)
8. Crystal Ball (Johnston Bros.)
9. Somewhere There To Somewhere (Ler Marne)
10. Wanted (Perry Como)

Gorl Henry
KING—Seattle, Wash.
1. Cross Over The Bridge (Page)
2. Make Love To Me (Faye Stafford)
3. I Get So Lonely (Knights)
4. Tell Me (Tony Bennett)
5. There'll Be No Teardrops
6. I Should Care (Fay Stratford)
7. Secret Love (Doris Day)
8. I'm In The Mood For Love
9. I Should Care (Fay Stratford)
10. I'm In The Mood For Love

Donn Tilbbery
WGBK—Manchester, N. H.
1. Wanted (Perry Como)
2. Make Love To Me (Faye Stafford)
3. Little Things Mean A Lot
4. Make Love To Me (Faye Stafford)
5. There'll Be No Teardrops
6. Tell Me (Tony Bennett)
7. I Should Care (Fay Stratford)
8. Crystal Ball (Johnston Bros.)
9. I'm In The Mood For Love
10. I'm In The Mood For Love

Russ Coglin
KROK—Oakland, Calif.
1. Make Love To Me (Stafford)
2. Cross Over The Bridge (Page)
3. Wanted (Perry Como)
4. Young At Heart (F. Sinatra)
5. There'll Be No Teardrops
6. Tell Me (Tony Bennett)
7. I Get So Lonely (Knights)
8. Make Love To Me (Stafford)
9. Somewhere There To Somewhere (Ler Marne)
10. Stop Chasin' Me, Baby

Jerry Kay
WXIT—New Orleans, La.
1. Wanted (Perry Como)
2. Make Love To Me (Faye Stafford)
3. Little Things Mean A Lot
4. Make Love To Me (Faye Stafford)
5. There'll Be No Teardrops
6. Tell Me (Tony Bennett)
7. I Get So Lonely (Knights)
8. Tell Me (Tony Bennett)
9. Make Love To Me (Stafford)
10. Somewhere There To Somewhere (Ler Marne)

Tom Edwards
WEVE—Cleveland, Ohio
1. I Understand Four Four Tunes
2. There'll Be No Teardrops
3. Make Love To Me (Stafford)
4. There'll Be No Teardrops
5. Somewhere There To Somewhere (Ler Marne)
6. Make Love To Me (Faye Stafford)
7. I Get So Lonely (Knights)
8. Tell Me (Tony Bennett)
9. Make Love To Me (Stafford)
10. Young At Heart (F. Sinatra)

Bob Jones
WCR—Memphis, Tenn.
1. Wanted (Perry Como)
2. Make Love To Me (Faye Stafford)
3. There'll Be No Teardrops
4. Make Love To Me (Faye Stafford)
5. There'll Be No Teardrops
6. Tell Me (Tony Bennett)
7. I Get So Lonely (Knights)
8. Make Love To Me (Faye Stafford)
9. I Should Care (Fay Stratford)
10. Young At Heart (F. Sinatra)

Ira Cook
KABC and KMPC
1. Wanted (Perry Como)
2. Make Love To Me (Faye Stafford)
3. There'll Be No Teardrops
4. Tell Me (Tony Bennett)
5. I Get So Lonely (Knights)
6. I Should Care (Fay Stratford)
7. Make Love To Me (Stan Lee)
8. I Should Care (Fay Stratford)
9. There'll Be No Teardrops
10. Make Love To Me (Faye Stafford)
Music
Get
April
Get
Secret
Secret
Go
Get
Went
It's What's in THE CASH BOX That Counts
Star On Parade

Best Selling Records

FROM MORE THAN 15,000 RETAIL OUTLETS!

29—If You Love Me
2.9 3.5

40—South
7.8 17.3

31—Speak To The Stars
7.5 12.8

2—Mellon Melody
18.8 15.3

26—Such A Night
9.2 3.6

27—My Sin
8.9

28—Somebody Bad Stole Our Wedding Bell
8.5 5.6

2—Football
5.9 2.9

36—Am I In Love
5.8 12.7

37—Tell Me
5.1 9.9

28—If You Love Me
2.9 3.5

39—I Should Care
4.4 11.7

40—Somewhere (There Is Someone)
4.1

41—So Long
3.7 6.6

42—Face To Face
3.4

43—Tell Me We Are One
3.0 5.1

44—Darktown Strutters Ball
2.8 2.0

45—I Really Don’t Want To Know
2.7 1.3

46—Big Noise From Winnetka
2.3

47—Beer Barrel Polka
2.0

48—Seems Like Old Times
1.7

49—Latin Lady
1.3 2.6

50—Angela Mia
0.6 4.6

—Peter Lind Hayes & Mary Healy Singing

"CRAZY MIXED-UP SONG"

ESEX 333

ATLANTA, GA.—Andy Griffith rides atop the governor’s car in the annual Georgia Day Parade in Athens, Ga. The Capitol Records artist appeared on the stage of the University of Georgia for two performances and played to an audience of 17,000.

KNPT Needs Disks;
File Destroyed Library;

NEW ORLEANS, La.—A fire occurring early Tuesday morning, April 15, completely destroyed radio station KNPT’s concrete transmitter studio building, in this city, causing damage in excess of $200,000. Manager Tom Becker announced that the major part of the loss is insured.

The blaze destroyed all of the technical equipment, 5000 records, and other furnishings. Not a single disk could be found in playable condition after the flames had subsided.

Station personnel are working day and night to operate the station again with temporary setup on 1510K. The station normally operates on 1000 watts as an independent or music station.

Record distributors in Portland and Seattle, Washington are rallying to contribute disks for the organization of a new library. Program director Ed Warmth is standing by to receive catalog records. There is a need for semi-classical, dinner music, popular and classical music from Latin-American, Scandinavian, and children’s records on either LP or 78 rpm.

The commercial staff under Bob Eubanks and the office force have established quarters in a residence across the street from the station, as well as a temporary setup in the building. The debris was all cleared away Tuesday before ashes stopped smoldering.

Chief engineer Don Newman is to get assistance from chiefs of other KNPT stations for the technical work. Telegrams offering assistance were received from several stations and firms, including WJSO, WMZ, KOOS, KSGW and KORE. Parts for a temporary operation have been assembled from several stations.

KNPT has enjoyed a reputation as a top Northwest music station.

M.O.S.S. Goes Out On Disk

NEW YORK — The Mutually Owned Society for Songwriters is going out on two of its own records written by members of the Society.

The organization purchased from Coral, $100 of the Judy Tremaine record "Too Much" b/w "Chain Lightning" for distribution to disk jockeys, librarians and other operators. The tunes were written by M.O.S.S. members Marie Biebhart, Marie Schneider and Louis Bogy.

The 15,000 M.O.S.S. members and boosters will contact stations to plug the two songs. Record promotion men will cover key territories.

"It’s What’s in THE CASH BOX That Counts"
NEW YORK—Tommy Mara's recent visit to Baltimore touched off a series of disk jockey celebrations which ended in a special surprise birthday party tendered him by the platter spinners of the city. Tommy's latest MGM release in "I Cried For You" backed with "Love Is An Illusion" which goes on sale April 23rd. Shown left to right standing are: Tony Donald, WHIP, Herman Gimble, MGM Records Baltimore Dist., Chuck Thompson, WITP, Gil Kwiegel, WTH and Al Stevens, WCSM. Seated are: Tommy Mara (in front of birthday cake) and his manager Lou Capone.

"NEW RECORD SMASH"  "THIS IS WHY I LOVE YOU"  "TERRIFIC ARRANGEMENT"  "WARM INTIMATES"  "WARM INTIMATES"

BROADWAY SENSATION
Sings Every MOOD Record To a Hit

FAY DEWITT
"MISERLOU"
"Snap-Snap Snap Your Fingers"
MOOD 71014

Direct from England
The Hit English Version
Frank Weir

"THE HAPPY WANDERER"
London 1448; 45-1448

"It's What's in THE CASH BOX That Counts"
Ellington Celebrates 27th Anniversary

HOLLYWOOD, CALIF.— Duke Ellington celebrated his 27th year in the big-time of showbusiness on Monday April 12. The "Duke" was in a concert that night at Long Beach Municipal Auditorium and immediately after the concert, champagne music maestro Lawrence Welk (a staunch fan of Ellington’s) also celebrating his 27th anniversary, gathered a group of musical greats together, the Duke honor at the home of publicist Bill Daily.

Aside from some two hundred members of the press and radio that attended, the guest included David Rose, Harry James, Stan Kenton, Earl "Fatha" Hines, Jack Pollock, Mary Pickford, Buddy Rogers, June Christy, Perez Prado, Spade Cooley, Eugene Walter, Stan Freberg, Rita Moreno, Kathrine Hughes and many others too numerous to mention.

B. B. S. Signs Ribble

NEW YORK—Bill Borelli, prexy of B.B.S. Records has announced the signing of trumpeter Ben Ribble and orchestra to a term contract with the diskery. And it all happened like this. Night club scene is again the setting. Ribble was scheduled to record her first platter for BBS when she mentioned that she heard a good tune called "Bolero Mambo". Borelli requested that Miss Baker bring the recording of the tune up to him. The next day Ribble appeared for an appointment and it turned out to be a big reunion. Borelli knew Ribble when he was playing the Hotel Statler chain. After some conversation, Ribble had a contract.

On April 7th, Ben and the orchestra backed Thelma Baker on the recording of her tune "Bolero Mambo" and on Sonny Sklar’s "Laughing Man".

Trend Appoints Distribrs

NEW YORK—Buddy Robbins, Eastern representative for Trend Records, announced this week the assignment of two new distributors for the label—Connat in Cleveland, and Mangold in Baltimore.

Last week Trend announced the appointment of orchestra leader, arranger, musician, Jerry Fielding, as music director for the diskery. Fielding is also a featured Trend artist.

His first recording date at Trend’s musical director was four sides with Herb Jeffries and the Hi-Los, a new vocal group.

"Detour With Drews"

CHICAGO—What does a DJ do in his spare time? Bob Drews of Chicago’s WAAP is a stock car racing enthusiast. Despite two programs "Detour With Drews" 04 Selections

PITTSBURGH, PA.—On April 4th and 5th, Music Distributing in this city premiered its new Worldmaster 1706 "Carousel" Phonograph as did all other Worldmaster Distribrs. The National Worldmaster and open house attracted operators, record company execs and artists. Shown above with the new machine are (l. to r.) Rosemary Belan, RCA Victor recording artist, Champ Butler, Norman Brooks, and the Deep River Boys who are a very strong attraction in this area are booked into the Down Beat this week. Into the Normandie Room of the Mount Royal Hotel this week is Sonny Howard, RCA Victor recording artist.

"Isle of Capri"

CHICAGO—What does a DJ do in his spare time? Bob Drews of Chicago’s WAAP is a stock car racing enthusiast. Despite two programs "Detour With Drews" for WAAP starting at 10:05 to 11:00 A.M. (featuring the Cash Box listings) and "Bob Drews' Crack-Up Club" from 4:30 to 5:00 P.M. Bob finds time to build, race (and crack-up) stock cars. Televison’s Pat Perry and blonde comedienne Rusti Salmon assist Bob with one of his cars—930, numbered for WAAP’s place on the radio dial. Photo courtesy "Chicago Daily News".
New York—Karen Chandler at the piano helps Jeff Chandler tune up in his new singing career. Jeff has a hit in his first recording for Decca titled "I Should Care" while Karen is getting plenty of action with her "Positively No Dancing" on Coral.

Top 10 Best Selling Pop Albums

1. The Glenn Miller Story... Sound Track (Decca DL 5519)
2. Selections From The Glenn Miller Story... Glenn Miller (RCA Victor LPT 3057)
3. Music For Lovers Only... Jackie Gleason (Capitol H 352)
4. Rose Marie... Original Cast (MGM E 229)
5. Songs For Young Lovers... Frank Sinatra (Capitol H 488)
6. Tawny... Jackie Gleason (Capitol H 471)
7. Kismet... Original Cast (Columbia ML 4850)
8. Calamity Jane... Doris Day, Howard Keel (Columbia CL 6273)
9. That Bad Eartha... Eartha Kitt (RCA Victor LPM 3187)
10. Let There Be Love... Joni James (MGM E 222)

One Chandler To Another

Betty Hutton to Appear At Hospital Show

Washington, D.C.—Butty Hutton will appear at Walter Reed Army Medical Center, Washington, D.C. April 22 in the second of a series of shows for patients sponsored by the local variety club, Tent No. 11.

Show people appearing in Washington night clubs, theaters, and hotels will perform every two weeks at the Medical Center, Jimmy Nelson, ventriloquist, starred when a group of professional entertainers inaugurated the series by staging a variety show.

The idea for the entertainment series was conceived by Ifrah De La Vies, entertainment chairman of the Variety Club who has been in show business since 1926. He arranged for the entertainers' appearance at Walter Reed and produces the show. De La Vies said the series is a permanent one and will move outdoors this summer.

Appearing at the first show with Jimmy Nelson were George Shaw, Decca recording artist; Valentina Reeden, singer formerly with the Buffalo Philharmonic Orchestra; Count Maurice, Magician who originated the "Think a Drink" trick; Jody Miller, singer; and Don "Glass Head" Rickles, who was master of ceremonies.

Fifteen hundred patients at Walter Reed Army Hospital saw the show in the Red Cross House or heard it over the hospital radio station.

"Seabreeze" Gets 4 Color Title Page

New York—To assist on its all out promotion of the tune "Seabreeze" recently released by MGM, Laertes Music, publisher of the tune, is offering an attractive four color cover on the title sheet of its music. The plates for the four color title page cost the publishers $700.

The publicity reports that this is the first time in the history of the music trade that such an expensive color job has been used on a piece of sheet music.

Seabreeze will promote the tune throughout the world and emphasis is being placed on the radio and TV stations in California, Florida, Hawaii, Puerto Rico, the Latin-American countries and all tropical countries that the tune was dedicated to.

Composers of the tune are Larry Douglas, Fred Norman and Rommie Bearden.

Clayton Inaugurates New Boston Shows

Boston, Mass.—Boston's Bob Clayton (WHDH) has just inaugurated a series of unique evening disk shows in conjunction with the Boston Traveler newspaper.

The new show, which is an addition to Clayton's afternoon program, features a contest with weekly prizes for the five winners totaling up to $300. Here's how it works:

Each night, Bob spotlights ten platters between 7:00 and 9:00 P.M. that fall within a set format per show...

Mecury Signs Dick Island

New York—Mercury's New Talent Department, under the direction of Hugo Peretti and Luigi Creatore, has inked singer Dick Island to a long term contract. Dick, a newcomer to show biz, did most of his singing while serving his hitch in the Army.

To date, under the new program Peretti and Creatore have signed thru June Winters, the Laurie Sisters and Dick Island. An immediate recording schedule has been set up so that releases on the new talent will be made during the month of May.

Singers

New York—The most promising male vocalist in this year's Cash Box poll, Bob Manning, visits Eddie Fisher on the latter's Coke Time TV set. Fisher and Perry Como are co-winners of 1953 Cash Box Most Popular Vocalist award.
Country Music Soars To New Peak of Popularity

NEW YORK—True to the hillbilly tradition, the RCA Victor Country Caravan that began its 14-city trip during April 25, is an "answer"—but it was an impossible answer to numerous requests by fans.

The continuing growing popularity of hillbilly music is not surprising. According to Victor's Steve Sholes, one of the acknowledged experts in the field, RCA Victor's hit 14 cities began in April, 1941, and his company has doubled its output of hillbilly records, and more than eight other major record firms have shown similar trends. In addition, there are now scores of new independent radio stations dealing only in country music.

The country's current elanor for country music is attributed by Sholes to:

1. The type of music. A hillbilly tune almost always has a simple melody—easy to remember, to hum and whistle. Lyrics which tell a story are essential. Usually the tale is the time-worn one of "Boy loses girl" or "broken heart." Another variety is the "open road" song, such as "Gambler's Guitar."  
2. Population changes. The great shift in population from rural to industrial areas and the commingling of service men during World War II helped acquaint millions of persons with hillbilly music. A migration to the Pacific Coast has opened a large new market.
3. Higher artistic standards. Competition among artists and song writers for recording with RCA has raised the artistic level. Prior to 1941, performances were likely to be amateurish with only local appeal. The more professional singers and musicians of today have won new friends for this type of music.
4. Exposure. The increased use of country talent in both radio and television on some of the nation's biggest network shows, has been a major factor. Also, there are today hundreds of disk jockeys who specialize in the field. Another major type of exposure—the personal appearance tour with top-money hillbilly artists—has recently boomed.

The name of Sholes' department at RCA Victor is "country and western." "That," he says, "you can't sell Western music any more. In fact, most of the former cowboy stars have changed to the country style of song and singing." Sholes divides his time between a scraper office in New York's Rockefeller Center and the Nashville area, still the capital of hillbilly music. Sales of country music, compared with sales of rock 'n' roll, is highest throughout the Southeast, particularly around Nashville, where 65 per cent of total sales is considered normal.

Outside of Tennessee the core of hillbilly fandom lies in Kentucky, Georgia, the Carolinas, Alabama, Mississippi, Texas, Kansas, Oklahoma, Arkansas, California, and New Mexico. Louisiana, Florida, Indiana, Ohio, Arkansas and Virginia.

Sholes says a hit country tune must "start" in this area. Then, if it has the proper appeal and exposure, it can spread and become a national fa-vorite. There is no instance of a hillbilly tune getting first popularity in Detroit, for example, and then growing nationwide. It may however, turn into a big hit in Detroit after getting off to a big start in Nashville.

"The reason for this," Sholes explains, "is that the original hillbilly audience is the most demanding. If it doesn't go in the Southeast, or Southwest, it won't go anywhere.

The music industry makes a sharp distinction between country music and popular music. Aside from the melody and lyrics, there is an "artistic" thing in the style of rendition that sets country music apart. Some of the bigger hits with that "certain something" have done a lot for popular artists. Eddie Fisher's first million seller, for example, was his rendition of Eddy Arnold's "Anytime." One of Perry Como's all-time top sellers was "Don't Let the Stars Get in Your Eyes"—another country tune.

Sholes says there are many popular song writers today who are trying to write hillbilly music, hoping for a hit. Most of them," he says, "lack that 'certain something.' The result is an inferior pop number which is dead before it starts.

There have been cases where a tune written for the popular market has been recorded in effective style by a country artist and has sold a million copies. For example, RCA's "The Big Steel Wheel" has been a huge best seller. Other examples of Homer and Jethro, who have won great success with their parodies, hillbilly style, of popular songs.

Sholes explains that a great part of the difference in country music is that the artists, with few exceptions, cannot read music. A schooled musician who does read music is at a loss trying to play with them because they are constantly "faking"—adding or omitting notes, as they feel the urge.

Sholes says that Eddy Arnold recently learned to read music. "But," he added quickly, "it didn't hurt him any.

Decca Votes 6 To 1 For Management

NEW YORK—Management of Decca Records received an overwhelming vote of confidence last week when stockholders voted more than 6 to 1 to continue the present board of directors.

The vote, announced at the adjourned annual meeting last Thursday, indicated 887,000 shares for management contrasted with 147,800 for the opposition. Management's proposal to increase authorized capital stock to 2,500,000 shares from 1,500,000 shares was approved by a vote of more than 880,000 shares.

Commenting on the vote, Milton R. Rackmil, president, said: On behalf of the board of directors, I would like to thank the many stockholders not only for their votes supporting the present board of directors but for the many letters of confidence and encouragement which they have sent to us. You may be interested to know that over 75 per cent of all the stock was voted at this meeting.

Ralph Flanagan Buys Out Herb Hendler

NEW YORK—Herb Hendler announced last week that he would sell his interest in the Ralph Flanagan band to Flanagan. Thus ended an association which started in 1946. It was on a completely amicable basis. Flanagan will take over Hendler's office in 1650 Broadway and will run his business affairs from there.

Hendler first dealt with Flanagan when they made a "Tribute To Glenn Miller" album in 1946. In 1950 the touring band was organized and went out on the road getting almost instant acceptance. At that time Bernie Woods was a partner in the organization but he was bought out about a year and a half ago. Since then Hendler had been conducting Flanagan's affairs on his own.

As yet, Hendler has made no statement about his future plans.

Fire Lovelies

Hi-Fi For Hi-Lo's

NEW YORK—Eileen Barton (right) joins four other famous and glamorous ladies at the opening of the new Hi-Fi Worlitzer phonograph at the showing of the machine at Paul A. Laymon Co., I.A. distributor for Worlitzer. The boys hope their new disk, to be released next week, will soon be on juke boxes clear across the nation.

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FOR EVERY PROGRAM

A "HIGHLIGHT!" For Every Program

LITTLE THINGS MEAN A LOT

LEO FEIST, INC.

NEW YORK—Eileen Barton joins four other famous and glamorous ladies at the opening of the new Hi-Fi Worlitzer phonograph at the showing of the machine at Paul A. Laymon Co., I.A. distributor for Worlitzer. The boys hope their new disk, to be released next week, will soon be on juke boxes clear across the nation.
LOS ANGELES—Cane Distributing, the Los Angeles distrib for Rock-Ola phonographs, celebrated the opening of its new offices last week. The group above examining the Rock-Ola machine are (left to right): Al Cane, Bruce Cane, Freddie Martin, Frank Schulz, and J. Raymond Baron of the Rock-Ola Manufacturing Corp.

They're just SENSATIONAL!

BOB MARSHALL
singing
"BEWITCHED AM I"
and
"SOUVENIR OF MADEIRA"

BOB MARSHALL

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For Any Information Relating To This Industry . . .

JUST PHONE . . .

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

Rock-Ola L. A. Distrib Opens New Offices

Sid Prosen Enters Management Field

NEW YORK—Sid Prosen, prexy of Village and Hometown Music Publishing, and author-publisher of "Fill I Waltz Again With You", has entered the management field. The first talent signed by Prosen is a new group called the Michael Sisters whose first record "My Pretty Parakeet" b/w "Kachen" will soon be released on the Derby label. In conjunction with the "Parakeet" tune, Prosen is sponsoring a contest via disk jockeys throughout the country offering 35 live parakeets to radio listeners who send in the best letter answering "Why I Would Like To Win A Parakeet".

Weems Plays Statler

NEW YORK—The Ted Weems Orchestra returned to the scene of its past triumphs when the group opened at the Hotel Statler in New York last Friday. Artists and friends of the leader turned out to welcome the orchestra which produced the smash "Heartaches", and a host of other favorites. On the bill with Ted was Red Ingle who performed his "Tempetshun", and "Cigarettes and Whiskey and Wild, Wild Women".

Recalling the days of Elmo Tanner was a talented songwriter-whistler named Bert Shaw. Rounding out the show were Ray Sullivan and the Ted Weems Trio.

Stearns Sets Picture Tunes

NEW YORK—Julie Stearns, general professional manager of Broadcast Music, Inc., leaves for the Coast (Monday, April 19) to set songs in the forthcoming Universal Picture "It's All A Lifetime" Stearns, who has already acquired the title song will place several additional tunes in the feature, which stars Don O'Connor and Bert Lahr.

"X" Signs Artists

NEW YORK—"X" which has been building up its roster since its inception early this year, has announced the signing of several new artists. They are: The Wilder Brothers; Woodside Sisters; Andy Williams; Buddy Jayson; and Al Walls.

Blaine Acquires Master Making Noise In East

NEW YORK—It was announced this week by Jerry Blaine, prexy of Jubilee Records, that the master of the original record of a tune called "Goodnight, Sweetheart, Goodnight" by Gloria Mann and the Carter Rays, was purchased by Jubilee.

The recording, formerly waxed on the SLS label, was reported making a great deal of noise on the east coast. It was also known that several major record companies were bidding for the master. But the number was finally given to Blaine.

In addition to "Goodnight, Sweetheart, Goodnight", Blaine took over the distribution of the SLS label and a rhythm and blues item by the House rockers called "Naw. Here This" which is also reported stirring up some noise.

Several other recordings of "Sweetheart" are scheduled for the very near future.

Kardale In Barnet Firms

NEW YORK—Chick Kardale has been appointed to the Charlie Barnet Enterprises as general professional manager. The firms consist of Indigo Music, A H Music and Marshall Music Publishing firms.

Barnet has just recorded two sides called "How Do You Do Do Do" coupled with "A Million Ways To Forget".

The band will head on a tour of sixty one-nighters in the near future.

Romano Promotes Disk

HOLLYWOOD—Vito Recording star, Tony Romano, has completed a series of TV and radio guest appearances in New York from April 11th through the 17th, plugging his latest, "Goombies, Goombas" b/w "I Promise, I Promise". His seven-year-old daughter, Anthony, who is now the youngest record promoter in show business, joined him in New York to make these guest shots with him.
NEW YORK:

Looks like Groove has come up with a strong item in "Hold Me Baby," by Sue Allen and Oscar Black. Reaction has been strong and orders pouring in give every indication that the deck is zooming. Danny Kaseler says "watch for the new Du Dropper box of coming up. It's their best yeat... Even the rival companies are talking up Atlantic's "Shake, Rattle and Roll" by Joe Turner. Deck has it, and somehow the electric and competitive disc jockeys are pumping it starts the buyers into the stores. One big plate is always good for the industry... Willie Mae "Big Mama" Thornton is also at the Apollo, the big Don Roberson trio and Ray Charles on the boards of "R & B." The Larks are the Larks, not the Apollo Records. Eddie Money and Aladdin Records, in town. Aladdin released its first week Glenn platter, "Chocolate Drop" and "Wild Fire." The Mesner's have the 88 Master signed exclusively, a new Guitar Slim etching, "The Story Of My Life," gonna bring lots of orders to Specialty. Deck is a natural and coming on top of his powerful "The Things I Used To Do," it should create a big splash.

CHICAGO:

Vivian Carter and Jimmie Bracken, co-producers of Vee-Jay diskery and their Chicago rep, Leo Kohlmehl had themselves one hectic Sunday when they recorded four groups this past week. Was an all-spiritual session and the artistes but were Sammy Lewis and the Holy Gospel Singers. Vee-Jay's latest release is another spiritual, done by the Lewis Woods Singers, tiled "Keep Trusting" b/w "Run To Jesus." Jim Petersen of Shaw Art store, met Sammy Lewis when his mission presented him with a beautiful baby boy. Since he has only so much parental time, a daughter is in the cards for him... Shaw has just signed peacock's Billy Brooks, who just completed a successful 8 week stint at the Club DeLisa. Billy's latest waxing is "What Can I Do" b/w "I Called My Baby." Wardell Gray, who has played with some of the greatest names in jazz, has just released a tenor sax man with Count Basie did a one-niter at the Pershing last Saturday afternoon. Wardell Gray--the label. Ruth Brown simply packing 'em in at the Fopel, proving the gal should play Chicago more often. The great Benny Golson that is opened at the New Blue Note (4/16) with some of the greatest, Mel Powell, on the 88's; Israel Crosby, base; Charlie Shavers, trumpet, among them. The Band has just released a new LP and has picked up a new label... Last week we heard, it is a much larger room, it hasn't lost any of its groove. Much of the credit for this, certain things to genial host Frank Holzfeld, who has done a marvelous job with the 'box... Ray Charles "It Should've Been Me" keeps climbing closer and closer to the top of the charts.

LOS ANGELES:

After completing a coast-to-coast tour, Johnny Otis and crew returned home for an appearance at the Elks Hall Sun. April 11th. On the same program was Christine Kittrell and Mel Walker... Leo Mesner returned to the Aladdin office after a short trip to Chicago. Eddie Mesner flew on to New York and will conduct new recording sessions with Louis Jordan. They recently released a novelty tune titled "Peewee Little Girl" by Richard Lewis which should grab plenty of spins... Joe Bibari has also returned to the Beverly Hills office of Modern Records after several weeks on the road checking with distributors and conducting new recording sessions. Joe and Saun achieved their tying of several new artists with releases that will be out soon. Clayton Love and Dennis Binder have been added to the Modern roster... Lewish Ray and Lonnie The Cat are out with new releases on the RPM label and Billy Giles along with Mel Powell... Billy Duke Ellington started his 27th year in the band business on April 13th with an engagement at the Embassy Auditorium under auspices of George Biddle. A party celebrating the 27th anniversary was staged by promotion man Bill Daily of Orion Records. A leader in the entertainment business, Duke Earl Bostic opens in Portland for one week from April 20th to April 25th... We hear that Sunny Thompson and Lula Reed will head for the West Coast in June... Peppie Prince and his Rhythm Lads have a great release with their current waxing of "Honky Tonky" featuring Christine Chatman on the Hollywood label. It's getting its share of plays here in L.A.
Block Premiers Emarcy Label

NEW YORK—Mercy's Record's new jazz label, Emarcy, whose name is derived from Mercury Record Corporation's initials, was premiered on the Martin Block coast-to-coast ABC("The Make Believe Ballroom" on Wednesday, April 14th.

Joining in the "birth of the new label" were Bobby Shad, A & R exec of Mercury and Art Talmadge, the diskery's executive vice-president who flew in from Chicago to attend the show.

Emarcy records were described by the two guest disk officials as "uninhibited," allowing the artists to record with full personal interpretations without being unnaturally towards "commercialism."

Among the tunes aired were Med Flory's "The Fu", Helen Merrifield's "Alone Together", "The Way You Look Tonight" by Maynard Ferguson, and Sarah Vaughan's "Shooie Doozie.

Music Appreciation Disks For Kiddies

NEW YORK—The first in a planned series of "The Lives and Music of Great Composers" was recently released. The initial release includes "The Story and Music of Mozart" and "The Story and Music of Haydn".

The series, written and conceived by Diane Young, is oriented for children between the ages of five and nine, and although the approach is an educational one, it is not stuffy and aims at stimulating the young child and whetting his appetite for more and more classical music.

Milton Cross served as narrator for these first albums, bridging the gapes between the various dramatic segments of the composers' lives.

These are the first hi-fi children's disk to be released, and twenty-two musicians under the baton of Rudolph Goehr are heard in sympathy and operatic excerpts which serve as illustrations as well as background music. To insure authenticity, A & R man, Heacy Krasnow, rented a harpist for the session.

"The Story and Music of Chopin," the third in the Columbia series, will be released next fall.

Award

"I NEED LOVE SO BAD"

BY PERCY MAYFIELD

"LOVE ME TILL THE COWS COME HOME"

BY FREDDY FAY

"13 WOMEN AND ONLY ONE MAN IN TOWN"

BY "360"

Detroit—Bristoe Bryant, WJLB des jay in this city, presents Lord Booth, owner of Booth Radio and TV Station Inc., with a bronze plaque on behalf of the station's democratic principles. In Booth's absence, Eric V. Hay, v.p. of the station accepts the award. Presentation was made during Bryant's 4th Anniversary Program held at the Masonic Temple.
New Feature:

**Coming Up In R&B**

NEW YORK—With this issue, The Cash Box inaugurates still another feature designed to help those who deal with music and records to better conduct their business. The feature will be called “Coming Up In R&B” and will pinpoint those records throughout the nation which are showing strength but which have not yet broken through into the best sellers.

This feature will be of striking aid to everyone in the Rhythm and Blues market in that it will give them a guide to future possibilities. It almost always happens that a record that is destined to be a big break out in one area first and then spreads clear across the country. The function of this feature will be to spotlight those records which are breaking through in one or more areas and which seem to have a possibility of going even further.

One word of caution however. Being listed in this column is not a guarantee that the record will make it. It is an indication that it has a chance. But each individual must take it from there and judge a particular record’s possibilities in his area by timing, local conditions, proper distribution and all other factors which go into making a hit.

However, the proper use of this feature can’t help but make your dealings with records a little less haphazard, a little more scientific.

**Coming Up In R&B**

**BUMP ON A LOG**
Lulu Reed  
*(King 4703)*

**CRY SOME MORE**
The "S" Royals  
*(Apollo 454)*

**I’LL DIE HAPPY**
Louis Jordan  
*(Aladdin 3277)*

**I NEED LOVE SO BAD**
Percy Mayfield  
*(Specialty 485)*

**I WANT TO FOOL AROUND WITH YOU**
Charles Brown  
*(Aladdin 3220)*

**JOHNNY’S BLUES**
Johnny Hodges  
*(Clift 80998)*

**LOVE YOU BABY**
B. B. King  
*(RPM 408)*

**MY MEMORIES OF YOU**
Harp-Tones  
*(Bruce 102)*

**SHAKE, RATTLE AND ROLL**
Joe Turner  
*(Atlantic 1026)*

**THE STORY OF MY LIFE**
Guitar Slim  
*(Specialty 490)*

**HITS-HITS-HITS**

**R & B HITS ON THE NEW JO-Z (JOSIE) LABEL**

**THE STARLINGS**

**“MUSIC MAESTRO PLEASE”**

b/w  
**“MY PLEA FOR LOVE”**  
*JOSIE RECORD # 761*

**CALVIN RUFFIN**
(Blues Personified)

b/w  
**“CRYING, CRYING”**
**“I’M GONNA MISS YOU”**  
*JOSIE RECORD # 762*

**LOW DOWN BLUES**

**THE FOUR BARS**

**“GRIEF BY DAY, GRIEF BY NIGHT”**

b/w  
**“HEY BABY”**  
*JOSIE RECORD # 763*

**THE RAY-O-VACS**

**“RIDIN’ HIGH”**

(Inst.)

b/w  
**“DARLING”**  
*JOSIE RECORD COMPANY*
THE CHORDS
(Cat 104)

B "CROSS OVER THE BRIDGE" (2:37) [Valando ASCAP—Benjamin, Weiss] The Chords deliver an engaging beat treatment of the current pop biggie. Can't sit still listening to this treatment.

B "SH-BOOM" (2:23) [Progressive BMI—Keyes, Feaster, McRae, Edwards] Quick beat bouncer with a gay exciting tempo and infectious delivery. Group has a soul sound that should mean a big disk future. Deck could take off.

GEORGE WILLIAMS
(Coral 9-6121)

B "THE KNOCKED OUT CHOO-CHOO" (3:04) [George Williams] A middle tempo instrumental performed in top-flight manner by the George Williams orch. Mightily danceable to the gentle swing arrangement with this modern sound.

B "THE ROMPIN' STOMP" (2:33) [George Williams] orch. dishes up a fast moving stomper in mighty appealing style. Orch. has a good commercial sound.

CHARLES EDWINS
(Duke 124)

B "I GOT LOOSE" (2:36) [Lion BMI—Charles Edwinds] Edwinds sings a slow bouncy item recalling his having gotten loaded while the boys and girls were having a great time. Advice listeners to stick to soda and stay away from alcohol.

B "BONG GONE" (2:25) [Lion BMI—Charles Edwinds] A middle tempo bounce instrumental with lots of listener appeal.

ROSETTA THARPE
(Deeco 48311)

B "WHAT HAVE I DONE" (2:40) [Marjay Music BMI—Sanford, Melley] Rosetta Tharpe sings a moving sentimental item movingly. One of the finest religious voices does a blues bit.

B "DON'T LEAVE ME HERE TO CRY" (2:38) [Marjay BMI—Thomas, Kirkland] Rosetta pleads with her love to not be so mean to her. Chantress opens up on this one and belts the blues. Orch. behind the thrush is torrid.

THE ZION TRAVELERS
(Score 5054)

B "MOVING UP THE KING'S HIGHWAY" (2:07) [Aladdin—Arr. Zion Travelers] The Zion Travelers etch a sanctified religious item with a good performance.

B "WHERE IS MY WANDERING CHILD" (2:27) [Aladdin—Bartho, Winkling] Group delivers a slow tender spiritual on the flip-side. A good pairing for the gospel market.

OH BABY" (2:40) [Vocal BMI—Jacobs, Dixon]

"ROCKER" (2:52) [Instrumental BMI—Jacobs]

LITTLE WALTER
(Checker 793)

B Guitar Slim follows up his smash, "The Things That I Used back into the market with what looks like one of his strongest. The latest, "Oh Baby," is a quick beat jump ditty that combines his mouth organ and vocal talents. Result is a powerful platter. Little Walter gives a bouncy reading to a romantic blues with an infectious lift. The lower deck, "Rocker," is a quick beat instrumental that shows Little Walter's harmonies to full advantage. The man produces some terrific sounds and excitement. Another good deck, with perhaps just a shade to "Oh Baby,"
“BABY” (2:39) [Ross, Dixon, Goldner]

“INTRUE” (2:41) [Davis, Goldner]

THE CROWS

(2:10)

SMILEY LEWIS (Imperial 5279)

“I LOVE YOU FOR SENTIMENTAL REASONS” (2:29) [Duchess BMI-Best & Watson] Smiley Lewis goes sentimental for his reading of this old favorite and does it pretty straight except for one novelty exchange of chatter with the fem he loves. Should catch a fair share of the blues.

“THE ROCKS” (2:15) [Commodore BMI-Lewis & Bartholomew] Lewis rolls a slow down south blues about his fret troubles.

OLIVER JONES with RAY BARROW ORK. (Gee 4)


WHAT HAPPENED TO BABY” (2:40) [J. Jones, J. Dickson] Jones sings a slow blues ballad on the B side, a tender piece with strong pop appeal and feel.

THE DIABLOS (Fortune 509)

“ADOJO, MY DESERT LOVE” (3:40) [Triaxon BMI - Brown, Manly] The Diablos touch a gay, romantic Latin ditty and come up with a tasty side. Group's performance of the melodic item is appealing and should win a tidy share of the sales.

“AN OLD FASHIONED LULLY” (2:22) [Triaxon BMI - Brown, Moore] A cute and tuneful bouncer with lots of appeal. It seems aimed at the pop market.

EARL BOSTIC (King 4970)

“DANUBE WAVES” (2:27) [PDF - Ivanovici] Absolutely the “craziest” novelty “Waters” you've ever heard. Saxing is out of this world. Solid arrangement. Resulting piece of wax should satisfy the dancing fan.

“JUNGLE DRUMS” (2:45)

[Mark's ASCAP - Leofo, O', Flynn, Lombardo] Bostic is his usual solid saxster on this familiar number. A mighty pleasurable hunk o' wax.

THE CROWS

The Crows, who literally set

the country on its ears with its initial platter, “Gee,” come up with what looks, and another item in the “hit” class, titled, “Baby.” A guy, bounce love ditty provokes strong material for the syncopation group and the boys sock it out with that infectious lilt that set a trend when they unveiled “ gegego” (Wheeler BMI-Wycherley). New team, Sue Allen and Oscar Black, duo a slow syncopated novelty with love lyrics. “Baby” is delivered with a strong deck faintly resembling the “Shake A Hand” kick melodically. Could grab a big portion of the spins and sales.

SUE ALLEN and OSCAR BLACK (Groove 0012)

“HOLD ME BABY” (2:26) [Monument BMI - Mathews, Black] New team, Sue Allen and Oscar Black, duo a slow syncopated novelty with love lyrics. The song comes through with a strong deck faintly resembling the “Shake A Hand” kick melodically. Could grab a big portion of the spins and sales.

WILLIE MABON (Chess 1564)

“WOULD YOU BABY” (2:39) [Arc BMI-Dixon] Willie Mabon chants a bouncy item in the kick of his lilt, and through “e-nough.” On this platter Mabon pleads with his baby to “love him good.” Deck has enough kick to come through for a substantial sized hit.

“LATE AGAIN” (2:41) [Arc BMI-B. Borrnett] Willie sings a slow blues in the reverse and does a powerful job. Instrumental support is solid on both sides.

BIG MAYBELLE (Okeh 7026)

“I'VE GOT A FEELIN’” (2:52) [Bergman, Voco & Conn ASCAP] Big Maybelle dixies out a middle beat item with a touch of mystery. Maybelle rolls the ditty with an oriental type wall and what is a subdued delivery for the big gal.

“YOU'LL NEVER KNOW” (2:56) [Gordon, Warren] Big Maybelle sings the memorable oldie with emotion. She should make a sizable impact overall on the market.

Sanford Record Dist, MGM distrib in New York executed a neat 3-W promotion last week (4/12)—a W elcome Westchester Week, inviting juke box ops of Westchester County to join in with Open House festivities with refreshments, cocktails, gifts and gratis records... General Distributors of Baltimore, Md., recently plug sheet to deejays in its area... At Hirsch of Malvern Distrib, Mercury distrib in New York says that things are really jumping for him. He’s clicking with the Grays' “Love Is You” and “Isle Of Capri” which all his dealers are real excited about. Added to this new clicker is the already established Mercury hits “Cross Over The Bridge,” “Huddle Me,” “Melancholy Mo,” and “My Sin.” He is also getting a big response to Allen’s “Happy,” “Cosmo.”

“Big Little Walter”

“Ooh, Baby” (by “Rocker”)

“WHY DON'T YOU DO RIGHT?”

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750 E. 49th St.

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“WHY DON'T YOU DO RIGHT?” b/w “KISMET”

TICO 10-209

200 WEST 42ND STREET

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"SHAKE, RATTLE & ROLL" JOE TURNER ATLANTIC 1026

Still Climbing! A Winner! Savoy 572

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Phone 42-2715 or Wire for Immediate Shipment MONARCH—LOS ANGELES SERVES WESTERN TRADE

NASHBORO RECORD CO., INC. 177 3rd Ave. N., Nashville, Tennessee
The coveted Cash Box "Hall of Fame" treatment for his new MGM release "Blue Guitar" b/w "Panama Pete" went to Mr. Sheb Wooley. These are his own numbers and are going strong in all areas. The strong record comes as an ideal time, as the siren of Nashville's and ranking actor in western films, leaves the latter part of this month for a six week to two month run of personal appearance dates which begins June 1st. His latest work in his latest picture before his departure. His dates are in theaters, ballrooms, rodeos and outdoor spots. . . . Ranging C&W artist, country Herb Henson, in the big San Joaquin Valley, and his full Trading Post Gang is continuing their program at Zero, Bakersfield, Calif. combine their talents with a Grand Ole Opry unit April 27th for the San Joaquin Valley Jamboree at the new Fairgrounds. Announced to 6,000 and the sponsoring Bakersfield Exchange Club reports an excellent advance sale of tickets. Cousin Herb and his gang use a program of all new material by himself. "Carlos Raft, Flip Lundigan, George Raft, Bill Landigan, Jimmy Dunn, Roberta Lynn and Pat Crowley. The three actors and three actresses were selected because of their popularity with the GI's. . . . C&W deejay, Cousin Lou Stevens, at Pasadena's KKLX has accepted the offer of Pony Express News to do a column in each month's issue of the publication, widely read among owners in the West and Southwest. Lou's two best known shows are his "Music For You," a daily event which caters to the housewife but attracts listeners of all ages, and his old record show, "Memory Lane," made up of great records between 1900 and 1930 and aired every Sunday Night. The latter program draws mail from Alaska, Hawaii and Mexico. . . . Fast approaching stardom as a singer seems to be Fabor Robison's newest discovery Shirley Bates, on her first release, "Carlos Ybara," a haunting and exciting new tune from the pen of Eden Ahbez, better known as Nature Boy for his hit song of the same name, Shirley Bates, a Pasadena resident, has enjoyed a limited but successful career in radio, movies and TV. "The Eu-Cal-Y-Pi-tus Tree," written for Shirley by Margie O'Neal and Joe Egner, appears on the flip side of her first disk and is another strong number. Faber Robison is convinced that "Carlos Ybarra" has strong possibilities in both the C&W and POP fields. Several hundred copies have been mailed to pop jocks as well as Western deejays. The Abbott and Fabor Records staff is in high spirits over "I Love You" by Ginny Wright, Billy Dee's "Drinking Tequila," Jim Reeves' "Bimblo," Faron Young's "Can't Let You Go," and several other disks which are holding up great in sales. But they are equally pleased with some new números including the Smiley Burnette release, "Lazy Locomotive," b/w "That Long White Line," and the first platter by Jim Edward Brown and Maxine Brown which couples "Looking Back To See" with "Rio De Janeiro." "Our new material and single of these, the N.Y. papers were so impressed, so less said, so more praise. Some of the strongest array of new platters we have ever had on tap." . . . Who is one of the busiest entertainers in the business? And who, this month, has had to turn down several good dates out of town because of his NBC and CBS radio appearance, as well as "Town Hall Party" every Friday night in Compton, Calif. None other than Johnny Bond. This week he'll be in conference with Don Law, C&W head of A&R for Columbia Records about his new release scheduled for the latter part of this month. He writes the TV version of "Town Hall Party" and with director Wes Tuttle he sees new show ideas almost daily. . . . Do you know that Ferlin Husky and singing partner Jean Shepard did a hush hush session for Columbia Records under the watchful eye and ear of Ken Nelson last week at Capitol's Hollywood studios? Well, sir, they did, and music was furnished by young and talented fellows from Bakersfield, Calif., who are gaining more and more fame with their talents. Most are on TV daily as members of Cousin Herb Henson's Trading Post Gang from station KERO. Husky and Shepard still have disks which remain on top or near the top in sales at Capitol, Shepard's latest release is "Two Hoops And A Holler" b/w "Why Did You Wait," . . . "If you wish," continues the physician. "I have just finished most of my Bowen's legs and they're almost fit a horse! And now you want to un-bow my life's work. Bowed legs, you know, are a cowboy's trademark-proof of his experience on a horse." "It's What's in THE CASH BOX That Counts"
FEEL THE LOVE

**Billy Dee**

**“DRINKING TEQUILA”**

**“FALLING STARWALTZ”**

Fabor 104

**Ginny Wright**

**“MY CHIHUAHUA DOG”**

**“I SAW ESAU”**

Fabor 105

**Shirley Bate**

**“CARLOS YBARRA”**

**“THE-EUL-YA-TUS TREE”**

Fabor 106

**Jim Edward Brown & Maxine Brown**

**“LOOKING BACK TO SEE”**

**“RIO DE JANEIRO”**

Fabor 107

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distributed in Canada by Quality Records, Ltd.—Toronto
Arizona Proclaims "Rex Allen Day"

LOS ANGELES, CALIF.—Rex Allen Day has been proclaimed by Governor Howard Pyle to be observed throughout Arizona May 8 in keeping with the dedication of a new rodeo stadium at Wilcox.

A day of parades and festivities, culminating at the new Rex Allen Rodeo Stadium, is planned. Arizona's leading cities will join Wilcox in paying tribute to its famous native son. Allen was born near Wilcox, "Capital of the World," and attended schools there.

Rex Allen Fan Club members from 39 of the 48 states already have responded to invitations to attend. Prizes will be awarded champion parade entries in each division.

Pay tribute to Allen, Governor Pyle said, "Rex Allen's Rex from boyhood in Arizona to the fame of his manhood not only is a tribute to his personal courage and bravery, but also to his community and state. His achievement singularly points up the opportunities in our democracy for American Youth."

Herman To Record Domingoes' Tune

BOSTON — After hearing Billy Ward and the Dominoes quartet's latest King record, "Tootsie Roll," bandleader Woody Herman said this week that he would wax the tune at his next record session.

Visiting the Hi-Hat cafe here where they were appearing, Herman first heard them sing the song which was written by Ward. Later in their dressing room he asked permission to make a special arrangement for his band.

Meanwhile, Sid Nathan, president of King records, said that he was negotiating with Paul Whiteman to use the tune as the theme of his TV show, which is sponsored by the candy manufacturers of the candy bar of the same name.

Hudson-Ross Picks Audivox Disk

NEW YORK — Hudson-Ross, Chicago's major chain of retail record shops, has just picked "Mountain High-Valley Low" the new Audivox disk featuring the 'Voices of Dorothy Collins' as their Hit Record Of The Week. This is the disk on which Miss Collins attains the effect of a cathedral choir by singing all the parts of the selection here is that Dorothy may have a double-barreled winner since the flip side "Crazy Rhyme" is currently enjoying brisk sales in many areas.

Leone Wolf of Audivox Records has just returned from an extensive trip through the mid-west where he has been promoting the disk, and is now visiting key eastern cities in the hopes of breaking it nationally.

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


1. SLOWLY  Webb Pierce (Decca) 2. YOU BETTER NOT DO THAT  Tommy Collins (Capitol) 3. I REALLY DON'T WANT TO KNOW  Eddy Arnold (RCA Victor) 4. I GET SO LONELY  Johnnie & Jack (RCA Victor) 5. I'LL BE THERE  Ray Price (Columbia) 6. I LOVE YOU  Ginny Wright & Jim Reeves (Fabor) 7. GOOD DEAL, LUCILLE  Al Terry (Hickory) 8. RELEASE ME  Jimmy Heap (Columbia) 9. SECRET LOVE  Slim Whitman (Imperial) 10. BIMBO  Jim Reeves (RCA Victor)

DON'T MISS

Buddy Cunningham's "ANGELS IN THE SKY"

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MOVING UP FAST:

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"WHY FALL SO SLOWLY" RCA Victor 45-101-5655 RED SOVINE
"MY NEW LOVE AFFAIR" b/w "HOW DO YOU THINK I FEEL" Decca 29066; 9-29068

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

SLOWLY
Webb Pierce (Decca 28891; 9-28891)

YOU BETTER NOT DO THAT
Tommy Collins (Capitol 2701; F-2701)

I REALLY DON'T WANT TO KNOW
Eddy Arnold (RCA Victor 20-5525; 47-5525)

WAKE UP IRENE
Hank Thompson (Capitol 2646; F-2646)

BIMBO
Jim Reeves (Abbott 140; 45-140) (RCA Victor 20-5537; 47-5537)

SECRET LOVE
Slim Whitman (Imperial 8223; 45-8223)

I LOVE YOU
Ginny Wright & Jim Reeves (Fabor 101; 45-101)

RELEASE ME
Jimmy Heap (Capitol 2518; F-2518) Carl Smith (Columbia 21214; 4-21214)

LET ME BE THE ONE
Hank Locklin (Four Star 1641; 45-1641)

THERE STANDS THE GLASS
Webb Pierce (Decca 28834; 9-28834)

They Couldn't Have Been More (Wright)

b/w "GUILTY EYES"
Available in both 78 and 45

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For The Disk Jocks It's

The Cash Box
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FOLK & WESTERN
Best Sellers

1. SLOWLY
Webb Pierce
(Deco 8991; 9-2899)
2. I REALLY DON'T WANT TO KNOW
Eddy Arnold
(RCA Victor 20-3535; 47-3535)
3. YOU BETTER NOT DO THAT
Tommy Collins
(Capitol 2701; F-3701)
4. I'LL BE THERE
Roy Price
(Columbia 22124; 4-22124)
5. BIMBO
Jim Reeves
(Decca 28144; 4-28144)
6. SECRET LOVE
Slim Whitman
(Imperial 8223; 45-8223)
7. RELEASE ME
Jimmy Witherspoon
(Capitol 2518; F-2518)
Carl Smith
(Columbia 22124; 4-22124)
8. MY EVERYTHING
Eddy Arnold
(RCA Victor 20-3634; 47-3634)
9. I LOVE YOU
Glenn Wright & Jim Reeves
(Febor 101; 45-101)
10. THERE STANDS THE GLASS
Webb Pierce
(Decca 28834; 9-28834)

HERB AND KAY
(King 13260)
1. "JUKE BOX JIG" (2:14) [Cheyenne BMI—M. Goodie] Herb and Kay once again display their top notch vocal talents as they come up with a refreshing gay, quick beat ditty with lively lyrics.
2. "NEXT DOOR" (2:29) [Marvin BMI—S. Webb] Kay Adams sings in a solo effort on the lower end and as she sings with tender emotion on slow tempo sentimental weepers. It's a warm vocal effect.

SKEETS MCDONALD
(Capitol 2774)
1. "I LOVE YOU, MAMA MIA" (2:30) [Beechwood BMI—B. W. Leslay, S. Spadacine] Skeets McDonald awakes an inviting Latin flavored item in appealing style. Chorus and strings provide for an effective deck.
2. "I REMEMBER YOU'RE MINE" (2:36) [Central BMI—S. McDonald] Flippable features a neat vocal job by the narrator on a zesty, quick beat bouncer.

RUSTY WELLINGTON
(Arco 124)
2. "I WANT A LITTLE LOVIN" (2:18) [Myers ASCAP—A. Meter, R. Keefe] On the side deck the narrator comes up with a quick beat, change of pace ditty and delivers it in polka style. The Blue Rangers capably assist on both ends.

THE CASH BOX
BULLETIN OF THE WEEK

"BACKWARD, TURN BACKWARD" (2:45) [Shelldow BMI—D. Coleman] "INDIAN GIVER" (2:20) [Trinity BMI—J. Javis, C. Grean]

Pee Wee King
(RCA Victor 20-3694)
- Pee Wee King and his band make their bid for a place among the ranks of best sellers as they come up with a pair of top grade covers. It's a pair of inviting, quick beat novelties complete with tom-toms and war whoops. Top half should catch much pop action.

"SHAKE A LEG" (2:08) [Arfuch Rose BMI—Carlisle, C. & L. Lowin] "LET ME HOLD YOUR LITTLE HAND" (1:58) [Arfuch Rose BMI—Carlisle, Sabor]

The Carlisles
(Mercury 70531)
- The Carlisles' latest release is a solid vocal effort by the crew. It's a quick beat cutie with lyrics in the gay vein. On the lower litt, "Let Me Hold Your Little Hand," the artists turn in another grand performance on a quick tempo, liltting piece with charming lyrics. Watch for the upper half to really "shake" the boxes.

"BABY YOUR MOTHER" (2:45) [Leo Feist ASCAP—J. Burke, D. Mores, A. Donnelly] "YOUR MOTHER, YOUR DARLING, YOUR FRIEND" (2:40) [Ernest Tubb BMI—J. Healy, E. Tubb]

Ernest Tubb
(Decca 29103)
- The month of May is always notable in the fact that is features a day devoted to Mother. Ernest Tubb's latest effort keeps this point in mind and the mellowing western country chanter comes through with a pair of pretty tunes appropriately titled for such an event. Upper portion, dubbed "Baby Your Mother" is a moderate beat, feeliful number that Tubb waxes in a most sincere fashion. Similar comment applies to the lower deck, a slow tempo piece titled "Your Mother, Your Darling, Your Friend." Tubb puts the tender lyrics over in heartwarming fashion on the two sides that are gonna buy a heap of coin.

CHARLIE ADAMS
(Columbia 21328)
1. "YOUVE WOUNDED THE HEART" (2:33) [Ridgeway BMI—C. Adams, De Lamarr] Charlie Adams comes up with some mighty fine warbling as he adeptly fashions a quick beat lover's tale. His vocal work is highlighted by catchy, quick beat lover's tales, his vocal work is highlighted by catchy, quick beat lover's tales.
2. "I'LL TICKLE YOUR TOESES" (2:33) [Ridgeway BMI—C. Adams, De Lamarr] On the under litt Adams takes hold of some peggy material and handles it in pleasant style.

ELTON BRITT
(RCA Victor 20-5640)
1. "NUERO LAREDO" (2:33) [Trinity BMI—J. Hicks, M. Moore] Elton Brit turns in a terrific performance on a "south-of-the-border" type number. Arrangement and presentation are tops.
2. "BLUE GUITAR" (2:50) [Abercombie BMI—S. Wooley] On the lower half the artist comes up with another potent side. It's a slow tempo blues piece on which Brit Brit shines vocally and instrumentally.

JESSE JAMES
(Imperial 8227)
2. "I MARRIED A MAN FOR HIS MONEY" (2:30) [Columbia BMI—D. Duval] The mellow tones of the chimp come over in poignant fashion on this slow item with heartfelt lyrics.

"It's What's IN THE CASH BOX That Counts!"
Goldie Hill (Decca), the Golden Hillbilly, is currently doing a TV spot once a month with Pee Wee King in Cleveland, Ohio. The Decca thrust is featured on Ernest Tubbs' "Country Song Hit Parade" each Saturday at 5:30 P.M. over NBC. Let's welcome a newcomer to the fine line-up of Country and Western stars, George's Audie Andrews with his first release on RCA Victor, titled "Teach Me To Love Someone Else" and "An Angel With A Broken Wing." Audie halls from Baldwin Park, California and appears on Foreman Phillips Country Barn Dance with Jack Tucker and his Oklahoma Playboys on Saturday nights, and also has a daily show on the Country Barn Dance Roundup. Audie fellow is really goin' to be busy it seems. He's scheduled to appear on six TV shows this week, and plans to make a big deejay tour of California from San Diego to San Francisco. Jim Reeves (Abbott) who first recorded "Echo Bonita" seems to have himself another good record. The tune is now being covered in the pop field. It does also interesting to note that Jim is now receiving attention on two different records momentarily. "Echo Bonita" a solo, and a duet "I Love You" which he does with Shirley Wright on Faber. Abbott and Faber Records are owned by Faber Robinson. Ted Adams, manager of Ernie Young's Record Mart, Nashville, reports that Excello Records has just recorded and released a record by Jack Toombs. Title of Jack's first record is "You're The Only Good Thing" and "Two Chirpins In Love." Jack also is credited with writing some mighty fine songs, including "Please Believe Me," "Be Sure You Know" and "Almost" all of which were recorded by George Morgan. And, speaking of George, we might add that the "Candy Kisses Kid" is expected to have something slightly terrific in his next release. The Carol Sisters (Rita and Rosalie), guested on the April 15th Pee Wee King Show, WEWS-TV, Cleveland. It's reported that The Lone Pine Fiddlers are still puckin' em in at the Strand Theatre in Prestonsburg, Kentucky every Friday night and at the Silver Bell Theatre in Flat Gap, Ky. every Saturday night. Fiddler of West Virginia is recording in "Dirty Dishes Blues" and "Brown Eyed Darling." Sunday park dates will be on the Fiddlers agenda for this summer. Red Foley (Decca) guested on the "Huston Hoesoe" show, Saturday, April 10th. Red received the news that Betty Cody and Hal "Lone Pine" at WWVA, Wheeling, West Virginia appeared in Providence, R.I., recently with Eddie Zack on the big "Jamboree" show. And, they followed this with a visit with an appearance with Elton Britt on WCOP Jamboree and concluded their guest appearance with Abbie Neal on his TV Show in Pittsburgh. Current records for these two C&W favorites are Betty's "You're Throwing Away The Glass" and Hal's "A Woman Can Make You Break You." Those fan club workers of Texas Bill Strength really got out a good looking fan-club magazine. Strength was in Nashville recently and has just recorded two sides for Coral. One a solo and the other a duet with Bobby West. This week finds Johnnie and Jack (RCA Victor) Johnnie Wells (Decca), Little Jimmie Dickens (Columbia) and Del Wood (Republic) in the middle of the West Coast tour which was set up by Frankie More, manager of the Johnnie and Jack. Johnnie and Jack again will be coupled with their biggest record this year... "I Get So Lonely!" Ernest Tubbs and his Texas Troubadors opened a personal appearance schedule in Vancouver, British Columbia, April 13th along with the Carlisles. Tillman Franks who manages the Carlisles is doing some extensive promotion on the group's latest release. Shown at Springfest, Miss. Springfest and articles on Lou Block just recently moved his office from the KWTO Building to the 3,500-seat Shrine Mosque Auditorium just across the street. Mac Wiseman (C&W) has a new rep, Bill Lambert (RCA Victor) finished up this week their personal appearance schedule in Florida territory. Red continues on the road starting the 25th of the month, with a group of Grand Ole Opry Talent for a date in De Land. Incidentally, Red has a new fan club president... Joyce Ann Burton, Dayton, Ohio. Red's current release is "That's Why I'm Happy" and "You Played Taps To My Heart." There's been some mighty fine comment about Elton Britt's latest release "Nuevo Laredo" and "Blue Guitar." Elton is heard regularly over WCOP, Boston. Dub Albritten, manager of Hank Snow and Ernest Tubb, reports that the Jimmie Rodgers Memorial Day Celebration in Meridian, Miss. is expected to be a big success. The event is being held May 24th and 25th. A lot of stars of the world of music have made plans to attend the celebration as well as those associated in the record and music industries, Civic and National leaders. Some 50,000 persons are expected for the observance! Ruby Wells attracting a lot of attention with her first RCA Victor release... "Why Fall So Slowly" and "Kiss Me." Red Sovine off to a flying start with his latest release "My New Love Affair" and "How Do You Think I Feel." Both sides of this record are breaking through... and, rightly so. Red does a job on this release! Oscar Davis, Veterans promotor and manager of many Grand Ole Opry Stars and Shows back on the scene in Nashville these days. A real showman and promoter of some of the largest "Opry" packaged shows has done much to promote Country and Western music as its art. Grant Turner head man on DJ USA board each Friday evening over WSM had as his guest April 9th Bud Morgan popular C&W deejay who will soon take over the disc jockey shows at a new station in Church Hill, Tenn. But of the "Rddie Dot and Smokey" team heard over Grand Ole Opry is reported to be in serious condition with a heart ailment! Hank Snow who has just recovered from a short illness opened in Youngstown, Ohio for a personal appearance with his Rainbow Boys, April 15th. Would like to wish Tom James lots of luck with his first recording on Victor. James' new side is "Love Me And You Will Be Mine." "They Make Me Fall In Love With You" and "You're Right, But I Wish You Were Wrong." A Grand Ole Opry visit including Webb Pierce, Carl Smith, Ray Ackel, Marty Robbins, The Carter Sisters and Duke of Paducah opened April 23rd in Corpus Christi, Texas, split the bill for April 26th for appearances in San Antonio and on April 27th, 28th and 29th group play for the Firemen in Houston. The Grand Ole Opry unit will play under the sponsorship of the Policemen at Beaumont, Texas, April 30th.
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NEW YORK—While no one would deny that generally, the economic conditions throughout the country have suffered a decline, there are so many bright spots on the horizon one must take an optimistic view of what the future holds for this country. Let's take a look at just a few:

**U.S. Steel Profits Seen Near First Quarter of 1933**

A New High In Summer Travel Looms.

Retail Auto Sales Upswing Reported From Many Areas.

**Toilet Goods Sales At Retail Hit Peak.**

Senate Approves Billion For Roads. Bond and last year the Comber towing expect 2nd Quarter Improvement. Most manufacturers increase production; Seasonal Rise Appears in Sales, Output; Competition Stiffens.

These headlines were taken from this week's issues of a famous and well-established financial daily publication. Yes, sir, there's plenty of good news and plenty of business. The only difference today is that one must hustle for it.

NEW YORK—Our readers will recall that in our 10th Anniversary issue we reproduced a drawing of what was termed the "first coin operated device." A correspondent in Los Angeles sends along the information that this machine was placed in operation in 1926 by a Greek high priest, Hero Ctesibus. The mechanism is described as consisting of a balanced bar, which when a five drachma coin fell on it, tipped to open a valve and release a few drops of holy water. Tipping made the coin slide off and let the bar move back into balance, closing the valve. Hero found that his invention both thrilled his overworked priests and provided revenue.

WASHINGTON, D. C.—Altho The Cash Box has published figures before on baby production throughout the nation, we ran into a new set, which will refresh our memory. Every year since postwar, 3,500,000 babies have been born. The number this year is 4,000,000. Births are now more than 1.5 times the prewar (1940) rate. Which means the operator of kiddie rides and amusement games will continue to appear to new customers in large numbers.

It is always fascinating to the newcomer in the business, those who have been engaged in this field for about ten years or so, to hear the "old timers" talk about, "the good old days."

The good old days, when traced right down, are, usually, the days of twenty years ago.

The days of the terrible thirties. The days when the worst business depression in American history was running rampant. The days, in the '30's, when a loaf of bread sold for 6c, and few had the cash to pay for the loaves of bread they needed.

Yet, among the old timers, these were the "good old days."

The days when grown and strong men stood on street corners peddling apples. When unemployment reached such a height that even the nation's economists were lost in amazement. When rich men became poor overnight.

Those were the good old days. At least for the men who entered into this industry. For this business gave them a new start. A new outlook on life. It showed them a new way.

In fact, this industry was reborn and actually started its true growth, right in the very heart of this horrible business depression of the '30's.

The huge factories of today were, in most cases, born in that era. They pointed a path. They were able to keep step. By their ingenuity and inventiveness they helped lead forth a great many men from the wilderness of depression.

Now there's somewhat of a recession under way with the usual unemployment that follows. These very same men, these men who talk about "the good old days" (the days of the terrible thirties) are wailing and crying about "how tough things are."

It's amazing. For these men aren't worried, today, about paying for a 6c loaf of bread. Provided there was such a thing as a 6c loaf of bread. They aren't engaged with games featuring 10 balls for 1c like they were in those good old days.

Of course, costs are higher and overhead is tremendous today, compared to the '30's. This still doesn't cause anywhere near the work, which had to be put into this business in those "good old days," when games cost much, much less. The intake, then, was as nothing, compared to the intake of today.

There's nothing wrong with this business today. Absolutely nothing that hard work, ingenuity and greater effort won't cure.

The only big change that is forecast is for the average man in the industry to forget all about the tra-la-la-happy-go-lucky way of doing business.

He must tighten up on the reins. He must begin to more closely study his own business. He must also tighten up his own belt. He must assert himself.

He can no longer leave his contact with his locations solely in the hands of employees. Employees who have skipped along the happy-go-lucky path with him.

He must make them understand that the time has come for a complete turnaround. The kind of change that was sure to come when the spree was over.

It's the morning after. It has headaches. It has troubles. And tho the cure may not be too pleasant to take—the cure is there to take—with plenty of time, as yet, to take it.

The cure is simply a good, old fashioned, clear-eyed, common sense investigation by each man of his own business. A closer knowledge of the "little things" that the average man lets others handle for him.

The time has come when the majority in this field must go back to doing first things first. To becoming much better acquainted with their businesses than they have been in the past.

The average man in business must simply realize that he can no longer leave so many, many important details in the hands of employees.

Even programming a phono, or properly locating a pinball, or setting up a vendor, must once again become the job of the owner—the boss—and not just the man on the route.

The reason, perhaps, that those terrible thirties are designated as the good old days, is because the owner, the boss himself, went out there and pitched, and pitched hard.

He seems to have forgotten how to pitch hard today. He seems to have too long neglected the smaller, but very important, details of his business.

This is the morning after. He had better wake up. He had better get rid of that head which come with this long, long spree. He had better plunge right in and effect the proper cure, unpleasant as this can sometimes be.

The proper cure being, of course, his own, his personal attention to even the little details of his own business.

If he does that, and does it quickly, he'll find that these days are actually, "the good old days."
JAX MUSIC OPS GO DIME PLAY

May 5 Set as Day for Switchover by All Members of Assn. Will Feature Full Page Newspaper Ads Telling Public About Change To 10c Play. Letters To All Locations Also Prepared.

JACKSONVILLE, Fla.—With 26 of the 27 music operators in this area now members of The North Florida Coin Operators Association, a vote was taken on April 5, wherein agreement was reached that the entire association will be held 30 days later, switch over to 10c play.

The letter in this regard, received by The Cash Box this past week from Wm. (Bill) Whitcomb of Southern Music Distributing Company, this city, completely explains the entire history of the event.

The letter follows:

Bill Gereau:
Dear Bill,

Here is an exclusive for THE CASH BOX! Early in January, four of the more progressive coin men of this area decided that the time had arrived for some objective planning and an all-out effort toward more ethical conduct among the coin-men of this area.

Naturally, in order for a movement such as this to become a reality, we had to set out on a door to door campaign for the formation of an association.

On February 18, we had the first meeting, which was attended by 23 of the 27 operators in this city. They discussed their mutual problems and then there decided to meet the following week for the purpose of creating the organization.

On February 25, temporary officers were elected and committees were appointed to the various duties necessary for proper function and it was decided to call our new group 'The North Florida Coin Operators Association.'

On March 4, the Constitution and By-Laws, as reported and submitted by the Committee, was adopted, as read by a popular vote of all present. An initiation fee was set and a per-unit assessment per quarter was agreed upon by all those present. It might be well to mention that this group owes much to the Miami Guild, inasmuch as much of their constitution was adopted into our own and theirs served as a helpful guide.

This meeting was also the real formation of the association because every one present signed up as charter members, and a COC record was set.

A Committee was appointed to call on the ones who were not present in a driving manner to become a part of us. This was not considered significant, in that he was a very small operator and owned obsolete equipment. Now we are an organized group and can begin to set about our task of bettering ourselves.

On April 5, it was a unanimous vote by all members to convert, within 30 days, all of the music equipment owned and/or controlled by the members, to 10c play. Ed was also voted to run an ad in the afternoon paper, advising the public of the reason for 10c play, prior to a letter the following day to each location, explaining our position and asking help and cooperation.

Bill, we owe much gratitude to THE CASH BOX, and to you and Joe Orlock, for your unalterable stand on essential necessities concerning the survival and betterment of our industry as a whole. Without you, and the facts presented by THE CASH BOX, we would not have been able to use a comparative cost table anywhere, not even as unexclusive as those composed by your editorial staff.

This is my hope that you will consider what we have been able to do, as a personal accomplishment for your editorial policy. Truly, it has helped us, immeasurably.

Sincerely yours,

Bill

Wm. Whitcomb

Emarcy, S. F. Calif., Displays New Wurlitzer

NEW YORK—Joe Young and Abe Lipaky, Young Distributing Company, this city, have invited local music operators to attend service schools, demonstrating the mechanism of the Wurlitzer model 1700 phonograph.

The sessions started this past Saturday, April 10, and will be held every Saturday from 9 A.M. to 12 noon. Classes are conducted by Young's head service engineer, Henry Slavin, and his assistant, Steve Taranana.

OKLAHOMA CITY, Okla.—The Culp Distributing Company, this city, held its showing of the new Wurlitzer model “1700” phonograph at its showrooms on April 4 and 5.

“Operator reaction was more than gratifying,” said “Shorty” Culp, president of Culp Distributing.

Culp is pictured above with Curtis Bevard, Bartlesville, Oklahoma operator. Bevard brought a smile to Culp's face when he said, “Never had I been so pleased. Wurlitzer didn't forget a thing in this new model.”

So. Dakota Phono Ops Assn. To Hold Banquet May 29 & 30

Expect Operators From Four States To Attend

YANKTON, S.D.—Harold Scott, secretary-treasurer of the South Dakota Phonograph Operators Association, advises that its next convention will be held in Mike Imig's town of Yankton. The event will take place on Saturday and Sunday, May 29 and 30.

Get-together on Saturday night will take place at Imig's Pheasant Bar. Meetings will be held Sunday and the banquet will be at the Kelly's Cove, a supper club, after the business is finished. Scott has invited all members as well as associate members to attend the party. He is sure operators from three states will be present, and expects that a good representation from one more state will make it a four state affair. Nebraska commen and Tom Crosby of the Minnesota group have indicated they will be on hand, and all that is needed is for a group from North Dakota.

For commen in these states who would like to combine some business with fun, contact Mike Imig in Yankton for details, or make direct reservations at the Chas Gurney Hotel or Flamingo Motel. However, mention that you are attending the coin convention so that Imig will have an idea of how many people are coming.
THE GREATEST PHONOGRAPH OF ALL

TIME WON THE GREATEST RECEPTION IN
THE HISTORY OF THIS INDUSTRY. THOUSANDS OF OPERATORS SAW IT—HEARD IT—BOUGHT IT—AND QUICKLY LEARNED IT IS IN A CLASS BY ITSELF IN EARNING POWER.

ONLY

The Fabulous High Fidelity

Wurlitzer

1700 HF

OFFERS YOU ALL THESE MONEY-MAKING FEATURES

NEW ... ALL New—Phonograph
NEW ... Carousel Record Changer
NEW ... Gorgeous Cabinet Design
NEW ... Ultra Simplified Mechanism
NEW ... Full High Fidelity Sound
NEW ... Color Styled Selector Panel
NEW ... Size for All Locations
NEW ... Weight—308 Pounds
NEW ... Increased Earning Power

SEE IT, HEAR IT AND BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY • North Tonawanda, New York
More Wurlitzer Phonograph Showings

Bilotta Distributing Corp., Albany, N. Y.

ALBANY, N.Y. — Paul Taglione, mgr. of Bilotta Distributing Corporation, this city, welcomed operators and guests to the showing of the new Wurlitzer phonograph Model “1700”, said Paul. “About 85% of the operators of this territory attended and were very receptive to the new Wurlitzer. Operators showed great enthusiasm and expressed the belief that, because of the cycle speed and selection keyboard, the new Wurlitzer will prove a great earning machine for them.”

Taglione served the visitors with ham or turkey dinners.

Said above left to right: Sam Gally, Kingston, N.Y.; Mrs. Anton Kolbush, Poughkeepsie, N.Y.; Miss Betsy Mary Kolbush, Poughkeepsie, N.Y. and Mr. & Mrs. John Clair, Kingston, N.Y.


ATLANTA, Ga.—F. E. Blalock, manager of the Atlanta branch of F.A.B. Distributing Company, Inc., reported operators from all over Georgia attended the showing of the new Wurlitzer Model “1700” phonograph on Sunday, April 4, at the F.A.B. showroom, this city.

Blalock was assisted by Russell McBride, the firm’s sales representative. Not only were several sales made at the showing, but actual deliveries were made on that very day, April 4.

Visiting operators and their guests were feted with a buffet luncheon.

Harry D. Gregg, Wurlitzer field service engineer, and C. C. “Buch” Buchanan, F.A.B. service manager, were on hand to explain the new “Carousel” mechanism. Also representing Wurlitzer was Joseph G. Boyle, of the Wurlitzer credit department.

Southeastern operators on hand included: Ralph Anderson, Atlanta, Ga.; John Maulsby, Atlanta, Ga.; Joe S. Shapoval, Atlanta, Ga.; H. H. Ward, Atlanta, Ga.; W. W. West, Atlanta, Ga.; and Audrey L. Brown, Atlanta, Ga.

Angott Distributing Co., Detroit, Mich.

DETOIT, Mich. — Carl J. Angott, Angott Distributing Company, this city, reports the two day showing of the new Wurlitzer Model “1700” phonograph was an unqualified success.

The operator turnout was large, the enthusiasm was great and many orders were placed immediately.

Above to the left is Nick George, Detroit operator, and little Danny Angott, Carl’s son, sitting astride the new model.


CHICAGO — Ben Coven, Coven Music Corporation, this city, played host to approximately 450 to 500 visitors from points near and far, who came to see the new model 1700 Wurlitzer phonograph on “National Wurlitzer Days”. The Indianapolis office also was crowded with operators.

“In summing up the activities of the two days” stated Coven, “the acceptance of the new Wurlitzer phonograph exceeded our fondest expectations by far, and we see a very bright outlook.”

Among the Chicago office visitors were: Bob Guarro; Les Martin; Bob Lindelof; Andy Hesch; Jerry Schuman; Rene Pirard; Frank Fadula; Bill Nyland; Paul Brown; Joe Rudolph; Andy Anderson; Mr., and Mrs. Paul Golden; Mr. and Mrs. Barney Foss; Les Montooth; Ed Gilbert; Lou Arnnia; Mr. and Mrs. Falishper; Mr. and Mrs. Carl Zimmer; Tom Zimmer; Mr. and Mrs. “Mac” MacQuivvy; Mr. and Mrs. Matt Pohl; Mr. and Mrs. Ed Gilbert; Ralph Heft; Mr. and Mrs. Marshall Boynton; Al Lang; Ken Voeck; Howard Clark; Mr. and Mrs. Carl Wagner; John Damico; Lou Cassola; Moses Proffit; Fred Emery; Irv Sands; Sam Marrano; and Angelo Angelieri.

Pictured above is Paul Brown with Ben Coven.

Coven Music Corp., Chicago, Ill.

P.S. Pictures and stories of other Wurlitzer showings also appear elsewhere in this issue. Additional stories and pictures which arrived too late for publication will be in next week’s issue.

JACKSONVILLE, FLA. — Over 200 visitors attended the two day showing of the new Wurlitzer 1709 phonograph at Bush Distributing Company, this city, D. J. Barton, manager and Artie Daddis, Wurlitzer regional sales manager were on hand both days, and Ted Bush, who greeted operators at his Miami headquarters on Sunday, flew up to Jacksonville on Monday.

"Without exception," said Barton, "the phonograph was given a tremendous ovation. Generally, operators and mechanics will pretty well pick a new model, of any kind, apart. However, in this case, there seemed to be no fault found."

Refreshments and a large buffet dinner were served. Among the operators who attended were: Mr. & Mrs. Al Lively, Sr.; Mr.

The Cash Box Page 41 April 24, 1954

"It's What's in THE CASH BOX That Counts"
“What’s Ahead?”

A factual revelation pointing the path ahead gathered from discussions held with leaders in all divisions of the industry.

(Note: This is the second of three parts)

Foreword

CHICAGO—Answering the oft-asked question “What’s ahead?”, the Cash Box gathered information from all the three major divisions of the industry. The first part of a series of three appeared in the April 17 issue, and reviewed the Music Division. This, the second part, devotes itself to the Amusement Division. The third part, which will appear in the next issue, May 1, will discuss the Vending Division.

PART II, THE FIELD OF AMUSEMENTS

What’s ahead for the amusements field?

This is the most popular division of the industry. Certainly the most fascinating, thrilling and glamorous. The one division that has always captured the greatest attention of the public.

The amusement field has been the focus of all eyes as far back as anyone can remember. It was the first division to show the growth of the entire field back in the dark and depressed ‘30’s. Interest in this field continues at a high point.

The amusements division of the industry is, today, split into many branches. The divisions have been the most outstanding, today the popularity of the pinball branch of the amusement business is very much challenged. At least challenged from the standpoint of the popularity of the shuffle games.

The shuffle games opened much territory throughout the nation. In the early day of these games these held the greatest share of interest. Today, this is somewhat settled down, and the shuffle games are being played for the purchase of these machines by operators than at any time since their introduction to the field.

The pinball branch has split itself into two divisions. One, continuation of the conventional five-bell games and two, the new and exciting inline games.

Both these divisions are keeping pace with their remarkable 1953 production and sales records. In fact, in some cases, it is believed that business has, on an overall average, been greater this past quarter of 1954 than ever before.

The five-bell machine manufacturers continue right ahead with the very same, intelligent, controlled production methods which they put into effect some years ago, with the result that their business runs along on an even keel.

The manufacturers of the inline pinball games have shown surprising development. This is one division of the field where there are constant shortages.

These shortages were most noticeably noticeable as the first quarter of ’54 came to its close. It was almost impossible to purchase even used equipment in this field.

It goes without saying, most of the leaders in this field agree, that the pinball games will continue through 1954 proving themselves staple merchandise capable of producing steady income in the higher brackets.

As far as sales are concerned, dollar wise especially, the pinball field showed continuation of well defined leadership.

Another branch of the amusements field, which has settled down to a more solid business, is the kiddie ride division.

When these were first introduced they did not attract very much attention.

After some months they caught on and interest reached a surprising zenith within a very short period of time.

At one time it seemed that almost every factory in the industry was manufacturing kiddie rides, along with many new, small manufacturers who had risen, seemingly, from nowhere at all, to enter into the kiddie ride business.

This, most naturally, was an unhealthy condition. The field was being over-produced. Few really new innovations were being shown. Most were of a similar line. And most were basing themselves on cheaper construction to gain attention by lower prices. The results were disastrous as is usually the case when such conditions come into being.

Gradually, as many left the field, it began to settle down. Those now engaged in the kiddie ride business are not hammering away full capacity, overproducing beyond what those operators, who are now making a specialty of kiddie ride routes, can handle.

This has tended to create a more solid base for the kiddie ride business. The result is that the kiddie ride field has steadied itself and is becoming better recognized for what it actually is, than for something of a spectacular nature with its products located belter-skelter anywhere.

Most fascinating, of course, is the fact that the first kiddie rides did bring to the attention of the entire amusement division of the industry that kids are very important customers.

The record four million births of 1953, of themselves, indicate a terrific business yet to come within the next five years. Each year even prior to ’53 new records have been set as far as births are concerned. Which means that each year ahead can be a profit year for the operators of kiddie rides.

The millions and millions of kiddie customers are bound to be satisfied in the years to come. This field has not yet reached its apex.

From the very first kiddie ride, the coin operated horse, to the present many new developments in this field, has been a long jump.

The twin rides. The carousels. The kiddie photo machines. The ducks, bears, reindeer, and other animal rides. In fact, new ideas continue to be presented with steady regularity.

In short, the kiddie ride people are of the belief that 1954 will be the year in which they “will really get started on the right path.”

While the kiddie rides are trying to reach their true dimension of importance in the field, another branch has continued to develop and grow which has also attracted much attention.

This is the ‘arcade machines’ division of the amusements field. The description which the trade gives these machines is erroneous. There are no longer the old type arcade machines of yesteryear but, instead, a new type product which can be placed anywhere, as well as in arcades. Amusements which have won great player interest and, as logically follows, just as great sales.

This all started before War II with the first type ray guns. Today, looking back at those prewar ray guns, and comparing them to the new type guns and pistols of today, is like comparing the old, mechanical pinballs of the ‘30’s to the gorgeous, electronic pinball games of 1954.

After the ray guns came basketball, baseball and other type large machines, including the new, three dimensional photo equipment. New versions are still continuing to be built.

Their theme may not be new, but, their construction and appearance is modern. Their appeal seems to be greater than ever before. The public has proved that it likes to play them as much today as it did as far back as the ’20’s.

The amusement division of the industry continues to be the largest, the most impressive, the most outstanding. It’s the one division that has the largest number of followers, both from sales and public interest standpoints.

There are, very few operators in the industry who haven’t one sort of amusement product or another on their routes, all depending upon their territories. Even the most fanatic of specializing operators lean favorably toward amusement provided, of course, that the amusements meet with approval and can be operated in their areas.

(Part Three To Appear In The May 1 Issue)
THE ONLY AUTHENTIC TYPE BASEBALL GAME with the ANIMATED BASE RUNNING UNIT an exclusive Williams feature!

NEW YEAR ROUND!

TRIPLE MATCH FEATURE
NUMBER 0 to 9 STAR PENNANT
6 PLAYER BASEBALL

3 BALLS go up the ramps and over the fence for Home Runs!
Balls hit onto ramps actually FLY THRU THE AIR!
2 BONUS SCORES: Hitting Home Runs after 2nd out is made in each inning scores 2 runs for each man on base plus 5 Bonus Runs. Hitting Home Run in last inning scores 2 runs for each man on base plus 5 Bonus Runs throughout the entire inning!

NEW! Williams DEALER
- replays
- high scoring
plus the smart new HOLD and DRAW feature
PROVED for SUBSTANTIAL EARNINGS!

Exhibit Names New Distsibuts

Brandt, St. Louis, Shows “1700”

ST. LOUIS, MO. — When Brandt Distributing Company, this city, held its National Wurlitzer Days, April 4 and 5, Harry Schaffner, owner of the Schaffner Music Company, Alton, Illinois, brought his family in to see the new model “1700”. Schaffner was one of the several operators selected throughout the country to field-test the new “Carousel” mechanism prior to its introduction. Seen in the upper picture with Schaffner are his daughters, Rosella and Suzanne, and Mrs. Schaffner.

Shown behind the attractive buffet are P. O. Brandt, second from left, president of Brandt Distributing Co.; Mr. Delmar of the Claridge Hotel Catering Service, two waiters, and Leon Caldwell of Paramount Amusement Company, St. Louis, Mo.

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

BUY THE BEST IN MUSIC

Reconditioned—Refinished

SEEBURG 1-46 HIDEAWAY 5125
SEEBURG 1-88 BLOND 193
SEEBURG M-1000 410
WURLITZER 1150 225
WURLITZER 1250 275
WURLITZER 1500 375
WURLITZER 1650 575
SEEBURG 1-1000 (120 Sel.) 1150
A.M.I. MODEL A 195
A.M.I. MODEL C 255
A.M.I. MODEL OBO 475

WURLITZER 1015 $75.00
In Working Order

EXCLUSIVE SEEBURG DISTRIBUTORS IN ILLINOIS AND IOWA

ATLAS MUSIC COMPANY
2126 NORTH WESTERN AVE. CHICAGO 47, ILLINOIS
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run for the Indianapolis area.

Weinand said, “Ben Coven and his organization have proved themselves among the finest, as well as the most ethical, of distributors. “We are more than happy to appoint this firm our distributors in the Indianapolis, Indiana area.

“We feel certain”, Weinand continued, “that as far as Ben Coven is concerned, and as we have already told us, it is simply a question of our being able to deliver as many ‘Shooting Gallery’ guns to him as we possibly can.”
Music Ops of Connecticut Hold General Meeting

Abe Fish and James Tolisano Address Large Gathering

CHESIRE, CONN. — The Music Operators of Connecticut held a general meeting on April 8 at the Waverly Inn, this city. Over 60 operators and guests were in attendance and the meeting was preceded over by president Abe Fish.

Fish spoke at length about the critical situation in which the game industry finds itself in various parts of the state. He mentioned specifically 1) Fairfield County, where free play games were prohibited; 2) New Haven, where bingo type games were prohibited; and 3) New London, where they also prohibited bingo games.

Fish urged all the operators to make an all out effort to run their business in an efficient and proper manner and to exercise restraint, discretion and good ethics.

Ernest Zuech, E. Z. Amusement of Noroton, Conn.; Thomas Matero, South Norwalk, Conn.; and Lucien Wilson, Wilson Novelty Co., Middle- town, Conn., all joined the organization.

A new local was formed and accepted into the Association. It will be known as the Norwich Local. James O'Connor was elected delegate and Pete Kavangh, alternate.

James Tolisano, executive vice president, also addressed the gathering. Tolisano gave full details of the MOA convention he had attended in his capacity as director of MOA and as a delegate from the MOC.

Among the guests who attended were Bob Jones, Red Distributors; Wesson D'Amico, Poole Distributors; Mac Perelman of Seaboard New York Corp.; and Paul Reichschafer of the Reliable Coin Machine Co.

All the locals were represented. Arthur Moes, Bridgeport; Lou Naelander, Waterbury; Clarence Sorrentino and Pat Montana, New Haven; Frank Marks and Maurice Wien, New London; Orf Martorino and Pete Cavanagh, Norwich; Mac Potterman, New Britain; Ernie Giramondi, Bristol; and Louis Belman, Middletown.

Also in attendance were Jerry Lambert of C & L Amusement, who made the trip from Stamford, and Joe Ficco of Torrington and Al Riquier of William, who was the only delegate from South Carolina.

Oomens was unable to gain on Decca-Coral, as they were beaten twice by Gillette. High for Gillette was Don Baxter, with 545. High for Oomens was Isabelle Oomens, also high for ladies, with 498.

Next week (4/19) is the showdown when Decca-Coral battles Oomens for first place.
PARIS, FRANCE—Societe Soucoline, Seeburg distributor, reports that Paris has given a whole hearted and enthusiastic reception to the new Seeburg High Fidelity phonographs. Several have been placed in Paris Cafes and Bars and are operated by the insertion of a twenty franc piece. The photos show the installation of a Seeburg phonograph at Arlett's Bar, 36 Rue Pigalle. Grouped around the phonograph are four American GI's, Madam Gailims, left, and Arlett, on the right, for whom the bar was named. Harry Klein, of Soucoline, reports the French Poodle being held by Madame Gailims is a jazz classics fan.

Music Guild of N. J. To Hold Dinner-Dance

NEWARK, N.J.—The Music Guild of New Jersey will celebrate its seventeenth year of service to its members and the trade with a traditional dinner-dance on Friday, May 14th, at the Main Ballroom of the Military Park Hotel, this city.

The Anniversary Committee is hard at work lining up recording artists, a dance orchestra and the finest foods. A capacity turnout is expected. In conjunction with the dinner, a Souvenir Journal is planned. This will be the first journal since 1947.
MUSIC OPERATORS who visited our showrooms NOW AGREE with us... IT's THE GREATEST PHOTOGRAPH OF ALL TIME... Wurlitzer Model 1700

F.A.B. DISTRIBUTING COMPANY, INC.
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COLUMBIA, S. C.
361 Parkway Drive, N. E.
717 Second Avenue, North
ATLANTA, GA.
717 Second Avenue, North
BIRMINGHAM, ALA.

Williams Meets Demand With “All Star” Baseball

CHICAGO—“Now that our first six-player baseball game, ‘Major League,’ is well on its way,” Sam Stern, executive vice-president and general manager of Williams Manufacturing Company, this city, stated this past week, “we are able to meet the demand of those operators who want a six-player match-play baseball game.”

“This is our brand new ‘All Star Baseball,’” Stern stated, “with an entirely new and better triple-match-feature. From tests which we made in match-play territory with our new ‘All Star Baseball’ game,” Stern continued, “we feel sure that the nation’s operators are going to acclaim this very unique triple-match-play feature one of the very finest ever to appear in the field.

“The game has taken off like a shooting skyrocket,” Stern said, “and reports from our distributors, who showed ‘All Star Baseball’ to their customers for the first time, are absolutely phenomenal, to say the very least.”

Stern also reports that every feature which the operators favor on the six-player ‘Major League’ is also incorporated into the brand new ‘All Star Baseball.’

“The ‘Major League,’ he says, “is made for novelty play territory, whereas our new ‘All Star Baseball’ is made for match-play territory.”

He concluded, “We are sure are happy, now that we have production on ‘Major League’ well on the way, to be able to meet the demand for our new triple-match-play ‘All Star Baseball,’ a six-player game that is the finest, in our estimation, yet to appear in the industry.”

CALIFORNIA CLIPPINGS LOS ANGELES

With the showings of the new Wurlitzers “1700” and the Rock-Ola “Comet” out of the way things along coinrow seem rather quiet after all the excitement. . . . Harry Snodgrass came in from Albuquerque, New Mexico, to meet with George Miller and speak at the April 6th meeting of the California Merchants Association, Los Angeles Division. He remained in LA for several days to confer with Bill Simmons, Rodneys and Paul A. Laymon heads the Border Sunshine Novelty Company in Albuquerque which is an enterprise of the Pantages Maestro Company. They now manufacture the new Maestro 48-play conversion kits which modernize and convert 24-play bar boxes to 48 plays. This new system enables an operator to switch the box to dime play giving the customer one selection but playing both of the new for 10c. Paul A. Laymon is now distributor for the conversion kits.

“Badger Sales Company is now exclusive Southern California distributor of the new Air Hockey Game which is manufactured by Richard Products Company, Brooklyn, New York.” Lyn Brown reports that Exhibits’ “Shootin’ Gallery” is creating plenty of interest both on location and as an arcade piece. Jack Simen, prez of Simon Distributing Company, has been slanting much of his business to the foreign market. Recent orders included several pieces of equipment that was shipped overseas. . . . Before leaving on his nationwide tour, Sheb Weelely, dropped in at California Music Company plugging his latest MGM release “Blue Guitar” and “Panama Pete.” The Lancers also dropped in to chat with Sam Ricklin. . . . V. Van Nattan, sales manager for Auto Photo Company, returned from an extensive business trip through the East then left for San Francisco on a short jaunt. He stated that all the operators of photo machines with that having wonderful results with the new chemical and film packages which they are putting out under their own label.

After spending several days at Cane Distributing Company helping Al and Bruce Cane set up their Rock-Ola parts and service department, Frank Schulz, field engineer for Rock-Ola Mfg. Corp., left for San Francisco and Seattle. He planned to be back in Chicago in time for Easter. . . . Phil Robinson drove to San Francisco to confer with R. F. Jones and Company. . . . Sol Schwartz says he’s just not much of a letter writer but wants to say hello to his brother Joe at the National Coin Machine Company in Chicago so—“HELLO JOE!!” . . . Al Cohn has a good way to beat the heat on a hot spring day. Caught him sitting at his desk at Trico Music Company with shoes off and feet propped up on the desk. Reminds one of a new song title today “I’D Tickle Your Toes.”

Jean and Dolores Minthorne recently spent a few days in Las Vegas on business. A new display room has been set up in the back of the Minthorne Showrooms where they are now displaying Chicago Coin’s new baseball game. There’s plenty of comment around Minthorne Music about the huge new signs that have been painted across the side of the building and parking lot across the street. . . . The Showbuilt, a new service bulletin compiled and distributed by the cigarette Vendors Institute of California, came out with a recent bulletin dated April 8, which reads:—“As many of us know, to our sorrow, cigarette machine robberies are increasing every month. The situation is serious, particularly in metropolitan centers. The Institute has produced two stickers to help you in controlling robberies. Copy follows a similar form successfully used by Eastern operators. We can supply you with these stickers in any quantity you may desire.” For further information operators are requested to get in touch with Arch Riddell at the Institute, 140 North Fair Oaks Avenue, Pasadena 1, California. . . . Aubre Stenler, doing a job for Eastern Electric, spent several days at his home nursing a bad case of the flu. Walter Hill took up the West Pico showroom during his illness. . . . Nick Carter, proxy of Nickabob Sales Company, recently underwent an appendectomy operation. Glad to report that he is now back on the job and says he feels much better. . . . Jimmy Wilkens, Jr., was in helping his pop at Paul A. Laymon Company sporting the snazziest hair cut we’ve seen in quite some time. He says that old pop Wilkens gave it to him too. Ed Wilkes and Charley Daniels both agree that Jimmy (senior that is) should have been a barber. . . . Bill Schaefer of San Joaquin Music Company, comes from a family that is well known in the coin machine industry. Her mother, Kate Knudson, and also her brother have had large routes throughout the San Joaquin Valley. . . . Noel Boggs paid a visit to Leuenhagen’s Record Bar recently. He told Leuenhagen all about the tune he wrote titled “Day Sleeper” but Mary quickly informed him that the flip side “Stealin’ Home” was the song that was going with the operators. Mary has developed quite a gardener’s thumb working away in her rose garden in the very wet season. Kay is becoming the very outdoorsy one you’d ought to see her push that lawn mower—Wow! . . . Spring is definitely in the air along the Pico Strip. Recently caught Martha Delgado and Mels Lund eating lunch together at the corner lunch counter. Could this be a budding romance? . . . Ellis Everett drove in from Kingdom, Arizona this past week to do some business with Gary and Sheridan at the Bees. Gary and Sheridan can be seen along West Pico along with Carl Homan a good friend. Another out-of-townie was Jacob Mints from San Clemente. . . . Charley Robinson and Al Bettlesman report that sales on United’s new “Mexico” Bingo game have been terrific. They just can’t keep them on the floor for very long at any one time.

“IT's What’s in THE CASH BOX That Counts”
Draco Sales, Denver, Shows New Wurlitzer

DENVER, COLO. — Draco Sales Company, this city, held its showing of the new Wurlitzer Model "1700" phonograph on April 4 and 5, and operators from many parts of Colorado and Wyoming attended. "The operators' reaction to the new model was most enthusiastic and we definitely feel the sensational new Wurlitzer line will be bought in large numbers by the operators," said B. R. (Mra.) Ferguson of Draco.

Wurlitzer line is bought in large numbers by the operators, said B. R. (Mrs.) Ferguson of Draco.}

L. I. Coin Assn. Receives Charter

Earle, Pres.; Nunzi, V. P.; Holzman, Treas.-Sec.

SUFFOLK COUNTY, N. Y.—The Automatic Coin Association of Long Island, Inc. organized in July, 1953, received its charter Friday, April 16, at a special meeting. Sidney Seiden, attorney for the group made the presentation to Charles Earle, president. Officers of the association are Earle, Bayside, L. I., president; Nunzi Nigris, Huntington, L. I., vice-president; and Irving Holzman, Merrick, L. I., secretary-treasurer. Board of directors is made up of the three above officers plus Herman Sapirstein, Patchogue, L. I.; Harry Puglise, Huntington, L. I.; and Dave Hendrickson, Valley Stream, L. I.

The members meet once a month, and secretary Holzman reports that, as a result of the organization, operating conditions through the area are exceptionally fine.

MILWAUKEE, WIS. — Harry Jacobs, Jr. and Sr. United, Incorporated, this city played host to hundreds of music operators who visited their showrooms to view the new Wurlitzer 1700 phonograph. Pictured (left) is part of the large number of operators in the showroom, and (right) two leading menpin look at the new machine over. They are Joe Back, president of the Milwaukee Operators Association and Otto Haddian, president of the Greater Milwaukee Operators Association.

MERRICK, N. Y.—Irving Holzman and Joe Green, long established and experienced operators, report that they have purchased Earl Backe's National Novety Company, this city. Holzman and Green will continue to serve operators in this area as wholesalers of music machines, shuffle games and pin balls, and in addition, will have a full line of parts and supplies on hand to accommodate the needs of operators. The firm will also continue its export business.

"It's What's in THE CASH BOX That Counts"
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UPPER MID-WEST MUSINGS

Enjoying the Florida sunshine at the present time are Mr. and Mrs. Walt Stout of the Gopher Novelty Company of Minneapolis, Minn., Frank Mayer of Grand Rapids, Minn., states that he has been so busy of late that he finally made the trip into the Twin Cities. He has been trying to do so for several weeks. . . . Elmer Cummings of Brookings, S. D., brought the missus in with him last week and while he shopped around for games his wife was down town making the rounds of the department stores. . . . Andy Theisen, Northland Music Company of Brainerd, Minn., made a quick trip into town. It seems Andy and his partner Ben Mraz are always on the go and the boys are doing a nice job of building up their route in and around the Brainerd area. . . . Phil Stang and Joe Topic of Jordan, Minn., and Shakopee, Minn., have divided the Jordan Novelty route between themselves. They formerly ran the route as a partnership. . . . Hugh May, National Specialty Company of Eau Claire, Wis., reports that he will be able to give his customers better service now that he is getting a new special pick up truck designed for his type of operation. . . . Mr. and Mrs. Ted Salveson, Jr., of Huron, S. D., were in town picking up some games for their route. Even though having been married a short time, Mrs. Salveson is helping her husband on the route. Ted says he doesn't know what he would do without her. Ted Sr. in the meantime was busy taking care of the road back in Huron. Charles Rose of Fargo, N. D., and his son flipped a coin to see who would make the trip into the Twin Cities last week and Charlie won. . . . Mike Young of Soldiers Grove, Wis., is getting that certain look in his eye and that means only one thing: the baseball season is just around the corner. . . . Recent visitors to the Twin Cities were Mr. and Mrs. Eugene Hoeff of Herried, S. D.; Jack Harrison of Crosby, Minn.; Jen Jahake of Hutchinson, Minn.; Len Worsche of Montevideo, Minn.; Bill Gummow of Hopkins, Minn.; Frank Grant of St. Cloud, Minn.; John Galep of Menomonie, Wis.; John Howe of Foley, Minn.; Joe Weber of Blue Earth, Minn. and Cap Keister of Frontenac, Minn. . . . We extend our condolences to the family of Carl Knox. Carl was employed by the Lieberman Music Company and was in charge of the parts department. Carl passed away Monday morning and the funeral was held Friday, April 7th at Granite Falls, Minn.

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

On our tour of coinop this week, it was heartening to note the very fine activity among the wholesalers. With the sun out, the baseball season getting under way, and the happy smiles of the coinmen, our visits were pleasant indistinguishable from one to the next. One of the factors which added considerably to the bustle and bustle was the settlement of the long-erected strike. Wholesalers were erecting equipment and rousing it down to the piers for shipment to foreign countries. In addition, it was reported, agents for foreign coinop makers were on the moves for work in these areas. Add this condition to the usual buying spree at this time of the year for outdoor and resort locations, and the reason for the current action is obvious.

Althea Barney (Shugy) Sagerman, Runyon Sales Co., had tickets for the opening Giant-Dodgeball baseball game, he couldn't get out of the office. So he watched it over his Lion TV set, which is installed in his showroom. He, and operators who dropped in, watched the game while listening to music on the AMI phons. However, Shugy's partner, Abe Green, and some of his guest operators, attended the game in person—Jos. Becker, Bally's regional representative, working this area this week. . . . It's reported that Irving Holzman and Joe Green bought out Earl Beke's National Novelty Company. . . . Irving Morris, Newark, N. J., (Gottlieb distributor) took his two young sons to the baseball opener. "We haven't missed one in eight years" Irv informs. Morris' older boy, altho only 14 years old, is quite a baseball player himself. Made the freshman team of his high school as a first baseman . . . As can be expected, Mike Munves is the busiest man on the street. Dealing and wheeling with arcade owners and wine dealers is quite his specialty. The new season will tell us that Exhibit's new "Shooting Gallery" machine is in great demand, and he wishes he could get carload deliveries. The new "Grandmother" prediction machine also is in great demand. Munves is making this machine himself.

Joe Young and Abe Lipsky, Young Distributing, smiling happily as the new Wurlitzer 1700 phons get grabbed up as rapidly as they arrive. Young reports he's quite a backlog of orders and he's filling them in. Pacemaker is ordering to orders received. This week, Young and Lipsky showed the 1700 to the members of the Westchester Music Guild, who were having their monthly meeting at the American Legion Hall in White Plains. Accompanying Young and Lipsky, were Allie Goldberg and Harry Slavin, . . . Sl Silverstein, Peekskill office, reports that Travelers Insurance Co., of New York City, in Miami with his family for the Easter holidays. Meyer Parkoff, his associate handles the biz. Reports Williams' "Major League" 6-player baseball game terrific. And as for the Seeberg photo, Meyer points to how "They even took my display model off the floor." . . . Sidney Levine and his family also vacationing in Miami. The trade shocked by the death of the popular Harry Day night, Aberte. Harry died Friday. He was 42 years old, and had spent over 20 years in the operating field. Until recently he was a partner of Al Simon in a shuffle game route. . . . King of the Day, Ray New, sales manager for Rock-Ola, spent a few days here this week with Dave Stern and Bob Siffer of Seacoast Distributing. Ray met up with many New York firms as he took in a few appointments. Ray also spent some time at theorraine of the new "Comet" phonos. . . . Ann Sens, formerly connected with several other wholesalers on coinop, joins up with Bob Jacobs and his National Amusements. . . . As was reported last week, the---------- of Shuffle games. . . . Herman Distributing, reports his firm doing a very fine selling job of the Evans "Holiday" phonos, and that their "Jumbo Phons" for shuffle alleys going big. . . . Aberte Hadley, head of the Connecticut State Coinop, entered a very large addition to the Dallas personnel were Anderson Sages from the Houstoun Office; R. J. Nichol from the San Antonio branch; Gunnae Gabrielson from the J. F. Seeberg Company; E. J. Jacobsen from the E. J. Jacobsen Distributing and Jacob Johnson, former Illinois distributor, who was in for a new game—the Geneo Coin "Home Run" Game. It is being received very well. . . . Those interested in the Dallas trade who want Jack Frazee's "Mississippi Delta" this week, may want to be on a buying spree. Guy Kincannon of Waco, has a new Cadallie—but then that's no news for Gus since he gets a new one about every six months. . . . A 12-months supply of fish ing equipment was sold in a single day to the people at Commercial Music are enjoying a business boom. Those who didn't get to come last week came in this week to view the new model. Henry Adams came from Killican; James Grant, Locustville; Bob Lawrence of Dublin, Fred Ellis, Waco; Jiggs Hamilton, Worth; William Jackson, Fort Worth and a number of other operators from the Dallas area. I. O. Long and M. A. Tidwell, of Belmont Machine, are planning a fishing trip to Port Arkansas. That's the fishermen's paradise where the saying goes—"They Bite Every Day."

Dual Price of Italy is off on another fishing trip. He must go for the sport 'cause we happen to know that he gave away the last string of twenty fish. . . . Saw Bob Derrisit the other day. He was talking about the Mask.(Rob he had just purchased.)

DALLAS DOINGS

Texas had the rains it has been praying for this week. The operators agree that this should give business a shot in the arm. . . . Over at S. H. Lynch Company, just finished building a new bris manly they, all of the Dallas personnel were Anderson Sages from the Houston Office; R. J. Nichol from the San Antonio branch; Gunnae Gabrielson from the J. F. Seeberg Company; E. J. Jacobsen from the E. J. Jacobsen Distributing and Jacob Johnson, former Illinois distributor, who was in for a new game—the Geneo Coin "Home Run" Game. It is being received very well. . . . Those interested in the Dallas trade who want Jack Frazee's "Mississippi Delta" this week, may want to be on a buying spree. Guy Kincannon of Waco, has a new Cadallie—but then that's no news for Gus since he gets a new one about every six months. . . . A 12-months supply of fish ing equipment was sold in a single day to the people at Commercial Music are enjoying a business boom. Those who didn't get to come last week came in this week to view the new model. Henry Adams came from Killican; James Grant, Locustville; Bob Lawrence of Dublin, Fred Ellis, Waco; Jiggs Hamilton, Worth; William Jackson, Fort Worth and a number of other operators from the Dallas area. I. O. Long and M. A. Tidwell, of Belmont Machine, are planning a fishing trip to Port Arkansas. That's the fishermen's paradise where the saying goes—"They Bite Every Day." Dual Price of Italy is off on another fishing trip. He must go for the sport 'cause we happen to know that he gave away the last string of twenty fish. . . . Saw Bob Derrisit the other day. He was talking about the Mask.(Rob he had just purchased.)
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ChicCoin Basketball $275.00

Phentic, Pro-Wer $250.00
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Moto, Silver, Gloves $195.00
Moto, Sky Fighter $195.00

Moto, Air Bomber $195.00

Ride, Drivin' Molie $145.00

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381 N. ELSTON AVE.  • CHICAGO 10, ILL.

CALL 393-9898

CHICAGO CHATTER (Cont.)

to talking, Vince and myself, and we recalled the time we wound up at Tom Phibian's place. Recalling how certain guys we bumped into would tell us thata and thata and we'd roll along. Still laughing. Because, it seems the older ones were, and probably forever will be, "eternal optimists."

"It's What's in THE CASH BOX That Counts"
CLASSIFIED ADVERTISING SECTION

WANT—We pay top price for used records from 3 to 6 months old. Pay cash or check. Complete listings of all records. Let us sell your records. TEL. 6-5362. Box 287.

WANT—Can use late Bally or United Bingo Machines and 100 selector Seeburg Music Boxes. Best Prices. DAN STEWART COMPANY, 140 E. 2nd South, SALT LAKE CITY, UT. Tel: 22-4273.

WANT—All types of arcade machines and Gottlieb 4 & 6 Flipper Pinball Games in any quantity. Give names, condition, price and date wanted ready to ship. INTERNATIONAL AMUSEMENT CO., 1424 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT—Frolics and Beach Clubs. Send no reply, lowest price. H & H MUSIC, 226—3rd AVENUE, MO. LINE, ILLINOIS.

WANT—Bally Broadways, Bally Bright Lights. ATLAS SALES CO., 512 E. WATER ST., SYRACUSE, N.Y.

WANT—Tubes: 2051; 2050; 7017; 2401; 5200; 666; 667. 606 metal; 655 metal. Will pay $40 hundred. Must have minimum condition first letter. STANLEY AMUSEMENT COMPANY, 1523 BROADWAY, TACOMA, WASHING. TON. Tel: BROADWAY 3663.

WANT—For resale—Mills Peak Parlours, used Rock-Ola and National 25 Cent Slot Machines, Electic Scoreboards, For Pose and Photomatic late models. Quote your best price, conditions first letter. STANLEY AMUSEMENT COMPANY, 1523 BROADWAY, TACOMA, WASHING. TON. Tel: BROADWAY 3663.

WANT—Latest model cigarette machines. Can also use Colo., Super-Vend and other drink dispensers also want hot coffee vendors. Please give quantity, model numbers, conditions and price wanted in first letter. Write full details to: BOX NO. 1901, THE TIFFANY, 32 W. RANDOLPH ST., CHICAGO, ILL.

WANT—From all over the world: Liter. rauren on any machine, coins and sells anything—amuse- ment merchandise, drinks, Bromos, fortunes, Pocket Books, cigarettes 25c each, aspirin at 5c each, single band aids, nudes, pictures, etc. With or without PRICES & ASSOCIATES, 20-22 CUMMINGS AVENUE, GLENS FALLS, NEW YORK.

WANT—Show Boats, Circus, Rodeo and Bright Spots. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIFORNIA. Tel: Market 1-9672.

WANT—Williams De-luxe Baseball, late; Grandmasters, Exhibits, Seeburg Bears, Mutoscope Voice-O-Graphs, Coin-in-Cabbin balls, and any other late arcade machines. Give price and condition in first letter. EDWARD ROYAL, 1000 TENTH AVE., NEW YORK, N. Y. Tel: Chickerling 4-8628.

WANT—Photograph records made before 1948 and all records 1948 and after. Will buy from $1.00 to $25.00, 78RPM for $5.00. Will inspect if required. Some labels wanted are Brunswick; Victor; Vovoc; Paramount; Gennett; Bluebird; Champion, JACOB S. SCHNEIDER, 126 W. 66th STREET, N. Y. C.

WANT—48 selection conversion kits and all 48 selection Wurlitzer wall boxes. Write quoting best price and full address. VIRGINIA DESERT BELT CORP., 400 WATER STREET, PORTSMOUTH, VA.

WANT—Beach Clubs and Beauties. We sell factory reconditioned Bright Lights and Spot-Lites $70. W. E. KENNEY MFG. CO., 5229 SO. KED- ZIEV ST., CHICAGO 32, ILL. Tel: Hемlock 4-5844.

WANT—New and used records any type, any price. RECORD SHOP, 2425 BROOK AVENUE, ALTOONA, PA.

WANT — For Export — Wurlitzer 1015's, 1400's, 1450's. Evans Constellations. Seeburg Factory Distributors, Telephone: DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, NEW YORK. Tel: 75-5914.

WANT—All late model phonographs. Quote best prices. Will pick up within a radius of 300 miles. KOEPPELL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg Model M100 and up to $45.00. Check or cashier's check, phone BUSH DISTRIBUTING COMPANY, 256 N. 29th ST., MIAMI, FLORIDA.

FOR SALE—All machines 25% off high CASH BOX prices. Wurlitzer 1015, 1100, 120, Rockolas 1422, 1426. AMI Model C. Seeburgs 146, 147, 108A, Phone Starling 87515 or Write: DIXON DISTRIBUTING CORP., P.O. Box 2600, YOUNGS- TOWN, OHIO.

FOR SALE—Brite Lites $75; Brite Spot $95; Spot Lite $90. Beach Club, Dude Ranch, Palm Springs, write. ALLIED DISTRIBUTING CORPORATION, 6001 MILEWAVE AVE., CHICAGO, ILLINOIS.

FOR SALE—5 AMI A’s at $175 each; 5 late AMI Wallboxes @ $175 ea. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, NORTH CAROLINA.

FOR SALE—One Stop Record Service. Any record, any label, 5¢ over wholesale. Free title strips. Names 1 1/3 deposit with all orders. RAYMAR SALES CO., 170-21 JA- MAICA AVE., JAMAICA 32, N. Y. Tel: Olympia 8-4012.

FOR SALE—Twenty Grand $95; Sil- ver Skates $80; Hong Kong $75; Starlight $125; Quintettes $150; C. O. D. $200; Deluxe World Series $200, CENTRAL DISTRIBUTORS, 3151 OLIVE STREET, ST. LOUIS 3, MISSOURI. Tel: Geneva 0972.

FOR SALE—United Bowlers Play Formica Top $200; Six Play Bowlers $235; DeLuxe $300; Super $325; Official $500; Thunderbird Horses $350; Edele 2 Play Bowlers $175; 1100 Wurlitzer $300; Genco 8 Player $145; United Slagger $60. MOUN- TAIN DISTRIBUTORS, 6350 DOWNIN STREET, DENVER, COLO. Tel: Atoma 5186.

FOR SALE—Bingo games; late model Bally and United. All in A+ shape, ready for immediate delivery. Write for full details. RELIABLE COIN MACHINE CO., 184 WIND- SOR STREET, HARTFORD 5, CONN. Tel: Chapel 9-6556.

FOR SALE—United Imperial, Bally Palm Springs, Dude Ranches, Beach Clubs, Eclipse, etc. Write. Ready to ship. GLOBE DISTRIBUTING CO., 1623 NORTH CALIFORNIA AVE., CHICAGO 47, ILL. (Tel: Allmkeit 6-0769) Coin Changers, Counters, and Wrappers.

FOR SALE—Reconditioned, like new. Yacht Clubs, $285; Keeney Lite-Line, $45; United Cabanas, $255; Palm Springs, $195; Bally Space Ships, $485; Palm Springs (write) Ice Frolics (write). DONAN DISTRIBUTING COMPANY, 5007 N. KEDZIE, CHICAGO 25, ILL. Tel: Jüniiper 6-5221.

FOR SALE—We are Exclusive Distributors in Michigan for AMI, American Shuffleboard, Bert Lane, Chi- cago Coin, Exhibit, Keimen, Gottlieb, Williams, and Victor vending. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N. W., GRAND RAPIDS, MICH. Tel: Cleared 6-6807 and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel: Tyler 8-2320.

FOR SALE—Reconditioned Wurlit- zers: 1250's $375; 1100's $250; 1015's $125; 1080's $125; Seeburgs 146M $115; 147M $135; 147H $250; Packard Manhattan's $75; Packard Sevens $50; Wall Boxes 3-5-1 $175; 25c Wood 5-6 & 10, and 25c $22.50, O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND, VA.

FOR SALE—Atlantic City $175; Frolics $185; Yacht Club $235; Beauty $285; Beach Club $340; Dude Ranch $365; Fatuary $66; Genco J umpo $80; Packard Man- chester $95. AMERICAN M. ANDERSON. 314 11th STREET, ERIE, PENNSYLVANIA. Tel: 5-7549.
FOR SALE — Premium merchandise for coin machine prizes. Over 3,000 articles carried in stock. Write for complete stock and terms. Professional price list today. (Established 1932.) HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND ROAD, MILWAUKEE 13, WISC. Tel.: Blue mound 2-7600.

FOR SALE — 25 Winners like new, cleaned and guaranteed, few new, $75 each or trade. What have you? WESTERN DISTRIBUTORS, 312 W. KOTT AVE., SEATTLE 1, WASHINGTON.

FOR SALE — 1,000 Wurlitzer $175; 1,400 Wurlitzer $430. COPELAND DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA.

FOR SALE — Used Peanuts & Gum Ball machines plus all parts and globes $300 for lot. Long Beach, very clean, $65. Team Hoffer price (United) $40; United Super 6 PL $159.50; Keeney’s 4 PL League Fly Pins $39.50, F.O.B. ST., 100% deposit. MOTT AVE. DISTRIBUTING CO., 4910 NATURAL BRIDGE AVE., ST. LOUIS 15, MO.

FOR SALE — Capeco cleaner for glass, plastic, and chrome, trials size 70c, $3.95 a gallon. Croesus cloth 9 x 11 sheet 17c. Emery cloth 2/0, 9 x 11 sheet 17c. Lubriplate 3/4 lb. rolls are available. 5 lb. roll $1.35. Rear frames rebushed model 700 $5 & up, $2.50 each. Lots of 5, $1.75 each, 1/3 deposit with order. Guardian Distributors, Wurlitzer MUSICAL CORP., 3181 ELSTON ROAD, CHICAGO, ILL. Tel.: Independent 3-2210.

FOR SALE — The best in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied, 1/3 deposit with all orders. Write or call R. H. MILLER SALES, 336 S. 937 MARKET ST., WHEELING W. VA. Tel.: Wheeling 3472.

FOR SALE — Contact us before you buy a used coin machine. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. Write or call ANGOTT DISTRIBUTING CO., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0775.

FOR SALE — Model A Seeburg $395; Model B Seeburg $715; Wurlitzer 1250, $275; Wurlitzer 1400, $190; Wurlitzer 1015, $85. UNITED DISTRIBUTORS, INC., P. O. BOX 1995, 313 E. CENTRAL, WICHITA 2, KANSAS.

FOR SALE — 1 Seeburg Siam Unit, perfect condition, $250; 2 Genco Sky Gutter, brand new; Ajax Gigarette Machines, brand new, close-out; 1 Poolete Pool Table $30; 1 Keeney 2-Player Attachment for Shuffleboard, LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE NORTH, MINNEAPOLIS, MINN.

FOR SALE — All machines 20% off high CASH BOX prices. Wurlitzers, 1250, 1100, 1400, Spotlight Light, Bright Spot, Light Bright, Atlantic City, Stars, Coner Island, Zingo, Sky Roll, Shuffle Alley, Flipper, Pin Games, Super World Series. Contact Express SALES CO., BYESVILLE, OHIO.

FOR SALE — Special! United Turtles, like new $325 each; also, Bally, Pal, Spring Co, Ponderosa, Beach Clubs and Beaux. If interested, write, wire or call NEW ORLEANS DISTRIBUTORS, INC., 115 STREET, NEW ORLEANS, LA. Tel.: Canal 8318.

FOR SALE — Chi-Coin Bowling Alley, $55; Seeburg Gunn $75; Lie Lezma $49.50; Deluxe Bowling $36.50; and many coin AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL.

FOR SALE — Wurlitzer Bar Boxes 2140a.; Wurlitzer Wall Boxes 3020.; Steppers and Master units. No marks or pipes, offer refused. DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE — Deluxe, conditioner for glass, plastic, and chrome. Reconditioned guaranteed. $25. Tel: 64-3691.

FOR SALE — Eastern Electric (E-3) $125; Genco, Sky Gutter $250; Keeney 6 Player S.A. $115; Keeney 10 Player S.A. $195; Exhibit Twin Rotation $125; Batting Practice $510, UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: University 6900.

FOR SALE — Attention Exporters! 1015, 1100 Wurlitzer D-40, D-30 $195; 100A Seeburg, Rock-Ola Fireballs. This ad for wholesalers only. Write for prices. All equipment reconditioned. SHEDDON SALES, INC., 861 MAIN STREET, BUFFALO 3, NEW YORK.

FOR SALE — Close Out! All Games with Formica and Large Pins. No reasonable offer refused. United Twin, United 4 Player, United 5 Player, United 6 Player, Seeburg D-40, D-30, DELUXE $195; Rock-Ola $195. Make your own offer on individual games. SHEDDON VENDING COMPANY, 2684 CONEY ISLAND AVE., BROOKLYN 35, NEW YORK. Tel.: Dwyer 2-9602.

FOR SALE — All types conditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: Dunkirk 3-1810.

FOR SALE — Close Out! 8 machines: 6 League $169.50; Williams DeLuxe $159.50; Seeburg Leader $159.50; 1 United 6 Way F. T. $149.50; United $149.50; Luxe $159.50; Domino $139.50; Spot Lite $119.50, LITE CITY AMUSEMENT, INSPECTOR 4534 PAINE AVENUE, CLEVELAND 4, OHIO. Tel.: Henderson 1-7577.

FOR SALE — Chico Crown Bowler $295; 1 Bowl-A-Ball $125; 1 10th Frame Bowler $250; 1 Six Shooter Guns $195 each; 2 AMI, Seeburg Piano $165, AUTOMATIC AMUSEMENT, 1000 PENNSYLVANIA ST., EVANSTOWN, IND.

FOR SALE — One Chico Crown Bowler $295; 1 Bowl-A-Ball $125; 1 10th Frame Bowler $250; 1 Six Shooter Guns $195 each; 2 AMI, Seeburg Piano $165, AUTOMATIC AMUSEMENT, 1000 PENNSYLVANIA ST., EVANSTOWN, IND.

FOR SALE — Wurlitzer 1500 $895 each; Wurlitzer 1400 and 1450 $895 each; Chicago Coin Round The World Trainer, like new, write. LARGO, 122 Rock-Ola $49.50; 3 AMI, WILSIE 5e Wall Box $3.95; Packard Pin $3.95; 3486 48 el. Wall Box $19.50. CENTURY DISTRIBUTORS, INC., 1221 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE — Wurlitzer 1500 $895 each; Wurlitzer 1400 and 1450 $895 each; Chicago Coin Round The World Trainer, like new, write. LARGO, 122 Rock-Ola $49.50; 3 AMI, WILSIE 5e Wall Box $3.95; Packard Pin $3.95; 3486 48 el. Wall Box $19.50. CENTURY DISTRIBUTORS, INC., 1221 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE — Complete line of used phonographs, all plays, coin operated machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Kenny, Bally, TARAN DISTRIBUTING INC., 3401 N. W. 36TH STREET, MIAMI 42, FLA. Tel.: 64-4864.
FOR SALE—Reconditioned phonos—ready for location: AMI A 1; AMI C 1; Air-Disc and D 80; Rock-Ola Fireball 45 rpm: Seeberg M 100A; or 221 FEATHERLY AVE., NEWARK, N. J.

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

FOR SALE—Seeberg 46's $75; 47's $100; 48's $125; M100A $55; Wurlitzer $75; 1100 $165; 1250 $365; AMI "A" $145; "C" $250; "D" $40 $350; AMI 5 & 10c Bowls. H. M. T. M. MUSIC COMPANY, 74 LAFAYETTE STREET, NASHVILLE, 10, TENN.

FOR SALE—United 4 Player Formica Top $65; United 5 Player Formica Top $65; United 6 Player Formica Top $85; United 6 Player Deluxe $95; United 7 Player Super $125; United 10 Frame Special $175; United 6 Player Cascade $280; United 7 Player Cascade $325; United 6 Player Royals $360; Chicago Coin 6 Player $90; Chicago Coin 6 Player, Drum Scoring $150; Chicago Coin 6 Player Matched $100; Chicago Coin 10 Frame Special $175; Chicago Coin 10 Frame Special $250; Chicago Coin Double Bowler $275; Chicago Coin Name Bowl $225; Chicago Coin Special Matched Bowl $225; Chicago Coin Tobacco Bowl $225; Chicago Coin Tobacco $345; Chicago Coin Advance Bowler $355. MOROCCO COIN MACHINE EXCHANGE, INC. 2423 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

FOR SALE—R. G. Specials—Seeberg Model 148 (Metal Cabinet) $140; Seeberg Model 147 (Metal Cabinet) $90; Seeberg Model 246, $70; Seeberg Model 146, $50; Chicago Coin $25. W. B. DISTRIBUTORS, INC., 1012 MASSACHUSETTS AVENUE, 41ST STREET, TOLEDO, OHIO. Tel.: OHIO 2-3922.

FOR SALE—Futuretis $75; Turf Kings $35; Spot-Lites $75; TOLEDO COIN MACHINE, 814 SUMMIT STREET, TOLEDO, OHIO. Tel.: OLIVE 2800.

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DEPRECIATION RATES?

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

Read this

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" and "wherefore" 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). And, 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's let 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 THIS

Mail this

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

Gentlemen: It is sure 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 Zone State

Individual's Name
Sound reasons for sound leadership with Model "E" true-tone fidelity in low notes—and high!

Unvarying gravity alone brings needle and tone arm into firm, even contact in the Model "E." Gently does it with horizontal play on every high and low spot on the record.

Not wizardry. No magic. Just relentless research by sound engineers produces the AMI amplifier that is distinguished for its simple circuitry, fewer parts and ability to get the most out of every record—new and old.

The single tone arm, single needle, does the job on the Model "E," gives high quality reproduction for long periods of continuous operation without the need for replacement.

The big, 15 inch Alnico permanent magnet speaker used by AMI brings out bass and treble in fully rounded reproduction, acts in simple, unified response with the AMI sound system.

The ingenious open-end color cube doors on Model "E" transmit sound at front and sides, spread music evenly throughout the location. There's no need for extra loudness in front to get sound around when "E" plays.

AMI Incorporated

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

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palasgade, Copenhagen K., Denmark

"It's What's in THE CASH BOX That Counts"
Minimum Front Money Required by Juke Box Operators

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For Each Wall and/or Bar Box, Add To Above: $2.00 Per Week
For Each Additional Auxiliary Speaker, Add To Above: 1.00 Per Week

Notice: All minimum front money requirements are based on The Prices That Appear in each month’s “End-Of-Month Inventory Issue” in "The Confidential Price Lists" of "The Cash Box.”
### Phonographs (Cont.)

**WURLITZER**

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### Pinball Games (Cont.)

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<td>2. Bowling League</td>
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<td>2. Build-Up (Ex 2/48)</td>
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**Total No.** | **Total Value** | 185.00

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**Note:** Prices are approximate and subject to change. All models and prices are for reference only and may not reflect current market values.
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<td>Tabiti (CC 10/49)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Tabiti (Un 8/53)</td>
<td>$235.00</td>
</tr>
<tr>
<td>Tampico (Un 6/49)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Telecard (Got 1/49)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Tennessee (Wm 2/48)</td>
<td>$15.00</td>
</tr>
<tr>
<td>Thrill (CC 11)</td>
<td>$15.00</td>
</tr>
<tr>
<td>Three Feathers (Ge 5/49)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Three Four Five</td>
<td>$25.00</td>
</tr>
<tr>
<td>Three Musketeers (Got 7/49)</td>
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</tr>
<tr>
<td>Thrill (Wm 6/48)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Times Square (Wm 4/53)</td>
<td>$75.00</td>
</tr>
<tr>
<td>Touchdown (Un 1/52)</td>
<td>$15.00</td>
</tr>
<tr>
<td>Trade Winds (Ge 3/48)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Treasure Chest (Ex 12/47)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Trinidad (CC 3/48)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Triple Action (Get 1/49)</td>
<td>$20.00</td>
</tr>
<tr>
<td>Triplets (Got 7/50)</td>
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</tr>
<tr>
<td>TriScore (Ge 1/51)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Trophy (Ex 9/49)</td>
<td>$10.00</td>
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<tr>
<td>Tropicalia (Un 1/48)</td>
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<tr>
<td>Tropics (Un 7/53)</td>
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<tr>
<td>Tucson (Wm 1/49)</td>
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<tr>
<td>Troublesome (Ex 9/49)</td>
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<tr>
<td>Turk King (B 6/50)</td>
<td>$25.00</td>
</tr>
<tr>
<td>Twenty Grand (Wm 12/52)</td>
<td>$55.00</td>
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<tr>
<td>Utah (Un 7/47)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Vamities (Ex 2/47)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Virginia (Wm 3/48)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Watch My Line (Got 9/51)</td>
<td>$15.00</td>
</tr>
<tr>
<td>White Kids (CC 3/52)</td>
<td>$30.00</td>
</tr>
<tr>
<td>Wild West (Got 8/51)</td>
<td>$45.00</td>
</tr>
<tr>
<td>Winner (Uni 4/51)</td>
<td>$15.00</td>
</tr>
<tr>
<td>Wisconsin (Un 3/48)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Yard Club (B 6/53)</td>
<td>$235.00</td>
</tr>
<tr>
<td>Yorks (Wm 6/48)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Zingo (Un 10/51)</td>
<td>$15.00</td>
</tr>
<tr>
<td><strong>Total No.</strong></td>
<td><strong>200.00</strong></td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td><strong>$2,800.00</strong></td>
</tr>
</tbody>
</table>
The Cash Box, Page 57  •  END OF MONTH INVENTORY ISSUE  •  April 24, 1954

**Number of Each Machine Owned**

**Value of Machines Here**

(For Inventory Purposes Ascertain Value by Figure Between Low and High Prices)

**SHUFFLES**

- Classic (5/50)
- Pin (6/50)
- Trophy Bowl (7/51)
- Ace, F.P. (6/50)
- Pin Lite (9/50)
- Pin-Shoe (5/51)
- 6-Player (8/51)
- King Pin (12/51)
- 6-Player DeLuxe (5/52)
- Match Bowler (6/52)
- Bowler-All (10/52)
- Special (12/52)
- Name Bowler (4/53)
- 10th Frame Double Score Bowler (5/35)
- Crown Bowler (4/53)
- Triple Score Bowler (6/53)
- Gold Cup (7/53)
- High Speed Crown Bowler (7/53)
- High Speed Triple Score Bowler (8/53)
- Crown Bowler, Giant Pin (9/53)
- Advance Bowler (10/53)
- King Bowler (10/53)
- Exhibit Strike (6/51)
- Exhibit Twin Rotation (4/53)
- Bowling League (11/53)
- Graphic Bowling (5/53)
- Shuffle Target (7/51)
- Player Bet (9/51)
- Gotlitch Bowler (5/53)
- Pin Boy (11/39)
- Ten Pins (1/50)
- ABC (2/50)
- Lucky Strike (4/50)
- King Pin (4/50)
- Bowling Champ (4/50)
- Duck Pins (5/50)
- Double Bowler (6/50)
- League Bowler (8/50)
- 4-Way Bowler Attachment (12/50)
- King Low Bowler (5/51)
- 6-Player League Bowler (3/52)
- League Bowler (3/52)
- High Score League Bowler (5/52)
- Team Bowler (10/52)

**TOTAL NO.**

**TOTAL VALUE**

**SHUFFLES**

- Keeney Club Bowler (5/52) 150.00
- Keeney Dream Bowler (5/52) 150.00
- Keeney Carnival Bowler (5/50) 300.00
- Keeney Panorama Bowler (9/53) 375.00

**TOTAL NO.**

**TOTAL VALUE**

5. **ARCade EQUIPMENT**

- Mutoscope Silver Gloves 185.00
- Mutoscope Sky Fighter 125.00
- Mutoscope Voice-O-Graph 425.00
- Periscope 69.50
- QT Pool Table 65.00
- Quizzers 75.00
- Rockola Tennis Set 20.00
- Rockola World Series 20.00
- Scientific Baseball 35.00
- Scientific Basketball 20.00
- Scientific Bowling 45.00
- Scientific Pitch 'Em 135.00
- Seeburg Bear Gun 125.00
- Seeburg Chicken Sam 69.50
- Seeburg Shuffle Game 45.00
- Set Shot Basketball 200.00
- Telesqui 115.00
- Un. Team Hockey 30.00
- Western Baseball 75.00
- Western Base Set (E) 95.00
- Wilcox-Gay Recordio 40.00
- Williams All Stars 35.00
- Williams Box Score 39.50
- Williams Delux 75.00
- Williams Super World Series 100.00
- Williams Quarterback 25.00
- Wurlithicker Skeeball 35.00

**TOTAL NO.**

**TOTAL VALUE**

**CIGARETTE MACHINES**

- Automatic "Sneak-a-Bop" 9-col. 125.00
- Du Grentier (Mod. A-7) 85.00
- Du Grentier (Mod. A-9) 80.00
- Du Grentier (Mod. AC-7) 85.00
- Du Grentier (Mod. ES-11) 85.00
- Du Grentier (Mod. E-T) 75.00
- Du Grentier (Mod. ES-19) 80.00
- Du Grentier (Mod. E-E) 85.00
- Du Grentier "W" (9 col.) 70.00
- Du Grentier "S" (7 col.) 65.00
- Du Grentier Champion (9 col.) 20.00
- Du Grentier Champion (11 col.) 49.50
- Eastern Electric C-8 85.00
- Electro (8-col.) 100.00
- Electro (10 col.) 195.00
- Keeney "A" 100.00
- Leibh FX (10-col) 65.00
- Leibh FX (12-col) 65.00
- Leibh FX (16-col) 65.00
- Leibh King Size 75.00
- National 7-50 7 col. 60.00
- National 9-40 7 col. 60.00
- National 9-40 col. 60.00
- National 9-50 col. 60.00
- Rowe President (10 col.) 95.00
- Rowe President (10 col.) 75.00
- Rowe Electric (8-col) 65.00
- Uneeda "A" (6 col.) 35.00
- Uneeda "A" (9 col.) 35.00
- Uneeda "E" (6 col.) 65.00

**TOTAL NO.**

**TOTAL VALUE**
### Manufacturers New Equipment

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

#### CIGARETTE MACHINES (Cont.)
- Uneeda "E" (8 col.)...
- Uneeda "E" (9 col.)...
- Uneeda "E" (12 col.)...
- Uneeda "E" (15 col.)...
- Uneeda 500 (7 col.)...
- Uneeda 500 (9 col.)...
- Uneeda 500 (15 col.)...
- Uneeda Monarch (8 col.)...
- Uneeda Monarch (10 col.)...
- Uneeda Monarch (12 col.)...

#### CANDY MACHINES
- Mills (5 col., 70 caps)...
- Stoner (Mod. 102, 6 col., 102 caps)...
- Stoner (Mod. 120, 6 col., 120 caps)...
- Stoner (Senior, 8 col., 100 caps)...
- Stoner (Mod. 80, 4 col., 180 caps)...
- Stoner (Mod. 120, 5 col.)...
- Stoner (Mod. 120 Sn, 7 col.)...
- Stoner DeLuxe Theatre (16 col., 160 caps)...
- Stoner DeLuxe Theatre (16 col., 330 caps)...
- Martin's "Little Candy Store" (5 col., 180 caps)...
- Coin "U-Select-It" (74 caps)...

#### HOT COFFEE
- Andico Cafe Petit, 200 cups...
- Bert Mills Coffee Bar, 200 cups...
- Bert Mills Coffee Bar, 500 cups...
- Chef-Way, Model 100, cap. 400-600...
- Hot-O-Mat, Comb. Hot Coffee-Choc., 600 cups...
- U-Select-It, Hot Coffee...

#### CARBONATED DRINK
- Drink-O-Mat, single flavor, 5c, 1000 cups...
- Drink-O-Mat, 3 flavor, 5c, 1000 cups...
- Drink-O-Mat, 4 flavor, 5c, 1000 cups...
- Lyons #1400, single flavor, 5c...
- Lyons #1400/2F...
- Lyons Model 500, 5c single...
- Mills, Automatic Fountain, 400 caps...
- Mills, Automatic Fountain, 900 caps...
- Soda Shoppe...
- Spacebar 3 Unit 5c, 1000 caps...
- Super Vend 3 flavor, 600 caps A-3...

#### EXHIBIT SUPPLY
- Big Banana...
- El Toro The Bull...
- Ferdy The Bull...
- Roy Rogers' Trigger...
- Rudolph The Red Nosed Reindeer...
- Pete The Rabbit...
- Pete The Rabbit With Music...
- Twin Pete The Rabbit...
- Space Patrol...
- Sea Skate...
- Vacumatic Card Vendor...

#### GENCIO MFG. & SALES CO.
- Shuffle Pool...
- Match Pool...
- Two Player Basketball...
- Deluxe Two Player Basketball...
- Super Two Player Basketball with Match Play...

#### AUTO-PHOTO CO.
- Auto-Photo...

#### BALLY MFG. CO.
- The Champion (Mech. Horse)...

#### CHICAGO COIN
- Criss Cross Bowler...
- Round the World Trainer...
- Super Frame Bowler, Double Lane...
- Super Frame Bowler, Single Lane...
- 6 Player Home Run...

#### H. C. EVANS & CO.
- Holiday (Model 4045) 100 Selections 45 RPM...
- Jubilee (Model 278) 40 Selections 78 RPM...

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UNITED'S TEAM SHUFFLE ALLEY

Features Instant-Scoring TEAM PLAY!

AUTOMATIC TOTALIZER
adds individual scores for team totals quick as a flash!
INDIVIDUAL SCORES ALWAYS REMAIN SHOWING

AVAILABLE IN 10¢—3 FOR 25¢ MODELS

- HINGED PIN HOOD
- HINGED FRONT DOOR
- SERVICE LIGHT
- FORMICA PLAYBOARD

- TWO SIZES
  8 FT. BY 2 FT.
  9 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR
NOW!

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

UNITED'S LEAGUE SHUFFLE ALLEY
has all the features of TEAM except Triple Match Feature
Big news is racing along the coin-machine grape-vine like wild-fire! Bally SURF-CLUB is definitely the biggest money-maker since BEACH CLUB...and actually out-earning BEACH CLUB in most locations. Get in early on the SURF-CLUB boom...get SURF-CLUB today.

**DOUBLE HOLD**

2-IN-LINE SCORES
SCORE AS 4-IN-LINE IN SUPER-LINE

2 SUPER-CARDS
LIT BY ADVANCING LIGHTS OR ROLL-OVERS

SUPER-LINE

SELECT-A-SPOT

CORNER SCORES

ADVANCING SCORES

EXTRA BALLS