Alfred Drake, one of the leading stars of the Broadway stage, receives a copy of the first record he made on the Cadence label from Archie Bleyer, president of the diskery. The singer’s initial sides are “Destiny’s Darling” and “Happy Wanderer”. Photo was taken backstage at the Ziegfeld Theater in New York where Drake was still in the costume he wears for his starring role in “Kismet”.

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HERE ARE THE FACTS ON ANOTHER FIELD TEST

On January 11th, months before its nation-wide introduction, a Wurlitzer 1700 mechanism in a 1500-A cabinet went on test in a big, busy, 24-hour-a-day restaurant in Charlotte, North Carolina.

The phonograph was programmed with a wide variety of records from nearly all major and independent record manufacturers.

The sun shone directly on the dome for thirty minutes a day, raising the inside temperature to 125°, yet no detrimental record warpage was experienced.

The installation included nine Wurlitzer 5205 Wall Boxes, one booster transformer and two auxiliary speakers.

To date one service call has been made—to correct the trip switch adjustment.

Earnings on this phonograph were considerably higher than the previous installation.

FROM ALL OVER AMERICA COMES PROOF THE FABULOUS HIGH FIDELITY

Wurlitzer 1700 HF IS THE GREATEST PHONOGRAPH OF ALL TIME

SEE IT, HEAR IT and BUY IT at your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
This is a fierce yet triumphant business. An exciting business. A business that tinges the spine and the entire nervous system of all who are engaged in it.

This is a business of anticipation. Of knowing what the public will want. Even before the public knows what it will want.

Of being able to perfectly time a release. Of gauging the complete merits of a tune. Of hearing it “in the rough” and polishing it into the brilliance of a sparkling diamond.

Of capturing instincts. Of pointing the way even before the path has been created. Of knowing, and loving, and living with people.

That’s the music business. A business which has made heroes of many. Rich men of some.

A business as unpredictable and, therefore, as thrilling as what may happen tomorrow.

This is the business of music. This is the business of the “tune that clicks”. Of the deep personal pride in such a tune.

This is more than show business. Because without music, where would show business be?

Music is what was born in the hearts and minds and souls of all the peoples of the world.

The business of music is the business of a nature’s boy and a sophisticate. It is the business of the great and the small. (It can, overnight, make the small—great.)

This is the business of the dream in the musical mind of man. It is the lilting tune of his entire life.

The bright tune of his marriage. The faster tunes of his youth. The sentimental tunes of his agedness.

The tunes that escaped his memory. The tunes that were born with him. The tunes that became part and parcel of him.

All this, and much more, is music. It is the warming, brightening sunlight of the world.

And because music is the business in which we are engaged, the business we love, we must plan ahead for it.

We must realize that the little things we do today the few-and-stretched-out-far-between-things may be just the things that will affect the music we produce tomorrow.

We can’t be selfish in the world of music. Because, although music is our business it is, in a very real sense, more than just a business. It is an art. It is the expression of the soul.

This, then, is written in the sincere hope that we, as the people who are most responsible for giving music to the nation, from its formulation thru its growth and into its final form, will remember continually that we must build for the future.

Tomorrow’s music successes hinge upon the music people of today. It is they who will determine what kind of music world we will have. It is they who will decide whether we are to have an industry devoted to artistic endeavors or an industry in which the dollar matters above all.

We sincerely believe that the people in this industry of music, regardless of how tough they think they are inside themselves as business men, are still the artistic people of the world.
**THE NATION’S TOP TEN PLUS THE NEXT 25 JUKE BOX TUNES**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Code</th>
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<td>YOUNG AT HEART</td>
<td>FRANK SINATRA</td>
<td>EP-1035</td>
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<td>PATTIE PAGE</td>
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<td>THE MAN WITH THE BANJO</td>
<td>AMES BROTHERS</td>
<td>ME-70302</td>
<td>70302</td>
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<tr>
<td>5</td>
<td>I GET SO LONELY</td>
<td>FOUR KNIGHTS</td>
<td>DE-29126</td>
<td>9-29126</td>
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<tr>
<td>6</td>
<td>A GIRL, A GIRL</td>
<td>EDDIE FISHER</td>
<td>VI-20-5675</td>
<td>5675</td>
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<td>HERE</td>
<td>TONY MARTIN</td>
<td>VI-20-5665</td>
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<td>MAKE LOVE TO ME</td>
<td>JO STAFFORD</td>
<td>DE-29104</td>
<td>9-29104</td>
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<tr>
<td>9</td>
<td>ANSWER ME, MY LOVE</td>
<td>NAT “KING” COLE</td>
<td>CA-2607</td>
<td>2607</td>
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<tr>
<td>10</td>
<td>JILTED</td>
<td>TERESA BROWER</td>
<td>BE-1016</td>
<td>47-1016</td>
</tr>
</tbody>
</table>

**THE CASH BOX**

**THE TITLE TELLS THE STORY—**

- **FELICIA SANDERS**
  - **JOLE JOHN**
  - From the Heart of the Cajun Country

- **FRANKIE LANE**
  - **JO STAFFORD**
  - **GOIN’ LIKE WILDFIRE**
  - “ROLLIN’ DOWN THE LINE”

---

**“It's What's in THE CASH BOX That Counts”**
SUNNY GALE
GOODNIGHT, SWEETHEART, GOODNIGHT
c/w CALL OFF THE WEDDING
20/47-5746

RALPH FLANAGAN
LULLABY OF BIRDLAND
c/w DID I REMEMBER
20/47-5741

SPIKE JONES
I'M IN THE MOOD FOR LOVE
c/w SECRET LOVE
20/47-5742

money records!

"It's What's in THE CASH BOX That Counts"
RAFL FLANAGAN ORCH.  
(RCA Victor 20-5741; 47-5741)  

B "I DID I REMEMBER" (2:10) [Peer ASCAP—Donaldson, Adamson] Buddy Victor takes the vocal spotlight on a Ralph Flanagan arrangement of a lovely romantic ballad. Good dance music that the kids will love.

L "LULLABY OF BIRDLAND" (3:06) [Patricia BMI—Shearing] Ralph and the crew rhythm through a solid jumper penned by George Shearing. Terrific arrangement.

THE WHIPPOORWILLS  
(Dootone 335; 45-335)  

C "MAGIC OF A KISS" [D. Williams BMI—Smith, Gonzales] With one voice taking the lead, the Whippoorwills glide through a slow and inviting waltz item with a country flavoring. Good song.

O "BACK IN CALIFORNIA" [D. Williams BMI—Smith, Gonzales] Another similar country type number is handled with grace by the crew. Warm and pleasing harmony.

VIC DAMONE  
(Mercury 70314; 70318 x 45)  

D "DON'T TAKE YOUR LIPS AWAY" (3:07) [Fred Raphael ASCAP—Hoffman, Nutile] A dramatic love story is told by Vic Damone as he lends his warm voice to a beautiful ballad with a subdued Latin tempo. Sentimental delivery.

G "SLEEPING BEAUTY" [Ivan Mogui ASCAP—Lipman, Dee] A lovely, refreshing, dreamy melody is tenderly treated by the star crooner. Very pretty tune that could click big.

BROCK PETERS  
(Columbia 40227; 44-40227)  

F "WAVE BYE BYE, JOHN" (2:32) [Emperor BMI—Whatley, Stone] This folk type group song could be the big one Broc Peters is looking for. The artist has the talent and an excellent piece of material that fits his style perfectly. Chorus aids Broc on what could be a smash. Great job.

M "MAKE ME A PRESENT OF YOU" (3:00) [Ted ASCAP—Greene] The songster is assisted by Sid Feller's orch on a pleasing ballad delivered with feeling.

BETTY REILLY  
(Capitol 2793; F-7393)  


O "BESAME MUCHO" (2:43) [Peer International BMI—Skylar, Velasquez] The thrush gets a rocking mambo beat for her solid reading of one of the south of the border classics. Terrific chant sung in English and Spanish.

BETTY GARRETT  
(Allied 5024; 45-5024)  

B "GO" (2:25) [Coloritone BMI—Garrett, Dolin] Movie star Betty Garrett sends up a great novelty item that could catch loads of loot. Real good jumper with a clever lyric. Thrush is fall of life.

C "THE SOFT SHOE" (2:40) [Coloritone BMI—Garrett, Dolin] Jerry Dolin and the orchestra supply another fine backing for Betty's appealing version of a soft shoe number. Light and easy to listen to.

ELLY WILLIAMS  
(Radio 253; 45-253)  


O "WORRY, WORRY, WORRY" [SAMCO—Corley] The clyde does a terrific job of multiple voicing on a real bouncey ditty with an infectious melody. Colorful job with an excellent氯orking.

CAB CALLOWAY  
(Roll 1038; 45-1038)  

C "JIFFED" (2:08) [Sheldon BMI—Kelly, Manning] Cab Calloway and the Sy Oliver orch bounce through one of the current big hits. Real cute job.

O "SUCH A NIGHT" (2:12) [Raleigh BMI—Chase] Another noise maker with a great swing styling from the Cab. The artist comes over solidly on this catchy cutie.

JUNE WINTERS  
(March 70368; 70368 x 45)  


O "I DON'T WANNA BE WORKING SO HARD" (2:21) [Witmark BMI—Whitcup, David] The thrush bounces through a cute light hearted ditty with the chorus assisting. Cute novelty that could catch coin.

MICHAEL SISTERS  
(Derby 850; 45-850)  

B "MY PRETTY PARAKEET" (2:42) [Village BMI—Shaym, Roeddy] The Michael Sisters bow on wax with a soft slow waltz that could shoot into the hit brackets. Lovely voices that blend excellently. Could click on their first.

O "KATCHEN" (2:50) [Cromwell ASCAP—Parish, Fanta] Ben Bennett assists the thrushes once again on a real cute and bouncey ditty, novelty with a happy lyric. Inviting vocals on the easy listening side. Good coupling.

THE CASE BOX  
(BETTY REILLY: "WHEN DID YOU LEAVE HEAVEN?"
BETTY GARRETT: "GO"
JUNE WINTERS: "SUCH A NIGHT"
MICHAEL SISTERS: "MY PRETTY PARAKEET")  

REVIEWERS' CHOICES:  

◆ "THIRTEEN WOMEN" Bill Haley & Comets: Decca 29124; 9-29124  
◆ "WAVE BYE BYE, JOHN" Broc Peters: Columbia 40227; 44-40227  
◆ "THE LAST TIME" Don, Dick & Jimmy: Crown 112, 45-112  
◆ "THE BOOGIE" Michael Sisters: Derby 850; 45-850

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

DECCA RECORDS

THE GROUP THAT GAVE YOU "CRAZY MAN CRAZY"

BILL HALEY and his Comets

1st SMASH RELEASE -

"THIRTEEN WOMEN"

DECCA-29124

"ROCK AROUND THE CLOCK"

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

**RECORD REVIEWER**

**SLEEPER OF THE WEEK**

**NOBODY MET THE TRAIN** (2:30) [Laurel ASCAP—Benjamin, Weiss] 
**LIFE WAS MADE FOR LOVING** (2:21) [Karen ASCAP—Peckian, Friedman] 

**THE BANDS ON SUNDAY MORNING** [Claredon House BMI—Libbey] A lovely tone about the Sunday morning church bells is tenderly fashioned by the warm voice of Denny Vaughan. Choir assists on this religious type theme.

**YOU'VE ONLY SWEET HEART** [Peist ASCAP—De Voil, Delson] The crooner does a smooth job on a soft and slow romantic affair. Pretty instrumental accompaniment.

**THE BOOGIE** [Gallatin BMI—Lombardy] A great rocking instrumental loaded with beat is belted out by Al Lombardy his clarinet and his orchestra. Terrific boogie woogie item that the kid'll go wild about.

**THE BLUES** [Gallatin BMI—Lombardy] A popular favorite gets a low down big band instrumental with a thrilling blues quality. Great sound that oughta rock the boxes.

**MY RESTLESS LOVER** (2:43) [Chappell ASCAP—Davenport] A wonderful tune that's been around for a few months gets a beautiful instrumental treatment from the Pembroke Davenport org. Great sound.

**CONFUCIUS MAMBO** (Tico 206; 45-206) [Puenue] The boys belt out another wild rocker, tailor made for the jazz section. Should do well in the right locations.

**COCKTAIL MAMBO** [Goldner, Estevan] The keyboard master of the mambo, Joe Loco presents his version of an appealing mambo. The usually perfect, soft and rhythmical Loco touch has been a little sharper.

**ONE BEAT MAMBO** [Cupples ASCAP—Davenport] Another appealing item in this Spanish flavored string piece penned by the leader. Melodious number with an interesting delivery.

**TITO PUNENTE ORCIL** (Tico 199; 45-159) [Puenue] Tito does a great job on the vibes and the timbales as he and the org rock through a real catchy mambo that could hit.

**GEORGE WOODS MAMBO** [Puenue] The boys belt out another wild rocker, tailor made for the jazz section. Should do well in the right locations.

**THE MANN WITH THE BANJO** (2:39) [Melvin BMI—Mellin, Rechel] Larry Hooper and the Sparklers supply the vocal assist for Lawrence Welk's instruments covering a current clobber, Inviting Job.

**UNTIL SUNRISE** (2:17) [Leeds ASCAP—Moss, Collins, Fine] This one touches the vocal spotlight on this appealing ballad. Easy listening with a bit. This tune has also been making a stir.

**IF I LOVED YOU** (2:56) [Williamson ASCAP—Hammerstein II, Rodgers] "DO LET THERE BE LOVE" (2:50) [Sheldon BMI—Cook] Roy Hamilton (Epic 9047; 4-9597)

**NOBODY MET THE TRAIN** (2:30)

**LIFE WAS MADE FOR LOVING** (2:21)

**THE BANDS ON SUNDAY MORNING** [Claredon House BMI—Libbey]

**YOU'VE ONLY SWEET HEART** [Peist ASCAP—De Voil, Delson]

**THE BLUES** [Gallatin BMI—Lombardy]

**MY RESTLESS LOVER** (2:43) [Chappell ASCAP—Davenport]

**CONFUCIUS MAMBO** (Tico 206; 45-206)

**COCKTAIL MAMBO** [Goldner, Estevan]

**ONE BEAT MAMBO** [Cupples ASCAP—Davenport]
Current & Choice
THESE ARE THE THINGS I LOVE
b/w Echo Bonita
Smith Brothers
78 RPM CAT. NO. X-0009
45 RPM CAT. NO. 4X-0009
QU’EST-CE QUE C’EST ("Kess-Ka-Say")
b/w I Would If I Could But I Can’t
Bill Darnel
78 RPM CAT. NO. X-0012
45 RPM CAT. NO. 4X-0012
THAT SILVER-HAIRED DADDY OF MINE
b/w My Mom
Al Morgan
78 RPM CAT. NO. X-0015
45 RPM CAT. NO. 4X-0015
Fast-Breaking Country & Western
DON’T DROP IT
b/w Truck Driving Man
Terry Fell
78 RPM CAT. NO. X-0018
45 RPM CAT. NO. 4X-0018

New Releases
I DON’T KNOW
b/w Two Hearts
The Wilder Brothers
78 RPM CAT. NO. X-0018
45 RPM CAT. NO. 4X-0018
HALF AS LONESOME
b/w Stay A Little Longer
The Woodside Sisters
78 RPM CAT. NO. X-0020
45 RPM CAT. NO. 4X-0020
HAPPY BIRTHDAY
b/w Happy Anniversary
Danny Mendelsohn Singers
78 RPM CAT. NO. X-0022
45 RPM CAT. NO. 4X-0022
ONDINE
b/w Mary Ann
Hilversum and his Orchestra
78 RPM CAT. NO. X-0024
45 RPM CAT. NO. 4X-0024
New Country & Westerns
I WAS ONLY 17
b/w Two Of A Kind
Maybelle Seiger
78 RPM CAT. NO. X-0026
45 RPM CAT. NO. 4X-0026
I WAS STANDING IN THE STATION
b/w Make With Me De Love
Shorty Long
78 RPM CAT. NO. X-0028
45 RPM CAT. NO. 4X-0028
Watch for No. 12

"It's What's in THE CASH BOX That Counts"
A Hit Back... to Back!

Jimmy Sacca

HANK WILLIAMS' GREATEST...

"ALONE WITH MY HEART"

"MANSION ON THE HILL"

ORDER FROM YOUR NEAREST DOT DISTRIBUTOR

THE CASH BOX, Music

May 15, 1954

"It's What's in THE CASH BOX That Counts"
BEST SELLING POP
THE HILLTOPPERS
Poor Butterfly
and
Wrapped Up In A Dream
Dot 15136

JIMMY SACCA
Alone With My Heart
and
Mansion On The Hill
Dot 15163

AL LOMBARDY
The Blues (The Hucklebuck)
and
The Boogie
Dot 15143

The Original!
FRANCIS CRAIG'S
Near You
and
Beg Your Pardon
Dot 15159

RUSTY BRYANT
Pink Champagne
and
Slow Drag
Dot 15164

COUNTRY & WESTERN
JIMMY NEWMAN
Cry, Cry Darling
and
You Don't Have To Go
Dot 1195

RHYTHM & BLUES
THE COUNTS
Baby Don't You Know
and
Hot Tamales
Dot 1199

BEST SELLING ALBUMS
DEP-1-1006
You Made Up My Mind
Trying
Must I Cry Again
I Keep Telling Myself
THE HILLTOPPERS

DEP-1-1007
I Can't Lie To Myself
If I Were King
I'd Rather Die Young
P. S. I Love You
THE HILLTOPPERS

DEP-1-1008
For Keeps
Bouquets and Kisses
I Found Your Letter
Till Then
THE HILLTOPPERS

DEP-1-1009
Time Will Tell
There Is No Greater Love
Blue Eyes Crying In The Rain
From The Vine Came The Grape
THE HILLTOPPERS

DLP-105
Time Will Tell
There Is No Greater Love
Blue Eyes Crying In The Rain
From The Vine Came The Grape
For Keeps
Bouquets and Kisses
I Found Your Letter
Till Then
THE HILLTOPPERS

DEP-104
Twelfth Street Rag
Little Girl
Johnny's Blues
Blue Danube
JOHNNY MADDOX

DLP-104
Johnny's Blues
Blue Danube
Twelfth Street Rag
Little Girl
Good-Bye Girls I'm Through
Sweet Leilani
The Honey Song
Alice Blue Gown
JOHNNY MADDOX

NEW ALBUMS
DEP-1-1010
Tippin' In
South Of The Border
Peg O' My Heart
Hot Lip
JOHNNY MADDOX

DEP-1-1011
Glad, Glad, Glad
My Man
Stormy Night
About A Quarter To Nine
THE HILLTOPPERS

Francis Craig's
NEAR YOU
b/w
BEG YOUR PARDON
Dot 15159

Available back to back
The Original Hit Recording of...

DLP-104
Johnny's Blues
Blue Danube
Twelfth Street Rag
Little Girl
Good-Bye Girls I'm Through
Sweet Leilani
The Honey Song
Alice Blue Gown
JOHNNY MADDOX

DEP-1-1010
Tippin' In
South Of The Border
Peg O' My Heart
Hot Lip
JOHNNY MADDOX

DEP-1-1011
Glad, Glad, Glad
My Man
Stormy Night
About A Quarter To Nine
THE HILLTOPPERS

This month marks the beginning of our 5th year in operation and we of Dot Records are Sincerely Grateful to everyone who has helped us grow

Randy Wood
pres.

Dot RECORDS
GALLATIN, TENNESSEE
PHONE: 880-881

"The Nation's Best Selling Records"

"It's What's in THE CASH BOX That Counts"
Dorothy Shay scored a big success at the opening of her four-week stint at the Cafe Paris. The swanky audience admired Miss Shay's gown and praised her for the word of every song. Well done Dorothy. You've now added Mayfair Hillhills to your vast circle of admirers, I suppose.

Another debut was that of Dickie Vokes, in his vaudevillian week. Yes, he too had the patrons eating out of his hand. Dickie is star material, with a fine name in big lights. Arrived in London on business is publisher Sol Bourne who asked me to remember to take him to all his friends at The Cash Box, and especially to Bill Gerald and Leni Hayton. Lenny Hayton looked in for two days. He arrived in London on Monday and flew back to Paris on Wednesday. Came over to consolidate Lena Horne's forthcoming tour. . . .

Mr. and Mrs. Larry Parks are to undertake a ten-month tour of Irish theatres in June. Dates have been booked by MCA's London office. Larry will be here early for film commitments. . . . Bigest financial offer to a British music band was made by Lew and Leslie Grade to Cyril Staple for £150,000 to leave the BBC with the band and go out to the variety theatres for forty one weeks. Cyril has not accepted the offer as yet, he has not declined it either.

In the same week I mentioned the sensational success of a German children's choir record titled "The Happy Wanderer." If the children's record didn't make it in the States, there's no doubt that Frank Weis's version caught everyone's fancy. Well the point of this is that I have in my possession another children's record again a German tune—but this time the one I picked is sung in Dutch. I should have called it for the first time in my next D. J. show and I'll bet it happens overnight. I'll give you details and title next week. I haven't let it out of the safe or I'd have every A&M man on my back.

Twenty-four year old Kathy Lloyd, Australian vocalist has had the honor of Radio City's Matinee Lite's successor in the Ted Heath aggregation, and is now replacing Paul "Oh, Me Papa" Burkhart arrived in London this week on a five day business trip. . . .

Capital of quick glimpse is "Not King," Cole just to say hello and charity before Nat flew off to the Continent.

Guy Mitchell arrived on Thursday to take his turn of the provinces. He will also guest with the BBC Show band. . . . France, this week, sees the awards given for the best film of 1954. This is known as "Le Grand Prix Du Cinema." Don't worry about who'll get it. I can tell you almost everyone of the diskers will be getting some recognition. Yet this week, saw Twenty-Five "Grand Prix" to distribute. This week's best selling Pop singles: (Jubilee Music Express):

1) "Such A Night" - RICHARD KAY
2) "Secret Love" - DON RAY
3) "It's Just A Teen-ager's Affair" - FRANKIE LAINE
4) "I See The Moon" - CARL VIDAL
5) "Changing Partners" - BILL CUNNINGHAM
6) "The Happy Wanderer" - OBERKIRCHEN CHILDREN'S CHORUS
7) "Don't Laugh At Me" - NORMAN WISDOM
8) "Work On A Dollar!" - GUY MITCHELL
9) "Bell Bottom Blues" - ALMA COGAN
10) "Oh, Me Papa!" - EDITH CAVELL

The Cash Box, Music Page 14 May 15, 1954

NEW YORK: Bobby Mellin celebrated the seventh anniversary of his publishing firm this week. In the time, he has been out on his own, Bobby has had some of the top hits in the business. . . . Jennifer Dahl, new singer on the Jubilee label, is the daughter of a bandleader in New York. Her real name is Jannine Tesauro. . . . Karen Chandler and bubbly Jack Pleas building their new home in Englewood, New Jersey. . . . Cindy Lord visiting with her agent on MGM "I'll Never Need The Moon" and "I Never Felt Like Falling In Love." . . . Helen Troy of Vita Records may be in the next King Brothers movie "The Syndicate." . . . Bob Manning to appear on the David Fender show May 14. . . . The May Kay's, Bassie and Allied Records back in New York after a trip through the South checking talent. . . . The Gene Krupa Trio is in New York starting May 24. . . . Josephine Premice, now playing at the Folies in Las Vegas, is flying to Los Angeles for one day next week to wax her initial recordings for Coral. . . . Jack Emmett has signed Louis Armstrong for a return engagement at the Sands Hotel in Las Vegas starting September 15. . . .

There'll be a big celebration for Ella Fitzgerald when she opens at Basin Street later this month. . . . The Gaylords head eastward on the 25th of May to appear at the Stagecoach in Hackensack, N. J. for a ten day stint starting May 12. . . . Tony Bennett says that his music will sell at least 70,000 copies for him just to break even, considering the expenses of the date which includes high priced arrangements, orchestrations and musicians.

CHICAGO:

The Pumph Room, this past Sunday eve, had itself quite a delegation of folk. Seen all together at one point in the evening: Frankie and Nan Laine, with Frankie advising his wife on her way to Newtown and Nan on her way back home to sunny Cal; Marty and Reba Hogan, who had quite a party of their own, joined in the conversation, with Bill and Tinnie Gersh of The Cash Box office. Vic Dickenson was in during the nite. . . . Quite a cocktail shindig for lovely Kathy Kallen this past week. Downstairs at the Tally-Ho just about everyone of the Joe Ferras present. Se'man Schultz, Shim Weiner, Al Chapman, Bajie Kraft and Ray Lulack. And all just came at the "Little Thing" while flashing The Cash Box front cover over. Kathy isn't feelin' too well, but, she's just as brilliant and charming as ever one.

Kitty Kallen just beaming. . . . Tommy Leonetti follows Kitty Kallen into the Chip on his shoulder has his first gal. And make his appearance this his greatest yet. Which the kid can do. As he definitely proved on the Jimmy Durante show. . . . Bleene Mack, who uses once upon a time be Jack Egan's gal Friday, now she has her own, is on the scene in addition to her regular chores at the station. . . . By the way, Desjac Don McCarthy in collaboration with Roth Zelina of WCFL's library staff, wrote, "Why Do I Pretend," Tennessee. Four others are hidden in the siren songorge. . . . Rocky and Casey Rolf down in Gulf Shores, Alabama. "An' we love it," Rocky says. . . . Accordionists, Eddie and Hal Chapman, were kicked off the Emery label with a disk that's now getting marvelous airplay round town. . . . Busy, busy boy, with a zillion friends in our town, Lou Monte. Dancing here and there and trying to please everyone. . . . Oh, well, it's a grand business, like gorgeous Dolores Gray says.

LOS ANGELES:

Unsung artists come and go by the dozens. Many great singers cut release after release, but yet somehow just don't seem to make the grade. Others make their debut into the wax world unnoticed and suddenly crash through to the top. Then a new singing star is born. One of the next, great singers to reach stardom could well be the new S & G Records partner, 18 year old, Chuck Crayson. He has long been a favorite of the Bobby socks crowd at high schools and colleges where he performed. Chuck first released, "Gotta See Ya (once more) b/w "Revenge," proves he has the talent to make him the top. . . . Tony Feller, on the 14th of May spent several days in the offices of S & G Records before opening at the Ambassador's Coconut Grove on May 6th. . . . Capitol will soon release the old standard "Isle Of Capri" Of Charles Westmore & Daniel Whiting. Turn & Feller is new style. Flip side features a tune the Duke has used for several years to call his music "Back to the soil," to the tune of "Band Car." . . . B. K. Dailey with the flip side, published and arranged by the Duke. . . . Records, caused quite a stir among the nation's disk jockeys with his multiple violin arrangement of "Bullfrog" b/w "Can't Sleep For Dreaming" with Dana & D'Antoni. Richard has now released an arrangement of technique with his latest waxing of "More Love" b/w "Do Nuthin' Blues" with the Hal Hoppers. Hopper is billed as the man with the singerman sound. He fills in on all vocals and provides a one-man rhythm section by sliding his muted trumpet. It's an unusual waxing worth watching for. . . . Seen catching songstress Vicki Young's act at the Club Stile on Madison is never heard. Reba Kallen, wife of song laureate, Tom Melvin. . . .
THE TEN RECORDS

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. LITTLE THINGS MEAN A LOT ............. Kitty Kallen (Decca)
4. MAKE LOVE TO ME ....................... Jo Stafford (Columbia)
5. CROSS OVER THE BRIDGE ............... Patti Page (Mercury)
6. HERE ........................................ Tony Martin (RCA Victor)
7. I GET SO LONELY ............................ Four Knights (Capitol)
8. THE MAN WITH THE BANJO ............. Ames Brothers (RCA Victor)
9. JILTED ...................................... Teresa Brewer (Coro)
10. A GIRL, A GIRL ............................ Eddie Fisher (RCA Victor)
11) SECRET LOVE. 12) IF YOU LOVE ME. 13) THE HAPPY WANDERER. 14) ANSWER ME, MY LOVE. 15) POOR BUTTERFLY.

Stan Pat, former deejay with WTNJ-Trenton, N. J., who gave up radio work to give full time to his personal management and record promotion dropped into the office last week. Stan, one of the most sincere and personable fellows in the biz, said: "In all fairness to my very good friends in the publishing and recording industry, though I would like to continue to receive all the records they've been sending me, I feel the time, effort and money spent for postage, etc., could bring them better returns if used in behalf of some other jockey who is currently more active than I am. They were all my friends and my conscience doesn't permit me to impose on them unfairly." Nice guy, huh!

Pic of the week—Rod Louden (KPOJ-Portland, Ore.) pictured working out his program while in bed. Rod recently was out of action for three weeks due to mumps and did his show from his bedroom.

Buddy Basch just took Dean Parker on a deejay visit to radio stations in Newark and Paterson, N. J. .

Gall Reagan, station manager of KWQC-Columbia, Mo. in New York recently. .

Tom Finn, (WKSH-Dearb homosex, Mich.) enters the army May 11.

Tommy Edward (WERE-Cleveland, Ohio) calls attention to a week of gimmicks. Jockies were regaled last week with a bag of popcorn for Janet Brace's "Popcorn and You"; a bag of chewing gum for Dean Parker's "Be Mine Beloved" and a balloon for Charlie Applewhite's "Parade."

Howie Leonard (WFOR-Portland, Maine) the father of a boy born April 25. .

Bob Rosen, Seeco and Dawn Records gave, still talking about the fine reception he was given by jocks out in Cleveland, Ohio.

Jerry Kay (WTIX-New Orleans, La.) managing to sneak in some fishing and acquiring a sensational suntan. No wonder Jerry is so keen on New Orleans. .

Like this line from Jack Rowzie (WWDC-Washington, D. C.), "The Lowly Private has again taken the spotlight. I've heard a Sergeant blow up because a Private didn't have a "shine" at inspections, but did you ever hear of the whole army getting excited about one without going into the pros and cons of personalities. I think the current investigations have done more to add polish to the lowly rank of Private than anything since Kilroy."

Bob E. Lloyd (WAVZ-New Haven, Conn.) recently had Verna Leeds, Glenn Taylor and Tommy Mara on his morning show. Bob says it's a good spot to show off talent as the morning audience is a new audience for the artist.

Wants artists working his territory to come up and say "hello."

Johnny Morris has moved from WLOL to KSTP-Minneapolis, Minn. Johnny has about 10 hours of records and will continue to use The Cash Box lists.

Buddy Harris (KGO-Dallas, Tex.) has been selected to serve on the Woman's Home Companion panel for the Record of the Month. .

Bill Silbert (WMGM-New York) lining up a series of "Recording Star Nites" to be presented at Green's Hotel, Pleasantdale, N. J. This Spring and Summer.

"It's What's in THE CASH BOX That Counts"
RIAA Reports $205,000,000 Gross
As All Time High For Record Industry

NEW YORK—In a report to its members, John W. Griffin, executive secretary of the Record Industry Association of America announced that the record industry topped all former sales figures by grossing for 1953 an estimated dollar volume of $205,000,000.

The basis for this figure and others, was a preliminary report to the Association by Samuel R. Rosebaum, Trustee of the Music Performance Trust Fund, which was based on the sales figures by various record manufacturers. The contributions indicate that the total sales by the industry increased by 5% in 1953 over 1952. The report also shows the relative popularity of 78 rpm, 45 rpm and 33 1/3 rpm records. And for the first time, the report furnishes separate figures on standard and long play 45 rpm records.

The report of M.P.T.F. does not reflect, by any means, the total sales of records in the United States, since it includes only records recorded by musicians who are members of the AF of M, and even then only if such records were recorded after September 1, 1943. This means, therefore, that in the report of the M.P.T.F. no records are included which were recorded prior to 1943, and records which contain no music. Almanacs must also be made for the fact that the M.P.T.F. does account for records pressed and sold in Canada and other foreign countries, when such records have been made from masters recorded in the U.S.

In view of these two adjustments, the report of the M.P.T.F. has generally been considered as reflecting approximately 85% of all records sold in the United States. Since the M.P.T.F. has reported for 1953 record sales of a retail value of $172,000,000, it appears that the total domestic retail sales in the U.S. of all types of records were approximately $205,000,000.

The Year's Report of the R.I.A.A., Inc., provides an estimate of total domestic record sales at the retail level (foreign sales not included) for the period 1947 to 1952 inclusive. As official figures for 1953 become available it seems quite certain that 1953 has displayed 1947 as the all-time top year for record sales in the U.S.

Industry sales at the retail level, foreign sales not included, from 1947 to 1952 are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1947</td>
<td>$204,200,000</td>
</tr>
<tr>
<td>1948</td>
<td>$172,000,000</td>
</tr>
<tr>
<td>1949</td>
<td>$127,875,000</td>
</tr>
<tr>
<td>1950</td>
<td>$172,700,000</td>
</tr>
<tr>
<td>1951</td>
<td>$195,950,000</td>
</tr>
<tr>
<td>1952</td>
<td>$189,400,000</td>
</tr>
<tr>
<td>1953</td>
<td>$205,000,000</td>
</tr>
</tbody>
</table>

While no official figures are available, it is generally believed by the R.I.A.A. that records pressed and sold abroad from masters owned by American performers and which were recently accounted for retail sales amounting to approximately $20,000,000 annually. Under this aspect it can be fairly stated, therefore, that the combined domestic and foreign sales of American record companies amounted to $225,000,000 in 1953.

The figures in the following charts showing the trend of retail sales during the past five years are taken, for the first four years, from the report of the President of the AF of M and, for 1953, from a special report just issued by the Trustee of the Music Performance Trust Fund. The charts which follow are valuable as indicating trends but are not a complete reflection of total record sales in the United States.

### SALES BY UNITS

<table>
<thead>
<tr>
<th>Year</th>
<th>78 rpm</th>
<th>45 rpm</th>
<th>E.P.</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1944</td>
<td>27,771,475</td>
<td>94.3</td>
<td>71,370,285</td>
<td>34</td>
</tr>
<tr>
<td>1945</td>
<td>145,212,475</td>
<td>78.5</td>
<td>51,722,795</td>
<td>25</td>
</tr>
<tr>
<td>1946</td>
<td>126,774,785</td>
<td>68.1</td>
<td>49,977,975</td>
<td>25</td>
</tr>
<tr>
<td>1947</td>
<td>97,029,775</td>
<td>47.5</td>
<td>42,027,975</td>
<td>25</td>
</tr>
<tr>
<td>1948</td>
<td>122,069,000</td>
<td>60.3</td>
<td>40,198,500</td>
<td>30</td>
</tr>
</tbody>
</table>

### RETAIL SALE VALUES

<table>
<thead>
<tr>
<th>Year</th>
<th>78 rpm</th>
<th>45 rpm</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>191,546,665</td>
<td>8.8</td>
<td>259,890,500</td>
</tr>
<tr>
<td>1950</td>
<td>103,597,641</td>
<td>6.5</td>
<td>174,975,285</td>
</tr>
<tr>
<td>1951</td>
<td>102,346,698</td>
<td>6.6</td>
<td>170,591,196</td>
</tr>
<tr>
<td>1952</td>
<td>91,015,293</td>
<td>6.6</td>
<td>151,376,996</td>
</tr>
<tr>
<td>1953</td>
<td>10,500,000</td>
<td>50</td>
<td>185,000,000</td>
</tr>
</tbody>
</table>

### “IT’S WHAT IN THE CASH BOX THAT COUNTS”
THE MUSIC OF FAT'S WALLER—Ted Heath—London LL 976 (1-12" LP) List: $5.95

London Suite: Soho; Piccadilly; Bond Street; Limehouse; Chelsea; Whitechapel; Gay London; Honeybunch Rose; Ain't Misbehavin'; Blue Turning Gray Over You; Jitterbug Waltz; I've Got a Feeling I'm Falling; Alligator Crawl.

Ted Heath, who has made a rather deep impression on the American public with his swinging interpretations comes up with volume of material that is strong sales matter. The works of Fat's Waller are given a particularly bright reading, topped by the dancing and multi-colored sleeve. The tape personality photo of Fat's should help no end in the selling department. This is the first LP waxing of Fat's "London Suite." London is giving the disk a super send-out.

JIMMY LUCEFORD—His Chickasaw Syncopators—"X" LPs 2091 (1-10" LP) List: $3.85

White Heat; In Day Morning; Sweet Rhythm; Swingin' Uptown; Chillin' Get Up; Leaving Me; Breakfast Ball; Jambocacy.

"X" digs deep into the RCA Victor vaults for another jazz collectors' item and comes up with eight sides by Jimmy Lunceford and his band. The tunes were recorded in 1930 when the band was young in age and development and in 1934 when the band had reached its full power. Lunceford's name that must be placed on top of the list with the jazz giants who were such great influences in the development of the times with him such top sides, Smitty, Eddie Wilcox, Sy Oliver and others to numerous to mention. Collectors must.

MILES DAVIS QUARTET—PRESTIGE PRLP-161 (1-10" LP) List: $5.95

Sophisticated Lady; Low Tune Up; Miles Ahead; Smooth; Four; That Old Devil Called Love; Blue Heaven.

One of the leading trumpets in the progressive element, Miles Davis is backed by artists John Lewis, Percy Heath, Max Roach, Horace Silver and Art Blakey. Results are an LP that should please the cool crowd.

SHOW ALBUMS

VICTOR BORGE—"Comedy In Music"—Columbia CL-554 (12" LP) List: $4.85

Originally employed as an audience warm-up man for the Bing Crosby radio shows, Borge has now advanced to the point where he has been referred to as "the funniest entertainer in the world." Recently, the TV, nightclub, radio performer made his mark on the legitimate theater-going world where he drew raves for his one man show "Comedy In Music." Here, segments of the hilarious show are offered on wax. One side features Borge as the conman. The Flip side stars him as a skilled pianist. But even on the piano deck, the virtuoso injects humor. The artist's ardent followers should buy up a heap of this number. It's a great album. Full of laughs.

COUNTRY & WESTERN

TENNESSEE JAMBOREE—Hank Snow, Minnie Pearl, Chet Atkins, Johnnie & Jack, Ken Marvin, Grandpa Jones—RCA Victor LPM-3192 (1-10" LP) List: $3.15

But I Love You Just the Same; Georgia Camp Meeting; Stolen Moments; Jealous Heated Heart; Borrowed Diamonds; My Religion's Not Out-Of-Date.

The diskery comes up with a terrific package that serves to unite, on one plate, some of the mainstay of WSM's "Grand Ole Opry" show. Billed as "An All-Star Country Show," the disk features the rhythms, atmosphere and sentiment that have helped popularize country music. The album should enjoy an especially healthy sale since some of these artists are now touring with the much publicized RCA Victor Country Caravan.

FILM SOUNDTRACK

THE GOLDEN COACH—Anna Magnani from the music of Antonio Vivaldi— MGM E 4119 (1-12" LP) List: $4.95

Taken directly from the soundtrack of the film "The Golden Coach." The delightfully melodic music of Antonio Vivaldi, 18th century composer, was chosen specifically for the film, "The Golden Coach." The music is gay, tuneful and often humorous. Anna Magnani's contribution vocally is insignificant, her name value will help sell the record. The music is well worth the price. Vocals are done in Italian.

CHILDREN

CANDY CANDIDO—You're Nothin' But A Nothin' & "Barnacle Bill the Sailor"—CAS 1156 (78rpm)

Versatile Candy Candido comes up with two familiar melodies that should do a bang up job with the kiddies. Excellent job by the artist. The kids'll love "Barnacle Bill."

SYLVESTER and PIED PIPER PUSYCAT—Capitol Records CAS 3188—
(1-10" LP) 78rpm

Things looked pretty dark for the pussycats when Sylvester got rid of all the mice and now there was no longer any need for pussycats in the home. But things come out all right in the end as the kiddies will enjoy the solution to the problem. Mel Blanc does a fine job telling the tale. A children's goodies bearing the "Bebo Approved" stamp. Strong fare for the meowpet market.

NEW YORK—After two years in development, Audivox Records announced this week the completion of what is probably the industry's first seven-channel multi-track tape recorder.

The machine was created by Raymond Scott at his home laboratory in Long Island, and as far as is generally known this is the first multi-channel machine expressly designed for use in the manufacture of phonographic records. The recorder uses 1" tape and is capable of recording seven different tracks simultaneously or independently. It is also possible to erase each track individually and to play back tracks in any combination and in any desired mixture of levels.

Though long anticipated by the recording industry, this is believed to be the first seven 'independent' channel magnetic tape recorder. Audivox's first use of this new development was in its recent release "Mountain High-Valley Low," featuring the "Voices of Dorothy Collins." In Scott's opinion the effects achieved would have been extremely difficult, if not impossible, with any other accepted method. It is interesting to note that "Mountain High-Valley Low" was hailed by the trade as being an artistic and engineering achievement.

GEORGE THOMPSON NAMED

RALPH FLANAGAN MANAGER

NEW YORK—George Thompson has taken over as manager of the Ralph Flanagan orchestra. Herb Hendler had been manager until three weeks ago when Flanagan bought him out in an amicable settlement.

The band is currently on a one-nighter tour and has just released a new disk for Victor, "Lullaby Of Birdland" and "I Did Remember." The diskery is planning a major drive on it.

**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. ROSE MARIE—Original Cast (MGM E 229)
4. SONGS FOR YOUNG LOVERS—Frank Sinatra (Capitol H 488)
5. MUSIC FOR LOVERS ONLY—Hank Williams Jr. (Columbia ML 4850)
6. MUSIC TO MAKE YOU MISTY—Jackie Gleason (Columbia H 455)
7. KISMET—Percy Faith (Capitol CL 550)
8. PARSON MY BLOOPER—Kermit Schafer (Jubilee LP 2)

GET THE Original On Original

"THE STEPS OF ST. MARIE" with PAT LAURIE and BOB CREWE

"ALL THROUGH A GOODNIGHT KISS"

ORIgINAL RECORDS, INC.

110 BERGEN PIKE

LITTLE FERRY, N. J.
Laine Does TV Films

HOLLYWOOD—Frankie Laine, one of the record industry's stellar salesmen, will star in a new medium-length television. Laine has just signed a long-term contract with Guild Films for a series of musical television films.

Actual filming will begin shortly on the series which will showcase the singer with feature dancers and other top musical talent. Each show will be a half-hour and will be sold to individual sponsors in local markets following the pattern of Guild Films' successful Liberace Show, now seen in 174 cities. Enthusiastic response from video stations and prospective sponsors promptly greeted announcement of the forthcoming Laine vehicles.

Smiles

NEW YORK—Photographer James K. Kriegsmann and Betty Madigan are full of smiles as they hold two of Betty Madigan's current best-selling M-G-M platters of "Joyful" Kriegsmann, as a hobby, wrote "Joyful" and Betty's rendition of the number is now the "Number One Best-Seller" for M-G-M Records.

Garry To Disk Jockey New Birdland Show

NEW YORK—WABC Radio returns to all-night, 24-hour-a-day broadcasting when The Birdland Show, a six-hour nightly session of popular music in the modern vein sponsored by The Birdland Restaurant, premieres Monday evening, May 10 (actually Tuesday morning) from midnight to 6 a.m. Bob Garry will jockey the seven nights a week stint.

Friday and Saturday evenings "This Is Patti" show with Pat Rhodes hosts the Birdland Show from 12:05 to 12:30 a.m.

The Birdland Show will bring stay-at-homes and early risers a session of music and chatter designed to end or start their day in the most tuneful of manners.

Though the show will be made up mostly of relaxed jazz, spun from both the popular jazz disks as well as some unusual seldom-heard platters, an occasional pop ballad or husk instrumental will be interspersed to round out the musical programming.

Garry, long associated with night-time radio around New York via his co-stint with Symphony Sid on several Y. indies before airing that shot on WABC (then WIP), also jockeyed The Birdland Show over the ABC flagship in New York several seasons back.

Bill Ballance

KNX—Los Angeles, Calif.
1. Wanted (Perry Como)
2. Young At Heart (F. Sinatra)
3. Here (Tony Martin)
4. The Man With The Banjo (Kitty Kallen)
5. Little Things Mean A Lot (Kitty Kallen)
6. I Should Care (Jeff Chandler)

Wallie Dunlop

WICG—Bridgport, Conn.
1. Wanted (Perry Como)
2. Little Things Mean A Lot (Kitty Kallen)
3. I've Got Love (Cole)
4. Here (Tony Martin)
5. If You Can't Keep Your Belly Laughing (Kitty Kallen)
6. I Get So Lonely (4 Knights)
7. Cuddle Me (Ronnie Martin)
8. My Sin (Georgia Gibbs)
9. The Kid's Last Fight (Laine)

Russ Coglin

KOAK—Oakland, Calif.
1. Young At Heart (F. Sinatra)
2. Cross Over The Bridge (Page)
3. Cuddle Me (Kitty Kallen)
4. My Sin, My Life (Georgia Gibbs)
5. Oh, That'll Be Holiday (Kitty Kallen)
6. Wind Beneath Her Wings (Dorothy Counts)
7. True Love Does On And On (Ives-Jenkins)

Art Heller

WCFI—WMAQ—Chicago, Ill.
1. I Understand (Four Tunes)
2. Young At Heart (F. Sinatra)
3. Till I Kiss You At The After (Page)
4. Make Love To Me (Steffid)
5. Little Things Mean A Lot (Kitty Kallen)
6. Make Love To Me (Steffid)
7. Such A Night (Benny Goodman)
8. You'll Never Walk Alone (Tony Hamilton)
9. An Amore E Cosa (Eddie Fisher)

Robin Seymour

WKMM—Dearborn, Mich.
1. The Happy Wanderer (Gaylord)
2. Poor Butterfly (HiLLopppers)
3. Cuddle Me (Ronnie Martin)
4. Don't You Want To Know (Frank Sinatra)
5. I've Got Love (Cole)
6. Sun Beams (Four Tunes)
7. Want You (Kitty Kallen)
8. I Believe In You (Steffid)
9. My Heart, My Life (Georgia Gibbs)
10. Make Love To Me (Steffid)

Tiny Markle

WAVZ—New Haven, Conn.
1. A Girl, A Girl (Eddie Fisher)
2. Sun Beams (Four Tunes)
3. Jittered (Tommy Dorsey)
4. Little Things Mean A Lot (Kitty Kallen)
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6. Answer Me, My Love (Cole)
7. Secret Love (Doris Day)
8. I Get So Lonely (4 Knights)
9. Answer Me, My Love (Cole)
10. Secret Love (Doris Day)
Don Bell
KENT—Des Moines, low
1. Wanted (Perry Como)
2. Make Love To Me (Stafford)
3. Jilted (Teresa Brewer)
4. I Get So Lonely (4 Knights)
5. You Got Me, My Love (Cola)
6. Cross Over The Bridge (Page)
7. Young At Heart (Sinatra)
8. By The Time We Were 20 (Ames Bros.)
9. The Man Upstairs (Key Star)
10. The Jones Boy (Mills Bros.)

Paul E. X. Brown
WERD—Atlanta, Ga.
1. Cross Over The Bridge (Page)
2. Make Love To Me (Stafford)
3. Wanted (Perry Como)
4. Make Love To Me (Stafford)
5. Dream, Dream, Dream (Gals)
6. Answer Me, My Love (Cola)
7. Jilted (Teresa Brewer)
8. Such-A-Night (Washington)
9. My Girl Has You (Lallowa)
10. Latin Lady (Winterhalter)

Don McLeod
KXKX—Duluth, Mich.
1. Believe Me (Don Cornell)
2. The Happy Wanderer
3. Sugar Lump (Four Tunes)
4. Jilted (Teresa Brewer)
5. Young At Heart (Sinatra)
6. I Could Have Told You (Sinatra)
7. Little Things Mean A Lot
8. Keep On The Sunny Side
9. Till We Two Are One (Shaw)
10. Until Sunrise (Joe "P. C." Cant

Allan Berg
KREK—Los Angeles, Calif.
1. Wanted (Perry Como)
2. A Girl, A Girl (Eddie Fisher)
3. I Get So Lonely (4 Knights)
4. Here (Tony Martin)
5. Make Love To Me (Sinatra)
6. Man With The Keys (Sinatra)
7. Young At Heart (Sinatra)
8. Dear Old Girl (Someone) (Lee Mann)
9. Starlight (Vera Lynn)
10. Hernando's Hideaway (Ardell Bleyer)

Edna Richardson
WMTA—Charlotte, S. C.
1. Young At Heart (Sinatra)
2. Wanted (Perry Como)
3. Secret Love (Duane Miller)
4. Salute To Glenn Miller
5. The Happy Wanderer (Weir)
6. The Man With The Banjo (Page)
7. Such A Night (Jehovah Ray)
8. Cross Over The Bridge (Page)
9. Maybe Next Time (E. James loin)
10. Little Things Mean A Lot

Milt Grant
WOL—Washington, D. C.
1. Wanted (Perry Como)
2. Young At Heart (Sinatra)
3. Make Love To Me (Sinatra)
4. Love In A Mist (Sinatra)
5. Little Things Mean A Lot
6. I Get So Lonely (4 Knights)
7. There'll Be No Teardrops (Terry Bennett)
8. Keep On The Sunny Side (Sinatra)
9. My Girl Has You (Lallowa)
10. The Man With The Banjo (Sinatra)

Paul McCartney
WBYC—Boston, Mass.
1. Cross Over The Bridge (Page)
2. Make Love To Me (Stafford)
3. Wanted (Perry Como)
4. I Get So Lonely (4 Knights)
5. You Got Me, My Love (Cola)
6. Secret Love (Doris Day)
7. Jilted (Teresa Brewer)
8. Keep On The Sunny Side (Sinatra)
9. The Man With The Banjo (Page)
10. Little Things Mean A Lot (Kitty Kallen)

Alvin Ball
WVBP—Bass Falls, Pa.
1. Cross Over The Bridge (Page)
2. Wanted (Perry Como)
3. Make Love To Me (Sinatra)
4. Jilted (Teresa Brewer)
5. Little Things Mean A Lot
6. Keep On The Sunny Side (Sinatra)
7. Jilted (Teresa Brewer)
8. Keep On The Sunny Side (Sinatra)
9. The Man With The Banjo (Sinatra)
10. Make Love To Me (Sinatra)

Art Preston
WSPR—Springfield, Mass.
1. Wanted (Perry Como)
2. Young At Heart (Sinatra)
3. I Get So Lonely (4 Knights)
4. Answer Me, My Love (Cola)
5. Keep On The Sunny Side (Sinatra)
6. The Happy Wanderer (Weir)
7. Break With The Range (Sinatra)
8. Make Love To Me (Sinatra)
9. The Man With The Banjo (Page)
10. Little Things Mean A Lot (Kitty Kallen)

Sandy Singer
CKR—Cedar Rapids, low
1. Wanted (Perry Como)
2. Make Love To Me (Stafford)
3. Jilted (Teresa Brewer)
4. Cross Over The Bridge (Page)
5. Keep On The Sunny Side (Sinatra)
6. The Man With The Banjo (Sinatra)
7. Make Love To Me (Sinatra)
8. Keep On The Sunny Side (Sinatra)
9. Cross Over The Bridge (Page)
10. Stranger In Paradise (4 Acces)

Don Mullally
WTWH—St. Johnsbury, Vt.
1. I Get So Lonely (4 Knights)
2. Wanted (Perry Como)
3. Make Love To Me (Sinatra)
4. I Get So Lonely (4 Knights)
5. You Got Me, My Love (Cola)
6. Secret Love (Doris Day)
7. Jilted (Teresa Brewer)
8. Keep On The Sunny Side (Sinatra)
9. The Man With The Banjo (Sinatra)
10. Little Things Mean A Lot (Kitty Kallen)

Gene N. Foudren
KTAE—Topeka, Tex.
1. Make Love To Me (Stafford)
2. Wanted (Perry Como)
3. I Get So Lonely (4 Knights)
4. Young At Heart (Sinatra)
5. Answer Me, My Love (Cola)
6. Secret Love (Doris Day)
7. If You Love Me (Key Starr)
8. We'll Be Married (Ivylyn)
9. The Man With The Banjo (Sinatra)

Maurice Jackson
WKY—Columbus, Ohio
1. Wanted (Perry Como)
2. Cross Over The Bridge (Page)
3. Keep On The Sunny Side (Sinatra)
4. You Got Me, My Love (Cola)
5. The Man With The Banjo (Sinatra)
6. Keep On The Sunny Side (Sinatra)
7. I Get So Lonely (4 Knights)
8. The Man With The Banjo (Sinatra)
9. Little Things Mean A Lot (Kitty Kallen)
10. Cuddle Me (Ronnie Gaydier)

Charlie Welsh
WSB—Atlanta, Ga.
1. Make Love To Me (Stafford)
2. Wanted (Perry Como)
3. Young At Heart (Sinatra)
4. Cross Over The Bridge (Page)
5. The Man With The Banjo (Sinatra)
6. A Girl, A Girl (Eddie Fisher)
7. Make Love To Me (Sinatra)
8. Keep On The Sunny Side (Sinatra)
9. Keep On The Sunny Side (Sinatra)
10. Little Things Mean A Lot (Kitty Kallen)

Art Roberts
KKXL—St. Louis, Mo.
1. Make Love To Me (Stafford)
2. Wanted (Perry Como)
3. You Got Me, My Love (Cola)
4. The Man With The Banjo (Sinatra)
5. Keep On The Sunny Side (Sinatra)
6. The Man With The Banjo (Sinatra)
7. Little Things Mean A Lot (Kitty Kallen)
8. The Man With The Banjo (Sinatra)
9. Keep On The Sunny Side (Sinatra)
10. Don't Worry 'Bout Me (Frank Sinatra)
NEW YORK—Gisele MacKenzie (left) and Eddie Manson attend Maria Ray’s (right) premiere of the "Cafe Chardons" show carried over station WOV in this city, on Thursday from 8:40 to 9:00 P.M., from the new Chardons Restaurant. Miss MacKenzie is the singing star of "Your Hit Parade" and Capitol recording artist; Eddie Manson, harmonica virtuoso and writer of the background music for "Little Fugitive" and Maria Ray a dramatic artist whose radio transcription of "The Glory and the Child" caused considerable comment. Miss Ray features one LP record each week by a different artist. The show premiered on April 29th to the music of Mantovani.

The Cash Box, Music Page 20 May 15, 1954

Premiere

THE CASH BOX

The Nation’s

TOP 50

COMPiled by Jack "ONE SPOT" TUNIS

May 15, May 15 May 15, May 15

1—Wanted 91.0 121.1
BE-104 (45-1041) DORSET BROS. I Speak To The Stars

2—I Get So Lonely 68.8 77.5
BE-1031 (45-1031) LOUISE LLOYD Cross Over The Bridge

3—Young At Heart 64.4 84.4
BE-1010 (45-1005) CHARLIE DE FORREST & FRANCINE SINATRA Take A Chance

4—Make Love To Me 59.5 74.1
BE-1029 (45-1029) TOMMY & JIMMY DORSEY & My Friend The Chair

5—Here 56.2 32.4
BE-1059 (45-1059) GLEN MILLER & The Four Bells Dream, Dream, Dream

6—Answer Me, My Love 41.2 40.1
BE-1053 (45-1053) HELEN FORREST The Dark Meadow

7—Little Things Mean A Lot 40.5 44.1
CR-61200 (9-4120) JACOB McC. O'Neal & His Sisters

8—Secret Love 36.4 31.1
BE-1030 (45-1030) HELEN FORREST Young At Heart

9—Don't Stop The Carnival 32.4 54.6
BE-1055 (45-1055) ANTONIO DE JESUS & His Mexican Stars

10—The Man Upstairs 28.7 26.5
BE-1042 (45-1042) TONY RUSCO My Restless Lover

11—The Man With The Banjo 29.3 28.1
CR-61174 (F-41174) JIMMYスター It's Delightful

12—If You Love Me 26.3 19.0
BE-1276 (F-1276) KAY STARR The Man Upstairs

13—In The Garden 24.1 22.9
BE-1219 (F-1219) MITCH MILLER & His Orchestra

14—I Understand” by the Four Tones 16.1 10.5
BE-1041 (45-1041) DORSET BROTHERS Wanted

15—The Three Coins In The Fountain 15.3 15.3
CA-2816 (F-2816) FRANK SINATRA Rain

16—Poor Butterfly 14.6 17.4
CR-61172 (F-61172) JOHNNY LONG Only For A Little While

d--no page number

Mr. Babalu! First in Latin American Music Everyone Says

"Babelu" by "Me Gustas"
MOOD RECORDS 4N. 2200 Cambridge, Maas

Puente at Apollo

NEW YORK—Tito Puente and his orchestra, Tico recording just back from a successful cross-country 16-city tour, opened at the Apollo Theater Friday, May 7th, for a one week engagement featuring his Mambo-Rumba Festival. Puente is the musical conductor and arranger of the package which was the first ever ventured bringing a mambo-rumba show to key cities. Big grosses on the tour have resulted in the festival being booked again by the Gala office for a fall jaunt.

Booked solid through September, Puente has long been recognized as one of the top mambo leaders. A versatile musician and trombone showman, Puente excels at the timbales, bongo, vibes, saxophone and piano.

Stints at the Copacabana, Waldorf-Astoria, Black Club, Hotel Statler and Palladium follow in New York, plus bookings in Miami Beach, Detroit, Boston, Chicago, Washington, and other major cities, have planted Puente as one of the country's outstanding mambo orchestras with his band having skyrocketed to its present top position in just two years. On that time, after a thorough instrumental apprenticeship with the finest bands, he decided to seek out fame on his own.

Today, his has become one of the most sought-after groups in show-business with his three albums selling big in the United States.

Hilliard's Palladium Stint Leads To Disk Pact

NEW YORK—Newcomer Jackie Hilliard, who did a bang-up job when he recently appeared at the London Palladium and at other top spots throughout Europe, is now back on the West Coast. He has recorded four tunes on the coast which have been receiving much favorable comment from those who have heard them.

Negotiations for a record contract are currently taking place.

"It's What's in THE CASH BOX That Counts"
The high fidelity craze has caused quite a boom in the music business. Distributors and dealers report that sales of all types of records reached all-time highs throughout Southern California and Classical albums are at all-time tops. Jack Linder’s new proxy of California Record Distributors said recently there has been tremendous interest in Modern jazz and the classics and has opened up an even larger segment of the market among hi-fi enthusiasts. Jack now has Gene Norman’s new line of LP’s which include a choice of seven jazz selections that were recorded during Norman’s concert tours. Albums include such great artists as Dizzie Gillespie, Charlie Ventura, Jerry Mulligan and the hydraulic outfit, Tenor Serenade. Don Wolf, proxy of Sunland Music Co., L.A., states an interesting statement recently that is worthy of comment. When queried about business conditions he replies, “Well, let’s put it this way, The only constant thing about the record business is the constant change.” He added that it takes a good sharp pencil and plenty of head-ache pills to keep up with the business. Everyone at the Sunland offices is all excited over the new EP album from Tony Rome, a recording MGM studio, “The Flame and The Flesh” starring Lana Turner and introducing a new singing team, Carmen Thompson & Misceo reports that “Joey” by Betty Madigan (MGM) is another album that is selling well along with “Blue Guitar” (MGM) by Sheb Wooley, “Poor Butterfly” (DOT) by the Hilltoppers, and “I Need You” with Fred Duran (Allied) stepping in right behind it. Abe and Verda Diamond of the Diamond Record Distributors are back hard at work after a short trip to New York. The East Coast representatives to the West Coast with several distributors. Sid Talmedge proxy of Record Merchandising Co., says that Herald has done it again with their new Faye Adams release. Titles are, “Some Day Somewhere” and “Crazy Mixed Up World.”... At Sheb’s office, the East Coast Representatives of King and Federal Records, is plenty busy filling orders for “Work With Me” Annie Ross and the Modernaires. The Modernaires predict that it will soon be the top number in Southern California.... Many of the radio stations took off far mountains and lakes and streams for the opening of the season. Among the record buyers was Jim Warren of Central Record Sales Co. This office has received some new titles as to how the man for each but we’ll bet he’s talking plenty about the big one that got away. Eddie Weir predicts that “Sh-Boom” by the Chords on the new Cat label will be bigger than “Geo.” Shorten, chief proprietor and operator of the San Francisco branch of Allied Music Sales, spent last week-end with his family in Los Angeles. He stated that business has been holding up very well throughout the Bay area.

Bennett Breaks Club Record

NEW YORK—Tony Bennett grossed $40,000 the first three days (April 29-May 1) on his engagement at the Boulevard nightclub in Queens, Long Island, for a new weekend record for the club, during its 25 years history. Figure is based on weekend week-ends, no shows set up with two shows on Friday, three on Saturday, and two on Sunday. Bennett, drawing $7500 for his engagement, is the highest paid performer to ever appear there. The Baldwasser crew at the Boulevard on Sunday, May 9th, and lays over in New York for a recording session on Monday, May 10th for a stint at Scolla’s on May 17th.
Testimonial To Ella Fitzgerald

NEW YORK—The music industry will gather at Ralph Watkin's Basin Street club on Tuesday, May 25, to pay tribute to Ella Fitzgerald. One of the great jazz and popular singers of all time, Ella will be celebrating her 12th year in the music business. Her contributions over the years to modern American music have been immeasurable, not merely in terms of her own performances but also for the inspiration she has been, and still is, to other singers and musicians.

Ensemble by Steve Allen, the gala gathering at New York's Basin Street will be attended by many of Ella's fellow artists and stars of the entertainment world, prominent behind-the-scenes personalities of the music business, and her fans.

The occasion will also mark the presentation of awards to Ella by her recording company, Decca, and by publications. The Decca award will be a gold record and plaque honoring her 12th year with the firm and the sale of her 22-millionth record.

Fisher & James Win Phillips' Poll

NEW YORK—Eddie Fisher and Joni James have been named King and Queen of Brad Phillips' WINS "Singing Battle Royal".

With a record breaking vote of over one-half million in its fourth year, the popularity contest saw Eddie Fisher score a clean cut victory. The new singing sensation, Julius LaRosa came in second and Perry Como took third place. Tony Bennett and Alan Dale round out the first five.

In the girl vocalist division, following Joni James, who was also last year's winner, Patti Page, Terese Brewer, Jane Froman and Doris Day make up the top five.

The winner of the 1951 contest was Eddie Fisher; in 1952 Perry Como; and in 1953 a tie between Como and Fisher. The women's contest has only been running for two years and Joni James has won them both.

Fisher, incidentally, has been and will continue to be a busy lad for a long time to come. He broke week-end records in Hartford last week. In the middle of the week he was feted at a disk jockey party in Philadelphia given by RCA Victor. The following day he made a tour of the schools in his city with he had attended as a child. Later this month he will give a concert at Carnegie Hall with Hugo Winterhalter. And in June he will be going to the west coast for a couple of weeks.

New Baltimore Distrib. Takes On London Line

BALTIMORE, MD.—The M. B. Lesnick Record Company, 142 W. Mt. Royal Ave., this city, opened a record distributing company, taking on the London line for the area.

The company is holding a cocktail party for deejays and dealers on Wed. May 12. From the London Co., will be Harry Cruze, Lee Hartstone, Walt McGuire and Herb Hellman.

Owner Mac Lesnick, heads Musical Sales Co., Seeburg phono distrib in the area, as well as conducting the largest one-stop in area.

The new record distrib co., contemplates taking on additional major record lines.

Montreal Memos

Chez Paree's return to name act policy following the Lenten season has proven again that all you need in this town to do top business is strong name act. Billy Daniels finished a two-week engagement last Friday and played to a capacity audience every night. Gypsy Rose Lee followed Daniels and should prove just as big a draw. Her booking is for a week only and is followed by the one and only Frankie Laine who has always been able to pull top business in this city. Much of the success the Chez Paree couples can be attributed to the two fine musical groups who have been working there for the past year.

Bob Harrington's orchestra playing excerpts from Four Decades and Perry Carman's Latin American group furnishes some of the best mambos heard all season.

Currently at the Ritz Cafe is Rita Dimonni another of their European imports. Will Skinner's Trio starting their third year at the Esquire Show Bar....

DETOIT, MICH.—Lillian Roth's return to show business brings her to disk jockey Ed McKenzie's "Record Matinee" to add her signature in gold to the roster of visiting stars. The WXYZ visit was made during Miss Roth's recent nightclub appearance near Detroit.

Dewey Bergman Buys Benida Records

NEW YORK—Dewey Bergman has bought Benida Records and is now president of the firm as well as A&R head.

Bergman is planning an extensive promotion drive and is expanding his sales force and distribution set-up.

In addition to pop, he is establishing an A&R department for a kiddie line and will enter the classical field early next year.

At the end of June he will make a talent and material trip both throughout the United States and abroad.

"It's What's in the CASH BOX That Counts"
Maddox To Be Married

GALLATIN, TENN. — Johnny Maddox, one of Dot Records' top recording stars, will be married on May 29th to Belfry Biddy at the First Presbyterian Church in this city, immediately following the ceremony, a reception will be held in the church. Maddox and his Rhythmasters were some of the first talent to be discovered by Dot, and the artist has been a top juke box coin attractor ever since.

NEW YORK—Three Sigma Nu's, all of whom are associated with the Roosevelt Hotel in New York, shake hands on the discovery that they are fraternity brothers. They are (left to right): Hal Falcon, hand-writing analyst featured at the Roosevelt's Rough Rider Room, who is a graduate of Vanderbilt University; Johnny Long, orchestra leader recently appeared at the Roosevelt, who's a graduate of Duke University; and Edward L. Buckley, manager of the hotel, a graduate of the U. of Pennsylvania.

RCA Victor Caravan Stirs Sales And Promotion Plans

New Concept of Releasing Hillbilly Records Now Being Considered

NEW YORK—A revolutionary method of the promotion and release of hillbilly records may result from the barnstorming of RCA Victor Country Caravan which completed its run of 14 cities in 15 days on Sunday, May 9. RCA Victor officials said this week.

The weary troupe of performers who wound up a 5,000-mile itinerary at Little Rock, Ark.—the last stop on the tour—include Hank Snow, Minnie Pearl, The Davis Sisters, Hawkshaw Hawkins, Betty Cody, Hal "Lone" Pine, Chet Atkins, Charline Arthur and Eddie Hill.

A farewell dinner and reception was held at Little Rock on Sunday in tribute to all the artists who made the rugged trip. On hand to greet them were several RCA Victor executives including Bill Bullock, Acting Sales Manager; Jack Burgess, Field Sales Manager; and Bob Yorke, Merchandise Manager.

According to Stephen Sholes, A & R Chief of the country-western department at Victor, a whole new concept of promoting and releasing hillbilly records is now being considered because of the tremendous sales produced by the Caravan. A special Caravan package consisting of nine records—one single by each artist in the tour—was released in April, and sales amounted to nearly five times as much as the total volume previously racked up by any of these artists in their regular record releases.

In the case of Hank Snow, his "I Don't Hurt Anymore" was the No. 1 best-seller at Victor last week, finishing ahead of all other categories, including pop. Three other hillbilly records were also among the diskjockey's top ten.

Each A Hit

Korean Folk Song Clicks In Boston

NEW YORK—A Korean folk song, "Arirang," recorded by Elly Williams on the Rainbow label, is reported clicking in the Boston area. It looks as though it may be a national hit.

In Korea, everyone from the beggars in front of the Duk Soo Palace to the commanding general knows the tune. Yet no one knows from where the tune comes and when it was created. But everyone in Korea knows that its a love song that's been around for ages.

Stanley Rich has written the English lyrics to the tune which Miss Williams sings on the Rainbow platter.

Rich and his collaborator Vic Harrington have officially notified President Syngman Rhee that one-third of their writer's royalties will be sent to any Korean welfare organization that the President designates.

"Arirang" is pronounced Ah-Dee-Dong.
NEW YORK:

Some of the aggressive distributors in the biz are offsetting the drop by going out and beating the bushes. The Cohens at Essex Distributing, Newark, are moving along a lot better than ever pace. Say Joe and Irv. "With all the crying going around we decided to check our 1953 figures for the same period and what do you think we discovered. Our sales are higher for 1954 than they were last year. We've taken new lines and we've put our new salesmen. We work a little harder and as a result our gross is up." The Bohr's, Federal and B. H. distributors, Charlotte, N. C., in town for a week. Bert says, "Business is down but we've offset that by adding lines and being lucky with some strong records. Recently we took on a shot fly at being a record manufacturer and made some money on a territorial hit. . . . Irv Melancon on his way to New York and should be in New York shortly. Irv is concentrating his efforts as the new Willie Mae Thornton "I Smell A Rat." The disk has started to take hold very quickly and it looks real big. It was a year ago that Willie Mae and Ruth Brown were in a stable for number one honors with "Hounddog" and "Mama." The tracas car- ried over the same result and resulted in all of the terrible weather sales building. Now it could be that Willie Mae and another Atlantic artist, Joe Tur- ner, will again pass the spark with their "Bat" and "Shake, Rattle and Roll" respectively. Even Atlantic's competitors are calling "Shake" one of the greatest records in many years. . . . Looks like the "G" Royales have another two sided hit. The group has almost set a pattern with its releases in that both sides have usually shown up in the charts. Its newest, "Cry Some More" and "I Like It Like That" from early reports seem to be following similar lines as both are being listed according to The Cash Box Research depart- ment. . . . Mambo concert, featuring top stars, Tito Puente and Joe Loco, both Tico artists, goes into the Apollo on May 7 for one week. . . . Duker Records announce that "Oh Why I Forest will make his Eastern debut at the Apollo Theatre with B. B. King and Bill Harvey Ork. . . . Crestwood Music is not the publisher of Groove's "Hold Me Baby" but they are publishing of the new "Hit Get By". Freddy Bienstock's Monument Publishing has "Hold Me Baby" as originally indicated on the label. . . . Pete Dorain call Al Silver of Herald Records, New York. . . . Al Silver and Jack Angel excited as the phone calls from out of town are now in. . . . Faye Adams' "Somebody Somewhere" is taking off for what looks like a hit. . . . Kay Williams, WHAT- Philadelphia R & B dec my has been getting all kinds of offers from theatres all over the country as result of his Lee Andrews and The Hearts Rainbow disking of "Maybe You'll Be There"! . . . Eddie Heller, Rainbow headman, will soon release "Waterfall" by his new progressive jazz artist, Kelly Owens and His Combo.

CHICAGO:

The next 'Jam With Sam' dance, to be given by Sam Evans, will take place on Saturday, May 15, at the Madison Rink. Show will feature Ruth Brown and The Famous Headliners' Reami. Headliners' Reami will be in the city from May 15 through 17. Our favorite Fuller will put on a show for the locals. . . . The Apollo Theatre will make its Eastern debut at the Apollo Theatre with B. B. King and Bill Harvey Ork. . . . Crestwood Music is not the publisher of Groove's "Hold Me Baby" but they are publishing of the new "Hit Get By". Freddy Bienstock's Monument Publishing has "Hold Me Baby" as originally indicated on the label. . . . Pete Dorain call Al Silver of Herald Records, New York. . . . Al Silver and Jack Angel excited as the phone calls from out of town are now in. . . . Faye Adams' "Somebody Somewhere" is taking off for what looks like a hit. . . . Kay Williams, WHAT- Philadelphia R & B decmy has been getting all kinds of offers from theatres all over the country as result of his Lee Andrews and The Hearts Rainbow disking of "Maybe You'll Be There"! . . . Eddie Heller, Rainbow headman, will soon release "Waterfall" by his new progressive jazz artist, Kelly Owens and His Combo.

R & B Ramblings

AME-LO, N. C.: The Roy Arias and Earl Drew were on hand here recently to sign the contract with the Goldline label.
Philly Op Assn. And Patti Page Disk Aid In Multiple Sclerosis Drive

PHILADELPHIA, PA.—In a unique fund-raising effort for the 1961 Multiple Sclerosis drive, the Amusement Machine Association of Philadelphia is placing a special pressing of the current hit tune “Lonely Days” on jukeboxes throughout the Philadelphia, Pa., area. Proceeds from the record will be contributed to the Eastern Pennsylvania Chapter of the National Multiple Sclerosis Society.

Joseph Silverman, business manager for AMAOP, said vocalist Patti Page had recorded the number for the drive. In a 13-second announcement at the close of the song Miss Page thanks the listener for “spinning our record” and says the money raised will go to the MS fund. Mercury Records has contributed 5,000 copies of the record to his association, Silverman said.

AMAOP, representing leading juke-box distributors in Philadelphia, is placing the record in the number one spot on all of the juke-boxes they service. In addition, local disk jockeys are being urged to “plug” the event on their shows and invite their listeners to play the record.

Silverman said his organization adopted the MS fund campaign when the mysterious disease crippled the nephew of one of the amusement machine distributors, David Rosen. To research the disease for which no cure is yet known, the multiple sclerosis society seeks $1,500,000 in its nationwide campaign which runs through June 15.

Decca Appoints Phelps

NEW YORK—Mike Conner, head of promotion for Decca, announced, this week, the appointment of Eli Phelps as southern promotion man for the diskery. He will work out of the Cincinnati offices. Phelps had been a salesman with Decca for two years.

The Great Follow-up to “GEE”

THE CROWS

singing

“BABY”

b/w

“UNTRUE”

RAMA #29

220 W. 42 St. (W 7-0652) N. Y.

“It’s What’s in THE CASH BOX That Counts”
### The Cash Box

**May 15, 1954**

#### Coming Up In R&B

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<thead>
<tr>
<th>ADIOS, MY DESERT LOVE</th>
<th>The Diablos (Federal 509)</th>
<th>Detroit</th>
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<td>BABY PLEASE</td>
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<td>GLORIA</td>
<td>The &quot;G&quot; Royales (Apollo 454)</td>
<td>New Orleans, Richmond</td>
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<td>I SMELL A RAT</td>
<td>Willie Mae Thornton (Peacock 1602)</td>
<td>Los Angeles, Chicago</td>
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<td>NEED ONE MORE CHANCE</td>
<td>Chuck Willis (Okeh 7029)</td>
<td>Newark</td>
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<td>SOMEBODY, SOMEWHERE</td>
<td>Faye Adams (Herald 429)</td>
<td>Charlotte, Atlanta</td>
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<td>TEARS Began To Flow</td>
<td>The Spiders (Imperial 701)</td>
<td>St. Louis</td>
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<td>WISH ME WELL</td>
<td>Memphis Slim (United 176)</td>
<td>Chicago</td>
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**Dear Everybody,**

Look what the Cash Box Award of the week says about the Record of the Year: "Wille Mae Thornton's "I Smell A Rat.""

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#### The Howling Wolf

**"No Place To Go" by "Rockin' Daddy"**

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**THE CASH BOX**

**_in PHILADELPHIA_ in LOS ANGELES in ST. LOUIS_

<table>
<thead>
<tr>
<th>THE TOP TEN TUNES NETTING HEEESTED PLAY, COMPILLED FROM REPORTS SUBMITTED WEEKLY TO THE CASH BOX, BY LEADING MUSIC OPERATORS IN DALLAS, LOS ANGELES AND OTHER CITIES LISTED.</th>
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#### Work with Me

**in DALLAS**

| WORK WITH ME ANNIE | Midnighters (Federal 12169) |
| WORK WITH ME ANNIE | Midnighters (Federal 12169) |
| YOU NEVER WALK ALONE | Ray Hamilton (Epic 9015) |
| I Didn't Want To Do It | Guitar Slim (Specialty 422) |
| OH BABY | Little Walter (Checker 793) |
| LOVEY DOVEY | Clovers (Atlantic 1022) |
| SHAKE, RATTLE AND ROLL | Johnny Hodges (Clef 80098) |

**in NASHVILLE**

| WORK WITH ME ANNIE | Midnighters (Federal 12169) |
| YOU NEVER WALK ALONE | Ray Hamilton (Epic 9015) |
| I Didn't Want To Do It | Guitar Slim (Specialty 422) |
| OH BABY | Little Walter (Checker 793) |
| LOVEY DOVEY | Clovers (Atlantic 1022) |
| SHAKE, RATTLE AND ROLL | Johnny Hodges (Clef 80098) |

**in RICHMOND**

| WORK WITH ME ANNIE | Midnighters (Federal 12169) |
| YOU NEVER WALK ALONE | Ray Hamilton (Epic 9015) |
| I Didn't Want To Do It | Guitar Slim (Specialty 422) |
| OH BABY | Little Walter (Checker 793) |
| LOVEY DOVEY | Clovers (Atlantic 1022) |
| SHAKE, RATTLE AND ROLL | Johnny Hodges (Clef 80098) |

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

**AWARD O’ THE WEEK**

**“BABY PLEASE” (2:00)**
(Commodore BMI—Domino & Bartholomew)

**“WHERE DID YOU STAY” (2:05)**
(Commodore BMI—Domino & Bartholomew)

**FATS DOMINO**
(Imperial 5283)

- Fats Domino, consistent blues salesmen, come up with a fast beat bouncer, “Where Did You Stay”, that has a lively appeal. Fats dishes a tasty rocking dirty with his unusual styling. Chanter inquires of his baby, “where did you stay last night?” and complaints of how well he had treated her. A strong deck with sales potential. The flip, “Baby Please”, is a slow blues ballad in which the artist imploves his baby to please stay with him. A plaintive melody tenderly echoed. Fats is potent here. “Baby” looks like the side.

**“DROWNING EVERY HOPE I EVER HAD” (2:41)**
(Benell BMI—Gregory)

**“MAYBE YOU’LL BE THERE” (2:55)**
(Triangle ASCAP—Gallop-Bloom)

**THE ORIOLES**
(Jubilee 5143)

- The Orioles have a strong con-tender in the newest release.

**THE SPARRIES**
(Capri 7201)

- “FAITH, HOPE AND CHARITA- TILITY” (3:08) [Licensed AFM—Stevens] The Spartans come up with a good side in a rhythmic handclapper. Boys have a sound similar to too many other groups.

- “LOST” (2:21) [Licensed AFM—Stevens] The Spartans sings a slow pretty ballad as the backer upper. A tender lovely softly performed.

**PAUL WILLIAMS**
(Groove 0014)


**NEIL LEWIS**
(Gee 3)

- “HARLEM NOCTURN” (2:40) [Beacon BMI—R. Anderson] Here an exciting slow and an exciting new personality in the mambo field. Lewis has an unusual technique that produces an interesting piano sound. Mambo fans will pick this up fast.

- “JUST ONE OF THOSE THINGS” (2:47) [Indigo Music BMI—Tommy Brown] Vocal Diddley Brown belts a quick beat blues. He is through with the oldie with a mambo kick that means sales.

**LLOYD PRICE**
(Speciality 694)

- “WALKIN’ THE TRACK” (2:14) [Venice BMI—L. Price] Lloyd Price sings a middle tempo rhythmic blues. His baby left him. He’s walking to try to get her back. A pretty fair etching.


**CHARLES BROWN**
(Aladdin 3225)

- “LET’S WALK” (2:55) [Alad- din Music—Rudolph Toomey] A middle tempo rhythm ditty is infectiously performed by Charles Brown with the solid aid of Johnny Moore and his Three Blazers and the chorus support of The Song Stylists. One of Brown’s better efforts and all that should create a strong current of sales.


**SPIRIT OF MEMPHIS**
(Ankck 1730)

- “WHEN MOTHER’S GONE” (2:51) [F. Carden BMI—J. Blakemore] The Spirit of Memphis slings a highly dramatic piece with a moving perfor-mance, The Spirit is singing from the heart on this plate.

- “HE’S A FRIEND OF MINE” (2:58) [F. Carden BMI—J. Tucker] Blakemore sings a blues religious number with choral support on this side. Deck is a change of pace with lots of excitement injected into this wax.

**THE RHYTHM ’N’ BLUES BEST BETS**

In the opinion of The Cash Box staff, records listed below, In addi- tion to the “Disk & Sleeper” and “Hustle” Of The Week, are those most likely to achieve popularity.

- "I WONDER LITTLE DARLING" John Lee Hooker Modern 931
- "JUST YOU" The Crickets Jay-Dee 786
- "JIMMIE LEE" Lloyd Price Specialty 494
- "LET’S WALK" Charles Brown Aladdin 3225
BILLY GALE  
(Flip 1038)  
B "MY HEART IN YOUR HANDS" (2:40) [Flair Publ. BMI-Ike Turner] Billy Gale sings a slow romantic blues with a great deal of feeling. Gale does a warm job on this wax.  
B "NIGHT HOLLER" (2:54) [Flair Publ. BMI-Ike Turner] Billy opens up on a slow rocking blues on this side and comes through with a better than average performance. Billy has a good commercial sound.

FRANK MOTLEY  
(June 76)  
C "I'M GONNA MISS YOU" (2:41) [Clairborne, Davis BMI-Michael Graham] Calvin Ruffin sings a slow blues with the ork of Frank Motley, dual trumpeter, providing the musical backing.  
C "CRYING, CYRING" (2:37) [Clairborne, Davis BMI-Michael Graham] A rhythmic ditty that bounces along at a rocking tempo. Shows the Motley aggregation and Ruffin off to better advantage. Deck has appeal.

BILL HEYMAN  
(Herald 427)  
B "YOU'LL CRY SOME TOO" (2:20) [Angel BMI-Bill Heyman] Heyman sings a slow tormented blues. The one he loves left him and he sings a deep dejected plaid. Lad injects lots of feeling into his performance.  
B "I'M DOIN' GOOD NOW" (2:12) [Angel BMI-Bill Heyman] Shouter dishes out a rhythmic and infectious item. Heyman bends the rocking blues with a facility that augurs well for future sales.

JAZZ  
(Rating is based on appeal to the jazz market.)  
AL HIBCLER  
(Orion 100)  
B "YOU AND I" (2:20) [Bourne ASCAP-Meriden Wilson] Hibbler's winning and easy to take voice does a pleasant job on the middle tempo romantic item.  
B "ANNE" (2:25) [Advance ASCAP-Hines, Carpenter] The romance of the sentimental lovely comes up a pleasant piece of wax. Two commercial sides.  

CHARLIE VENTURA QUARTET  
(Morgan 104)  
B "JERSEY BOUNCE" (2:10) [Mention ASCAP - Bradshaw, Plater, Johnson, Seyne, Bruce] Charlie Ventura takes off on the old standard and rides it all through the quick beat bounce with stalwart support from Gene Krupa piano; Chick Kenny, drums; and Ace Tesone, bass.  
B "DEEP PURPLE" (2:48) [Robbins ASCAP-Tate, Parish] The quartet does a change of pace on the flip with an earpiercing rendition of the noticed sentimental song. Ventura carries the ball with a strong display of musical style.  

THE KEN GURKO Sextet  
(Clef 89105)  
B "MIDGET" (2:25) [JATAP-Shavers] A wildie with an oriental feel. Gene, Charlie Shavers, Ben Webster, Teddy Wilson, Ray Brown and Bill Harris all get some screaming solos and finish with a wild ensemble. With this kind of act you can't go wrong.  
B "SHOWCASE" (3:12) [JATAP - Shavers] Similar comments on a similar tune. Sheet side. Wax opens with a very showing Krupa solo.

ILLINOIS JACQUET  
(Clef 89103)  
B "JACQUET JUMPS" (2:41) [JATAP-Jacquet, Aceta] Jacquet and his aggregation come up with a groovy item that should prove strong fare for the cool crowd.  

Stars Over Harlem  
At the social gathering presented by the Club Dick Jockey Metropolitan spotted most of the nation's top recording executives and men of the trade. The affair held at the Skylight Room of Harlem's Hotel Theresa guested such outstanding personalities as Portem's Bob Pare, Joe Grippo and Sam Melzer, Alpha's Johnny Halonka, Apollo's Bea Beremand, El Regal of Timely records, Mercury's Buddy Friedlander, Cas-nat's Jerry Blake, Billy Shaw (he's the agent), Jim Reid, Louis Jordan's manager, Birchenoff and Tunesmith King Curtis, Lou Keditz, Ahmet Ertegun, Jerry Wexler, Jack Angel, Flap Hanford and countless others who turned out. But they're saying about the bag of vocal callisthenics uncorked by whistling sassy Sarah Vaughan during her Apollo Theatre stint this past week. . . . Larry Fuller's daily gospel train from the air-  

Wenk & Ellington  
Both Celebrate  
27th Anniversary  
Hollywood, Calif.—A group of musical greats gathered together recently at the home of publicist Bill Daley to help Lawrence Welk and Duke Ellington celebrate their 27th anniversary in show business. Above Ellington and Welk are pictured in front of the cake with musical symbols.  

BULLETIN  
DUKE RECORDS has released another two-sided JOHNNY ACE HIT.  
"YOU'VE BEEN GONE SO LONG"  
DUKE #128  
The flip side is entirely a new ACE style that is TERRIFIC.
“Fats” Waller Memorial Week Planned

NEW YORK—All branches of show business will once again combine to help perpetuate the memory of the late great “Fats” Waller through the Thomas “Fats” Waller National Memorial Week of Music, which will be marked during the period of May 16 through May 23 as a tribute to the man who made so many worthwhile and lasting contributions to contemporary American music.

Spearheading the 1954 tribute to the beloved “Fats” will be the nation’s disk-jockeys, who will highlight his recordings and the recordings by other artists of his many works. Many of the top platter-spinners in the United States and Canada have scheduled daily broadcasts, featuring Waller recordings, brief eulogistic comment and word pictures of his brilliant, colorful career and immortal music.

Important programs on the major radio and television networks will feature medley and special vocal and instrumental arrangements of Waller compositions during the May 16-23 period of the “Fats” Waller 1954 National Memorial Week of Music.

The “Unforgettable Fats” wrote over 450 musical compositions including “Ain’t Misbehavin’”, “Honeysuckle Rose”, “Black and Blue” and many other tunes that will live forever. These are looked upon as Jazz Classics and are played and sung all over the world. When he turned his talent to musical shows he turned out “Hot Chocolates”, “Keep Shuffling”, “Load of Coal”, “Tan Town Topics” and “Early To Bed”, all of which were Broadway hits.

Chairman of the Thomas “Fats” Waller National Memorial Week of Music is W. T. Ed Kirkeby, who had been associated with “Fats” for many years as his personal manager.

**Ac’cent A & R Head On Talent Hunt**

HOLLYWOOD, CAL.—Scott Seely, A & R Head of Ac’cent Records, Hollywood, is currently on a swing through the Midwest checking for material and talent. To date Seely has talked to over 100 disk jockeys to get a line on the outstanding prospects in each local area—and of course, he has been plugging spots for Ac’cent’s current releases, Eddie Wright’s “Somebody’s Got To Lose”, and Bill Myrick’s “You’re Gonna Be Fooled.”

Scott Seely is head of the Ac’cent A&R Department assisted by David Garvin, and Mark Bigler.

During the week of May 10th, Ac’cent is planning a large scale release of the new Kelly Norwood band they recently signed. The entire band is featured on top side instrumental with the old standard, “April In Paris”. Flip is a ballad entitled “Twisted Heart”. The aggregation is billed as “a new band with a sound you won’t soon forget.”

**Mamboing**

HOLLYWOOD — Perez Prado guested on the Spike Jones Show NBC-Tv, Saturday, May 1 Prado and Jones featured a battle of the bands — each giving their interpretation of “My Secret Love” to the Mambo beat with singer Tony Martinez eulogizing lyrics. Telecast marked Prado’s TV debut and Spike Jones’ first presentation of another orchestra.

“**It’s What’s in THE CASH BOX That Counts**”
“THE CASH BOX BULLSEYE OF THE WEEK”

THE CASH BOX

“EVEN THO” (2:45) [Acuff-Rose BMI—W. Jones, E. People] 
“SPARKLING BROWN EYES” (2:52) [Forrest BMI—B. Cox] 
WEBB PIERCE
(Decca 21915)
• Webb Pierce, whose recordings have hit the number one spot so many times in the past, comes through again with two more potent decks that look like definite contenders. Top deck on this two-sided coin-catcher is a quick beat sentimental piece dubbed “Even Tho.” The artist bends in excellent reading as he tells his gal that he’ll always love her “Even Tho” they’ll part. Capably supported by the Wilburn Brothers on the lower end, Pierce waxes an inviting, quick paced tune titled “Sparkling Brown Eyes.” Watch ‘em both!

JESSE ROGERS
(MGM 11742)

“FOLDIN’ MONEY” (2:20) [Acuff-Rose BMI — E. & O. Brooks] Jesse Rogers comes up with a bright reading on a poppy, quick beat number with a light-hearted melody and coupled with delightful lyrics on a deck that pleases.

STUART HAMBLEN
(RCA Victor 20-5739)

“THIS OLD HOUSE” (2:55) [Hamblen BMI — S. Hamblen] Stuart Hamblen makes a wonderful showing as Joe Maples on the banjo and Noel Boggs, on the steel guitar support the artist on a quick beat, spiritual-flavored tune that could happen.

HOWARD WHITE
(Hickey 1008)

“WHEN THE LOVING HOUR” (1:55) [Acuff-Rose BMI—A. White, B. White] Howard White sends up a mighty slick instrumental job on a lovely, familiar Latin-flavored tune. It’s a real pleasing deck that should receive many juke and deejay spins.

BILLY MACK
(Imperial 8242)

“WE WALKED IN MY DREAMS” (2:46) [Speed BMI—J. Tolos] The soft and polished tones of Jack Tolos warmly warms the fetching slow tempo piece. The artist’s heartfelt reading receives a subdued string backing.

JACK TOOMBS
(Decca 21611)

“YOU’RE THE ONLY GOOD THING” (2:41) [Speed BMI—J. Tolos] Tolos performs the soft and polished tones of Jack Tolos warmly warms the fetching slow tempo piece. The artist’s heartfelt reading receives a subdued string backing.

GOLDIE HILL
(Decca 20045)

“TWO CHEATERS IN LOVE” (2:00) [Speed BMI—J. Tolos] Tolos serves up a mighty slick instrumental job on a lovely, familiar Latin-flavored tune. It’s a real pleasing deck that should receive many juke and deejay spins.

HAWKSHAW HAWKINS
(RCA Victor 20-5702)

“WHY DIDN’T I HEAR IT FROM YOU?” (2:25) [Tannen BMI—Long, D. Tannen] Hawkshaw Hawkins comes up with a most sincere reading on a poignant, slow tempo item. A strong deck that could create a lot of action.

“REBOUND” (3:10) [Trinity BMI—J. Leisy, B. Slate] The flip deck Hawkins belts out a fast moving tune with a socko set of lyrics. Recording gimmicks make for an enthralling side.
**Victor’s C & W Caravan A Success**

NASHVILLE, TENN. — With the echo of applause still ringing in their ears, stars of RCA Victor’s Country and Western Caravan rolled to a successful stop in Little Rock, Ark. May 9th after playing to enthusiastic audiences in fourteen key cities and ten states around the country.

The fifteen day personal appearance and record promotion tour, launched by RCA Victor’s top brass, showcasing their top recording artists, brings more clearly to focus the growth, acceptance and popularity of Country Music. On scene to give the general public a review of what took place, were representatives Leonard George and Bob Sandberg of Look Magazine and Dave McClain of the New York Daily News.

Eddie Hill, versatile and talented master of ceremonies of the big, colorful, two and one-half-hour stage show, presented the battery of talent in the finest ‘Country’ fashion. With every mark of a good trouper, Charline Arthur set the show in motion with an opening act that was nothing but great. Charline’s version of “I’m Having A Party All By Myself” .. in which she displayed her ability to sing, dance and mug and really win an audience paid off with gratifying customer appreciation. Chet Atkins, who is probably one of the finest self-styled guitar stylists in the business today, received a warm welcome as he gave out with some of the best guitar-picking to be heard. With a personality to match the ‘ace’ with which he plays the guitar, it’s of little wonder why Chet enjoys his top position in this field. From the hills of West Virginia to the hearts of the people, Hal Lone Pine and Betty Cody were highly received. Hal Lone Pine gained immediate approval of the audiences with his smooth-song delivery, while Betty Cody garnered applause-plus with her entertaining impersonations of the “steel guitar” and the “banjo.” The team walked off stage with laurels for a fine act.

The rustic comedy and antics of Eddie Hill were felt throughout the show as emcee; but, Eddie’s successful clincher came when he sang his latest release “My Sugar Booger!”

The wave of talent continued as Hawkshaw Hawkins made his appearance, “Hawk,” who also hails from West Virginia, added to his current popularity by warbling out his latest release “Why Didn’t I Hear It From You.” His warm, winning personality and professional delivery rang the bell for a stellar performance. It’s a profound fact that Bud Isaacs, a newcomer to the RCA Victor recording roster, really left an impression with the folks who turned out to see the “Caravan.” Bud’s novel touch to the steel guitar won for him a grand ovation as the curtain came down, concluding the first act of the RCA Victor Country and Western Caravan.

Taking high priority on the RCA Victor Caravan Show were The Davis Sisters from Florida and Georgia, who turned in an excellent performance. The duet very capably presented song-stylings that delighted the crowds and their ‘hit’ rendition of “I Forgot More Than You’ll Ever Know” left no ques-

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**2 GREAT NEW RELEASES**

GEORGE MORGAN

singing

“**I THINK I’M GOING TO CRY**”

b/w

“IT’S BEEN NICE”

Columbia 21237

and . . .

**BETTY AMOS**

“**YESTERDAY’S SWEETHEART**”

Mercury 70354

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“The Cash Box, Music Page 33 May 15, 1954

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

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CEDARWOOD PUBLISHING CO.

NASHVILLE, TENN.
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"I ALWAYS GET A SOUVENIR"
/b/w "LET ME LOVE YOU"
CAPITOL # 306

CENTRAL SONGS
4527 Sunset Blvd., Hollywood 27, Calif.

Slowly
Webb Pierce (Decca 28991; 9-28991)

2. I REALLY DON'T WANT TO KNOW
Eddy Arnold
(RCA Victor 70-5357; 47-5357)

3. YOU BETTER NOT DO THAT
Tommy Collins
(Capitol 2707; F-2701)

4. I'LL BE THERE
Ray Price
(Columbia 21214; 4-21214)

5. I GET SO LONELY
Johnny & Jack
(RCA Victor 70-5681; 47-5681)

6. RELEASE ME
Ray Price
(Columbia 21214; 4-21214)

Jimmy Hop
(Capitol 2516; F-2516)

7. ROSE MARIE
Slim Whitman
(Imperial 8236; 45-8236)

8. BACK UP, BUDDY
Carl Smith
(Columbia 21226; 4-21226)

9. BREAKIN' THE RULES
Hank Thompson
(KNOX 27; F-27358)

10. JILTED
Red Foley
(Decca 29010; 9-29010)

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

Skeh Womley (MGM) in Nashville recently visiting with Opry friends enroute to Oklahoma where he will visit few days with parents. May 7th and 8th Skeh worked in Dallas and did spot on the Big "D" Jamboree. Verne Lott of KOTA, Old Kenny and S. Dakota joined Nashville air partners and appeared on Grant Turner's DJ USA Show over WSM. The Carlisles set for a week of dates in Virginia, Allen Platt a newcomer to the Mercury roster has his first release cut titled "Vacant Lot" backed with "Countertop Baby", "Vacant Lot" was produced by fellow Orw. Dar. Frank Young and appeared on Grant Turner's DJ USA Show over WSM. "The Carlisles" set for a week of dates in Virginia, Allen Platt a newcomer to the Mercury roster has his first release cut titled "Vacant Lot" backed with "Countertop Baby", "Vacant Lot" was produced by fellow Orw. Dar. Frank Young and appeared on Grant Turner's DJ USA Show over WSM.
Folk And Western Notes From California

Eddy Arnold’s “My Everything,” “Second Fling,” “I Really Don’t Want To Know” and “I’ll Never Get Over You” are holding their own among the top sellers and on deejay and sales charts across the nation. Arnold’s office has several big programs set for visits by this RCA Victor star during 1954. Ginny Wright, ranking girl vocalist on the Faber label and a regular on KWKH “Louisiana Hayride” from Shreveport, is now ending a series of dates in New Mexico and Texas areas. Meanwhile, Faber’s newest singing discovery, Shirley Bates, appeared as “Guest of the Week” on the big Town Hall Party show from Compton, Calif., and also has other dates. . . . Johnny Bond’s new release, “I’m Tired,” which they are being described in several areas by deejays as their best request number of 1954. Tom Jackson, XKAB-Mobile, Ala. Deejay, says it’s Bond’s greatest number. Other good comments come from Iowa, Texas, Florida, Calif., Tenn., and other states. . . . Sheb Wooley, singer-composer of “Blue Guitar” and “Pamela Pete,” has just ended successful dates in Chicago and is now in Tennessee. Mr. Wooley, MGM star and famed bad man of many western movies, expects to spend some time with his parents in Oklahoma but must hurry back to the coast for film commitments plus prior personal appearance dates in western territory . . . Conat Herb Hanson, Bakersfield, California radio and TV star, has signed a long term lease on Oak Wood Park, Highway 99, at Kings River in Kingsbury, Calif. Conat Herb and his popular Trading Post Gang from station KERO-TV and name guest stars will appear here every Sunday during the coming summer season. His Saturday night dance in Bakersfield and his daily deejay and TV productions will continue as usual. Conat Herb and his gang, working with Little Jimmie Dickens and a Grand Ole Opry unit, recently appeared before more than 1500 fans at the Fair Grounds. May 17th is the popular western star’s birthday and he and his 14-year-old protege, Dallas Frazier, both have new Capitol releases on this date, also . . . Joe Wolverton and Polly Possum, who has been tagged as Martha Raye of the country field, both have TV bids around them. The Possums have been on tour home from the Orient where they now are on an extended tour set by RPM Enterprises. They will be away for several more weeks. Meanwhile, their latest releases, “Something’s Happened To You” from Fred Strayhorn’s Country Music, and “Tales All Kinds Of People,” from Ridgeway, the Charlie Adams company, are rapidly gaining sales. . . . Rex Allen, Republic Pictures famous western star, has penetrated the Iron Curtain, and his western movies are now circulating in a new area behind it. Mr. Allen keeps “in touch” behind the Red line through his fan mail, the latest bundles of which has arrived from Palanka, in Marshall Tito’s Yugoslavia. “Russians like to picture America’s old-time lawlessness in the wild west,” said Mr. Allen, “but the purchase of such films is often ‘backfire’ as proved by the fan mail.” A handsome gold trophy for the all-around champion cowboy at the third annual Rex Allen Day, starting May 8th at Wilcox, Arizona, will be awarded by the western star to the rodeo’s all-around champion cowboy. The trophy is two feet tall and is topped by a cowboy on a quarterhorse. Rex Allen, his comedy sidekick, has won the famous horse, Toku, broke all attendance records at the annual Vernon, Texas, rodeo with a total gate of more than 120,000 during the six-night stand which ended May 1st. They opened April 20th before a 29,000 crowd, which was a record for opening night. Each of the remaining five nights were SRO in paid admissions. . . . Abbot & Fabor Records report that sales are coming up fast on Ginny Wright’s “My Chinahua Dog,” b/w “I Saw Eau,” and also on the Jim Edward Brown and Maurice Brown initial release, “Looking Back To See,” b/w “Rio De Janeiro. Billy Dee’s “Drinking Tequilas” b/w “Falling Star Watts,” also continues on the up-grade . . . Town Hall Party is being mentioned as the greatest show of its kind west of Mississippi. 3,000 paying customers visit the spot each week end and millions see and hear it on NBC radio, KTVV-TV as well as local stations. Its stars are too numerous to mention. The writer is Johnny Bond, the director, Wes Tuttle and Tex Ritter, Tex Williams, Merle Travis, Joe Maphis, Freddy Hart, Fiddlin’ Kate and scores of others. . . . Cousin Lou Stevens, veteran announcer, deejay and old record collector and authority from KKLJ, Pasadena, Calif., says there are no successful rules for writing a song, singing it or making a record. He points out that a “meter” is a tag you can place on many hit songs. Others violate all rules, but sell and sell and sell. Lou says, “You can throw away the rules if you please the listener, because he or she doesn’t know about rules, anyway.” . . . Smiley Monroe, who spins country and western music at radio station KPMN, Pomona, and Dick Miller, of The Desert Recording Company in Phoenix, Arizona, have just recorded their first sessions for this label. The Desert Recording Company, which recently has been most active in “Square Dance” has decided to go into the Rhythm & Blues field and has already signed several different units. They will issue their first four the first of May, under their “Smart” label.

RCA Victor’s Country Caravan

The Cash Box drops in on the high flying RCA Victor Country Caravan.

Top Row: (left) A portion of the audience that packed the Legion Auditorium in Roanoke, Va.

Top Row: (right) William Carleton, vice-president of Wyatt-Cornick, Inc., RCA Victor distributor in Richmond, Va., holds Victor fieldman Brad McCuen and proprietors of the Roanoke Record Shop handle the crowds waiting to purchase records and admission tickets for the Country Caravan.

Second Row: (left) The entire RCA Victor Caravan troupe.

Second Row: (right) The Davis Sisters getting ready for the first show at Asheville, N.C., Sunday, April 25th.

Third Row: (1) Charline Arthur, one of the youngest members of the Caravan troupe, enjoys some coffee at the Hotel Roanoke. (2) Bob Yurko, RCA Victor Merchandise Manager, climbs out of covered wagon which was driven through the streets of Roanoke the day of the show. (3) M.C. Eddie Hill presents award for television set and other prizes, to “Upright Herm” Reavis, Roanoke disc jockey who won Caravan contest in that city. (4) Hawkshaw Hawkins performing. Bottom Row: (1) Minnie Pearl presses her famous ruffled costume for the show at the Armory in Charlotte, N.C. (2) Hank Snow given special welcome by members of the Charlotte Boys Choir in Charlotte. (3) Betty Cody and Hal “Lone” Fine on stage during the second show at the Legion Auditorium, Roanoke.

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

1. SLOWLY Webb Pierce (Decca)
2. I GET SO LONELY Johnnie & Jack (RCA Victor)
3. I'LL BE THERE Ray Price (Columbia)
4. YOU BETTER NOT DO THAT Tommy Collins (Capitol)
5. I REALLY DON'T WANT TO KNOW Eddy Arnold (RCA Victor)
6. GOOD DEAL, LUCILLE Al Terry (Hickory)
7. I LOVE YOU Ginny Wright & Jim Reeves (Fabor)
8. RELEASE ME Ray Price (Columbia)
9. BACK UP, BUDDY Carl Smith (Columbia)
10. MY EVERYTHING Eddy Arnold (RCA Victor)
11. A FOOLER, A FAKER Hank Thompson (Capitol)

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**Juke Box Operators: Are You Getting Only Half The Collection?**

NEW YORK—We like the definition of "a good salesman" which was recently offered by a business executive. In answer to the question: "Just what is it that makes a good salesman?", he answered: "It takes not only knowledge of your product. That can be acquired. It takes a certain type of personality made up of a generous helping of drive, a proper amount of patience and self-confidence, and at least a dash of intuition."

CHICAGO—It's a well known fact that certain unscrupulous people in the vending machine and out business, in seeking "sucker" sales, make outlandish and exaggerated statements in advertisements to non-professionals. The manufacturers, thru National Automatic Merchandising Assn., along with the National Better Business Bureau and a committee of the Association of Better Business Bureaus, made public a set of minimum standards that are recommended for advertising media to consider in judging the acceptability of advertising for these vending machines. Included among these recommendations are the organizations' dislike of specific earnings from machines that are not in a named location, and failure to disclose that the machines must be purchased.

NEW YORK—We were greatly interested to read that savings banks reported that deposits for the first quarter of 1954 showed a considerable increase, and that sales of savings bonds are at a level higher than at any time since the end of the war. This report could have only one meaning. People, reading of the recession, were taking out a sort of insurance against "hard times." Now that employment figures are higher, sales of many basic items better, the public's confidence could easily be restored, resulting in expenditures for items which they have been doing without, but which could be used. This flow of available money could easily start off another boom.

MUSKEGON, MICH. General Telephone, this city, installed two pay telephones on the street next door to its building a year ago, and discovered that they averaged more than 4½ times higher per machine than the phones on the inside. "In other words," said a spokesman for General Telephone, "the outside phones are not only much bigger money-makers, but they are scarcely competitive with those inside." Any one machine operator could have told them this fact a long time ago.

It's true that the vast majority of the nation's juke box operators get only half the gross intake from their phonographs.

What about this half the juke box operator gets? Is he actually getting half of the actual gross collection?

A survey over a large area indicates that very few juke box operators are, today, actually getting half the gross collection from the average location.

Disregarding petty theft, which is always tempting to anyone left in complete charge of an unknown amount of cash, the fact remains that fewer juke box operators get even half what they could get from their locations.

Regardless of whether the juke box operator features dime or nickel play, in a majority of instances surveyed, he was not getting the half of the gross collection he should have obtained from his average location.

A great deal of this is attributed to just plain laziness. Part of it to an "I don't care" attitude. Some of it, as one operator explained, "Well, no one else ever did any better on this spot than I'm doing."

"Why," this operator continued, "when I took the spot over it was taking in only a few bucks a week. Look what I've done with it."

Yet, it was pointed out to him, as well as to many other operators by intelligent music men, that he could be getting much more than what he was receiving from his half of the collection from many of his locations by simply using—PROPER PROGRAMMING.

In this day and age of greater selectivity, when automatic phonographs range anywhere from 40 to 120 selections, proper programming is an absolute and definite necessity.

Without proper programming, juke box operators throughout the nation are absolutely not getting their fair half of the gross collections, from any of their phones.

Proper programming is based on a most complete and thorough study of each and every location. Proper programming means questioning location owners closely. Questioning the patrons of each and every location. Meeting the people on the locations. Talking to them. Asking them what they like best in music.

This isn't a matter of just a minute or two, while the serviceman or collector calls around, and asks the bartender what the patrons like.

It is something that requires deep thought and study. It means testing various types of records so that the ultimate play peak is reached on each and every location.

Proper programming brings in all the extra coins which can possibly be taken in by the phonograph and wall and bar boxes in any location.

Today there is every need in the world for every possible extra coin that every automatic phonograph and wall and bar box can earn on each and every location the juke box operator serves.

This is an absolute necessity. It means the difference between profit and loss. Only PROPER PROGRAMMING can cure the greatest of allills so easily apparent on a great many juke box operators' routes at this time—the need for more income—to assure the operator a decent profit return on his investment.

Even top juke box operators have been absolutely amazed to see someone else take over what they considered a "very poor location" and make that location one of the best in the territory. Simply by PROPER PROGRAMMING.

Many locations have customers who would love to hear the tunes of their native lands again. Many locations have sentimental, old, nostalgic customers who love the tunes of their youth. Today, with the tremendous selectivity available on all the modern automatic phonographs, operators can meet the demand for all types of tunes. These extra tunes the people pay bring in "the gravy" while booming the take.

It is high time that the juke box owners, themselves, not just leaving their incomes and businesses to harried and hurried collectors and servicemen, check and study carefully each of their locations.

They will learn that they are not getting half the gross collection. They will find, after a keen survey, that perhaps half (and more) of their phonographs are not PROPERLY PROGRAMMED.
Youngstown Music Ops Happy to Set New Machines

BUT MUST GET "FRONT MONEY" GUARANTEE

YOUNGSTOWN, O.—In the May 1 issue of The Cash Box, we reproduced an item by Bud J. Fares, editor-publisher of "The Youngstown," a local weekly entertainment magazine, in which he castigated juke box operators for operating obsolete machines. The final paragraph of that story read: "Since the article appeared" writes Fares, "several operators have called to tell me they agree with my views, but that I overlooked some of their problems. I will appear at their meeting in the near future to discuss this problem."

In the April 26 issue of "The Youngstown," Fares writes about his talks with music operators. "Several weeks ago," writes Fares, "we criticized the lack of interest displayed by juke box operators in promoting their business and their reluctance to replace obsolete machines despite the proven fact that it meant a loss of revenue to themselves and to the establishments in which the juke boxes were housed.

"The reaction of that story was tremendous! We were swamped with calls from various establishments congratulating us on the article and informing us that they were planning to get in new machines. We were glad in getting their juke box operator to put in a new, modern machine, and sought our help in forcing the action."

After a number of discussions with both establishment owners, operators and distributors, we became enlightened with a new facet of this industry. Some of our findings were almost fantastic, and in all fairness to the operators we believe it our obligation to 'get them off the spot.' In almost every case we found the operators were very willing to replace old and obsolete machines, BUT, it was the establishment owner's hard-headed stubbornness to visualize the problem and investment of the operator, and their refusal to meet these boys halfway, that prevented the installation of a new machine.

"Here is the story in a nutshell. The average juke box costs a little more than $100. Each wall box $100. Then there is the added cost of installation, servicing and replacing of records, which, when totaled, makes up quite an overhead, in addition to the original investment. Now, then, all that the average operator, we discovered, is that the first $10 taken from the box be given him, plus $1 for each wall box, which amounts to 1% of his investment. (Ed comment: The operators in the Youngstown area are still giving the locations the juke box in particular the well known fact that the "Front Money Guarantees" on new machines should range from $15 to $20 per week.)"

"After a thorough study of the entire situation we sincerely believe that the wholesale/retail trend is going to continue as far as their location managers—if they are given half a chance to get a fair return on their investment. Music . . . and the juke box, in particular, is a very vital asset to a business, both as a means of revenue . . . and a listening pleasure to patrons, who, in a cheerful atmosphere of music and melody find it pleasant to linger longer and that means more business, naturally."

NAPANOCH, N.Y.—The New York State Operators Guild ran off its annual dinner-dance on Saturday night, May 1, in the beautiful country setting of the Napanoch Country Club, here, to the delight of more than 300 people.

It was a happy thought when the president of the association asked the choice of a country club for this affair, as operators from this area were able to bring their wives short distances, and yet relax and enjoy themselves in an atmosphere entirely different from the usual banquet hall. At the same time, being held on a Saturday night, it gave out-town operators, distributors, and others an opportunity to attend. Many of these people arrived late Friday, or early Saturday, and stayed over until late Sunday, taking in the sights of the area on the way back.

The actual details of the affair ran off smoothly. Dinner was served in the dining room of the club, where short speeches were made by the toastmaster, Sidney Levinson, attorney for MOA and the Music Operators of New York, and Jack Wilson, president of the New York State organization. Guests from out-of-town were called on by the toastmaster to make a speech. Theusual arrangements. Then everyone took a short walk in the brash, clean, country air to the music hall, where a very enjoyable show was put on, and music dispensed for those who wanted to dance.

As is usually the case with all such affairs, the responsibility for its success depends upon the few who devote considerable effort and time on the project. The officers and committees are to be complimented: Jack Wilson, president; James Halsey, first vice-president; Jack Clare, second vice-president; and Mrs. Gertrude Browne, secretary-treasurer; and those on the committees, who did yeoman work: Tom Golub, general chairman, who spent three nights in the affair; Howard Hollingsworth, co-chairman and entertainment; Orville Greening and Tom Greco, souvenir journal, which was highly successful; and Felice Spinapols, seating arrangement.

Visitors on hand were: Carl Pavesi, Max Klein, Seymour Polikay, and Nat Bensky and their wives, representing the Westminster Music Guild; Clarence Sorentino and Kenneth Jarrett, from the Connecticut State Operators Association; John Bullock from the Sullivan County Operators Association; and Sal Trofa from the New York Music Operators Association.

Factory representatives were: Ben Becker, regional representative of Bally Manufacturing Company; Jack Gordon, regional representative for P. Seeburg Corporation; and John Stuparitis, Seeburg factory engineer. From the distributing firms were: Harry Reen and Meyer Parkoff, Atlantic-New York Corporation, and their area representative Gordon Howard; Joe Fishman, Atlantic-New Jersey Corporation, and Max Goldstein, Bilotta Distributing Corporation; Barney Superman of Runyon Sales Company, and Morris Rodd, office manager, and Irv (Kempy) Kemper, area representative for the Scarlato and Bob Sifer, Seacoast Distributing Company; and Mike Munves of the Mike Munves Corporation. Most of these men brought their wives and enjoyed a fine week-end. Also very much in evidence were the staff of The Cash Box, headed by Joe Orleck. Others were: Mr. and Mrs. Joe Nacelcio and Mr. and Mrs. Edwin Mora of Waterbury, Conn., Teddy Seidel of New York, and Sam Getlin, union head.

From the music and record field on hand were Mr. and Mrs. Louis Boor- stein of Label X, who brought up Frankie Avalon, the child trumpetist; Bernie Boorstein of Leslie Distribu- tors, and Brock Peters, Columbia re- ferent director and his manager Hal Wehman.

It was a great party, and we're hoping this organization sees fit to run its next one under similar conditions.

Wall Boxes Up Income States

Atlas Music Exec

CHICAGO—For the past several months there has been a trend on the part of music operators to customize their services. The trend is toward available more wall boxes and better sound distribution thru the installation of apparatus which will spread the music throughout the establishment.

"We were at Atlas Music Company, this city," revealed Harold Schwartz, the firm's sales manager, "are particularly pleased with this trend. Operators are again leaning more on wall boxes and auxiliary speakers, instead of just maintained at one location.

"This all tends to better public relations, while bringing the operators more income.

"A head scramble to get new locations," Schwartz continued, "operators can make many cases, completely overlook the possible of bettering the businesses that exist on their own established routes.

"Many operators, however, are beginning to see the light. They have discovered that they can increase their 'take' considerably, by installing wall boxes in an established location, instead of going thru all the work of 'banging' a new location."

"It's just a case," Schwartz went on to say, "of the old saying, 'I can't see the woods because of the trees.' When the operators stop, look and study what's right in front of them, they can be successful. They are only looking for spots.

"Just a few weeks ago, an operator came in to discuss wall boxes with us. I suggested he take some Seeburg wall boxes and put them in one of his locations.

"He did just that. He later phoned me and told me he was successful, income wise, and at the same time, ordered more.

"We Americans are accustomed to conveniences. We don't like to exert ourselves unnecessarily. We can blame anyone for not wanting to leave their own easy way and make the long journey to a phonograph which may be located on the other side of the room.

"But if a wall box is available in their booth, these two 'sloths', like all others who prefer bothelectronic boxes, are conveniently able to enjoy the music. This box means more income for the operators."

N. Y. State Ops Guild Dinner

Rates Raves As Many Make It

A Weekend In The Country

Bally to Conduct Service

School at Lieberman, Minneapolis

MINNEAPOLIS, MINN.—The Bally Service School will hold a two-day session at Lieberman Music Company, this city, on May 17 & 18. Each ses- sion is scheduled to start promptly at 10:00 A.M.

Bob Breithler and Paul Calamaro of the Bally engineering staff will con- duct the school, presenting a technical review of "Surf-Club" and other Bally products. The Bally engineers will describe in detail the entire mechanisms and circuits con- tained in Bally's two new bowling games, "Champion Bowler" and "Vic- toria."

Harold Lieberman urges every op- erator and service man in the territory served by his organization to be present, and take advantage of the many short-cuts and other valuable service tips to be offered by the Bally engi- neers. Refreshments will be served.
Northern Music, Inc., Cleveland, Moves To New Quarters

CLEVELAND, O.—Herb Wedewen, president of Northern Music, Incorporated, announces that his organization has moved to a new, centrally located Cleveland address. The new brick building, with plenty of parking space, large air conditioned show room, and ample area for parts department and shop, is located at 2050 Prospect Avenue.

Herb feels that the new location of the Wurlitzer distributorship is an excellent one since it is adjacent to other companies handling coin equipment and allied items used by the coin machine industry.

In making known the move, Herb said, "The demand for the new Wurlitzer 1000 has necessitated more room to handle the constantly increasing deliveries which we are receiving. We are already feeling the effects of the move with more and more operators coming into our store to see and buy the new Wurlitzer phonographs."

Joe Valenti has been named to the Northern Music staff as service manager. He is well-known to operators in the area and will specialize in phonograph repair work and service, and maintenance training. Mrs. Nora Smith is secretary to Wedewen.

The entire staff of Northern Music, Inc. extends a cordial invitation to operators in their territory to visit the new sales and service facilities, and assures them of a most friendly reception.

Several Coin Machine Mfrs. To Exhibit At Nat'l Retail Ind. Show

NEW YORK—Several manufacturers of coin operated equipment have signed to exhibit at the National Retail Industry Show to be held January 7 to 11 at Madison Square Garden, this city, according to an announcement by Store Modernization Institute.

Firms listed are: Exhibit Supply, Meteor Machine; Carbonic Dispenser, Pepsi Cola and Redd Distributing Company.

"It's Double Check System That Counts" Say Seeburg Execs

CHICAGO—"We, here at J. P. Seeburg Corporation", said an executive of the firm, "pride ourselves in our precision workmanship."

"The quality of phonograph which exist at our plant, from the engineering department to the assembly line, result in making the Seeburg phonograph what it is today."

"As you can readily see", said this executive, while conducting a visitor on a tour of this vast plant, "all of the Seeburg personnel has great pride in their craftsmanship and are exact in their duties."

"Every phase in the operation of turning out a Seeburg phonograph is governed by one word—'check'."

"There is constant examination going on in all phases of the manufacturing processes."

"The incoming raw materials and supplies are gone over very carefully. All of the individual departments, such as the cutting, plating, painting, parts construction, mechanism assembly, up to the finished phonograph itself, receive double checks."

"Our own specially constructed and patented testing equipment", he pointed out, "is used in all the various steps of the manufacturing operation. This results in a true quality product."

"Seeburg knows what it presents to the public must be perfect. Not only for its own good name, but for that of the entire industry, too."

Music Machine, Game and Cigarette Machine OPERATORS

Here is a wonderful opportunity for extra profits in the locations you cover. Every place is a 100% prospect for...

ACTIVE AIRE ELECTRIC TOWEL

Air dries hands, Deodorizes and Freshens Air in Washroom.

THE NATION'S BEST! Write for Details

For....EVERYTHING YOU NEED IN NEW AND USED EQUIPMENT Write for Our Lists

LODEST PRICES!

DAVID ROSEN

EXCLUSIVE A&M DIST. CO. PA 855 N. BROAD STREET, PHILA. 23, PA.

PHONE: STEVENSON 2-2903
PORTLAND, Ore. — A proposed ordinance that would ban pinball machines has been asked to审议 before a scheduled public hearing at which both proponents and opponents would have been given an opportunity to express their views.

The ordinance, which would have negated the city's 1951 ban on pinball machines, was defeated in a vote of four to one. The vote against the ordinance was cast by Mayor Fred L. Peterson, who said he felt those who favored or opposed the ordinance should not have been denied a hearing.

A state Supreme Court ruling recently ruled that the ordinance was not valid when it was passed to ban pinball machines. Effective of the decision and the City Council's decision not to re-license pinball machines will be enforced at the expense of the effectiveness of the 1951 prohibitory Ordinance.

Stanley Terry, Portland's largest owner of pinball machines, who attacked the 1951 ordinance and kept it dormant during the litigation leading to the Supreme Court decision, said the effects of the high court's decision would be to remove 1,500 to 2,000 pinball machines from small downtown gambling and taverns.

He predicted serious financial handicap for these small places, which he said would mean $10 to $15 a week income from each machine.

Terry said his own distributing and service staff of 19 employees would be cut back by half, but that he would continue to try to operate his business, since the ordinance does not affect any machines outside the city limits.

Gene W. Rossman, secretary-manager of the Oregon Licensed Vending Association, denounced the City Council for its action in killing the re-licensing ordinance without the scheduled public hearing.

"The council," he asserted, "broke faith with countless thousands of Portland's citizens whose re-licensing initiatives had been assured of a scheduled hearing... before official action was taken on the issue of coin-operated amusement devices.

"This private transaction of the public business will immediately affect the income of almost every industry—business and service in Portland. The loss of coin-operated machines will all but put the beer tavern business out of business."

PORTLAND OFFICE... — A proposed ordinance that would ban pinball machines in Portland, Ore., (The Cash Box, May 1 issue) was killed by the City Council at a surprise move (April 28) after some opponents had been heard before a scheduled public hearing at which both proponents and opponents would have been given an opportunity to express their views.

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**North Illinois Music Ops Hold Big Annual Party**

**Elmhurst Country Club Scene of Sixth Annual Banquet and Dance**

**German Coinman Arrives in New York**

**Will Visit Buffalo, Philadelphia, Washington, D. C., and Miami**

**by many of the leading Chicago operators, as well as by artists and others, who have found this to be one of the finest affairs of the year.**

"Suffice it to say", as Bob Garnero stated regarding the sixth annual affair of this organization, "this was one of the most successful banquets we have ever held and every one was tremendously pleased with the arrangements and entertainment."
Bally Announces ‘Moon Ride’

New Kiddie Ride

CHICAGO—A brand new type of kiddie-ride, known as “Moon-Ride”, was introduced this week by Bally Manufacturing Company, and all Bally distributors have the new ride on display.

Jack Nelson, Bally general sales manager, described "Moon-Ride" as follows: "A colorful flying-saucer housing revolves in one direction with the use of gas. The ride consists of a single entry, the pilot, and a few other details before the ride is ready to go. The ride is controlled by a small, 12-volt motor, with a maximum speed of 12 miles per hour. The ride is designed as a fun ride for children, providing a thrilling experience for all ages. The "Moon-Ride" is available at various locations throughout the city, and is a popular attraction among children of all ages."

Realistic instrument panel adds to the thrill of the ride. Stars and comets on inside of rotating ring are visible through plastic window, giving rider illusion of high-speed motion through outer space. Sound effects of machine-gun rattling when rider presses gun trigger. Designed for maximum thrill, "Moon-Ride" is absolutely safe for children of all ages. Built-in braking system permits safe stopping of the ride. The "Moon-Ride" is a safe and enjoyable ride for children of all ages."
Watch for No. 12

"It's What's in THE CASH BOX That Counts"
Mike Munves Testimonial Dinner Looms as Greatest Of All

The Cash Box
Page 43
May 15, 1954

NEW YORK—Preparations are now moving rapidly by the various committees for the testimonial dinner in honor of Mike Munves, selected by the coin machine industry on behalf of the United Jewish Appeal.

The dinner will be held on Tuesday night, June 22, at the Hotel Commodore.

Each year the coin machine industry sponsored a similar dinner the attendance kept growing, and it is expected that the Mike Munves testimonial will draw the greatest number of coinmen from every branch of the industry ever to attend a UJA dinner.

Coinmen previously honored were Albert Denver, Sidney Levine, Harry Rosen and Barney Sagerman.

Meyer Parkoff, chairman, in a message to the trade, stated: "This year our division takes particular pleasure in presenting as guest of honor at its annual dinner one of the leaders of our industry. His widespread humanitarian endeavors in behalf of the many worthy, charitable campaigns are known to every one in our business world.

"Mike Munves has won the deepest respect of his associates as a businessman of initiative, acumen and integrity. Despite the time-consuming nature of his extensive commercial activities he has always found the hours and energy to do his ample share in bringing the life-sustaining, life-saving message of the UJA to great numbers of people.

"In presenting this tribute to our honored guest for his steadfast and warm-hearted dedication to our cause, we are in effect honoring symbolically these very same qualities which we believe characterize the broad, humanitarian effort to which we are all dedicated—The United Jewish Appeal."

"It's What's in THE CASH BOX That Counts"
Chicago Coin's
6 PLAYER Baseball Game
with EVERY Feature for EVERY Location!

SUPER HOME RUN

with the
3 WAY "MATCH"
and "FREE PLAY"
Features!

(1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

- With the GRAND STAND "Home Run" Feature for Extra Runs . . . Plus The Thrill of Hitting a Ball Over the GRAND STAND Roof for Additional Runs!
- Game can be set to operate at 1, 2 or 3 innings per game.
- Each inning constitutes 3 outs.

AVAILABLE IN STRAIGHT 10c OR 10c—3 FOR 25c PLAY!
With the Trouble Free Slide Coin Chute!

1725 W. Diversey • Chicago 14

San Diego Op Team Bowling Champs

San Diego, Calif.—E. E. Peterson & Son, this city, Seeburg operators, sponsored a bowling team which recently won a beautiful two-foot gold trophy for winning the 1954 championship for the South Bay Major Leagues. The team (1. to r.)—Gene Nelson, Ed Wagner, Jim Southra, Front (1, to r.)—Tom Woodard and Usher Catlin.

Chi Automatic Phono Bowling League News

CHICAGO—This was the semi-final. The big windup attraction is this Monday night, May 10, at the Fullerton Bowl. And what a wind-up is in store for one and all.

But first to last week's scores, Paschke took 2 games from the Decca-Coral team, with Charlie Alesi kicking in a 555 score, high for the men. And Ray Gallet right behind him with a 549. This zooms Ray ahead of Carl Latino and may also him in for individual high score honors for this bowling season. Best Decca-Coral could do was Joe Soehacl's 554, which isn't bad.

Western Automatic took all 3 from Star Music. Bill Nyland kicked in with a 499 score. For Star, Jerry Shuman came thru with 497. Myrtle Soehacl scored in with a 431 which was ladies' high.

Just when Owens had a chance to get right to the top again, they lost 2 to Melody Music. Bill Howard of Melody came in with 497. Johnny Owens with 497.


Atlas whipped Gillette for 2 games, even the "Marvelous Morrie" Minkus in the hospital the past two weeks. But Jack Madigan, the pill eater, came in with a 492. Bob Holl for Gillette with 498. Tonight's the night. This is for the championship. Owens meets Decca-Coral.

Owens must win all three games to tie the league up. This means an extra playoff series if Owens can do it.

"It's What's in THE CASH BOX, That Counts"
THE SENSATIONALLY NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!

1. Individual player by matching one or several numbers lights up one or several Stars in each game!

2. Each of 6 players have the same opportunity to match numbers and light up Stars under their individual scores!

3. Matching features begin in the first frame and continue in every frame until the game is over!

4. STAR-LITE BOWLER contains CHICAGO COIN's build-up advance scoring features. Top score of 900!

Chicago Coin
MACHINE COMPANY
1725 W. DIVERSEY • CHICAGO 14

NEW ENGLAND NIBBLES

Hitting the road to follow up a big crop of leads garnered at the Hotel Statler—29th annual New England Hotter, Inc. Restaurant Show, April 26 to 30, were sales reps of Poole Distributing Co., Wurlitzer; Trimount Automatic Sales Corp., Seaburg; Music and Television Corp., Rock-Ola; World Fair, Inc., Evans.

All districts reported exceptional interest this year among hotel and restaurant ops for music machines and kiddie rides... Ray August for Jerry Columbia Music and Television Corp. traveled Maine week of the 10th; following up more than 20 leads for Rock-Ola... Kingsley Jack for Harry Poole was following Wurlitzer leads in New Hampshire. Among visitors to the coin exhibits at the show were Leo and Armand Semard of Select-O-Matic Corp., and former music ops, who have just put in a new $100,000 addition to their ski restaurant. Included is a new Wurlitzer with wall boxes... Ranny Poole, old-time music op, now running Kona Lodge, tourist colony on Lake Winnipeg-saukee, renewed old acquaintances... Maine and New Hampshire hotel ops were enthusiastic about kiddie rides. Many told districts they were planning their own amusement areas for moppets on hotel grounds using from five to ten kiddie rides... Russ Eckel, background music sales manager for Trimount, reported first super market installation of Seaburg 200 Select-O-Static custom unit in First National Stores super in Dorchester. Unit is built into manager's office. Other food chains are testing the Seaburg units in the Boston area and installations have been made in Fensgate Hotel, Hampton Court Hotel, Darbury Room, Eddie Davis Steak House, Hampshrite House and Century Restaurant, all in the Hub. "The complete control feature is the selling gimmick, which piped-in music can't compete with," Russ says. Joe Leonard assisted Russ at the Seaburg exhibit at the show. They reported around 1,000 inquiries... Louis Green, sales manager for Ed Raverby's new World Fair, Inc., exhibited the Evans "T-106," Capitol's "Carousel" and Meteor kiddie rides... World Fair will act as sales rep for Capitol Projectors, Inc. Also as New England distib for Meteor Machine Corp., and exclusive national distrib for Nylico Products in addition to New England sales for Evans... Raverby, also head of Associated Amusements, opened World Fair, Inc. at 188 Brighton Ave. in the Allston section of the Hub. Ed, a veteran of 30 years in the business, is a former Mills Music, Ball and International Mutoscope distrib and operates arcades in New England and New York. Joe Assad, Wurlitzer op in Haverhill, Mass. is readying his boat for a trip from Haverhill to York Harbor, Me. A christening party for music ops took place May 15... Charlie Suesens and Harry Poole of Poole Distributors, reported 40 ops at their recent Wurlitzer showing in Hartford, Conn. and plenty of enthusiasm for the new unit. Harry says orders are still pouring in from the big Boston show and he can only make 25% delivery at present... New England kiddie ride market reported booming with over 3,000 rides on location. Opening of beach fun spots, parks and lake resort amusement areas May 30 is expected to locate thousands more of the moppet rides... Super markets in the Boston area are opening kiddie ride areas adjoining their parking lots.

"It's What's in THE CASH-BOX. That Counts"
OPEN UP... new locations
..... new profits!

ROCK-OLA MANUFACTURING CORPORATION
400 North Keola Avenue * Chicago 5, Illinois

When You Enter
The Cash Box
"20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN The Cash Box "20 YEAR CLUB" TODAY!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

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

Dear Joe:

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

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

NAME ____________________________

FIRM ____________________________

ADDRESS ____________________________

CITY ____________________________ ZONE _______ STATE _______

"It's What's in THE CASH BOX That Counts"
With the factories here busier than they've ever been, and with demand outstripping production for some of the bigger plants, it seems that spring (even though it set record low temperatures in our town) has really proved itself the "grand season" all claim for it. Perhaps Jack Nelson's expression best describes how things here in Chicago are going. "The traffic is so heavy we can't supply the demand for our inline game and bowlers." Ray McGinnis flew back to town this past week. Just in time to join in the wedding anniversary celebration of Mr. and Mrs. Paul Huebsch. (Wonder how Roy felt when he landed and saw that early spring snow falling?) Especially after the warm and typically sunshine smiley Chicago weather in early April. We flew back on the road over two weeks. Has been covering the west coast as well as the midwest for Williams. Sam Stern, when questioned as to where Harry was but wouldn't explain, answered, "Somewhere out there." Bill De-Selm of United is reported to be thrilled to teeney-weeney pieces the way the "United Service Schools" have been clicking all over everywhere. Bill feels that operators, as well as players and distro, are just as thrilled as he is with the service schools which United has been conducting with Johnny Casola, Ken Sheldon and Ray Thoelen.

S. Rodd of Allston, Mass. in our town for a quick visit. To arrange for speedier deliveries of some of the products his firm represents. S reports that everything is going great in New England. He looks to '54 for a great business year. . . . Nice note from Ed Dow of Beaver Dam, Wis., who is also secretary of the Wisconsin Phonos Operators Assn., inviting us to their big meeting this year. But, letter arrived practically at last minute, not giving us much time to make plans to get away. . . . Frank Menecuri returned to town. After an extended sales trip for ChiCoin. Reported that he had his first ambulance ride in Minneapolis. "At 70 miles per hour," Frank said, "we sped through Minneapolis' business distric to get Lester Rogstad of Harold Lieberman's offices to the hospital." Lester collapsed while at work and all still very much worried about his condition. Not so long ago this firm lost top sales man in an auto accident.

Now that the memory of War II is sort of fading, some of the boys who were in it have begun to tell some stories of their adventures. Chewing the fat with Mike Howie in Elmhurst one day, he told of the time a fellow (a friend, during one of the crucial moments of War II, wandered away from their contingent. Suddenly, they found themselves, and of all places, in Strassburg. Which was one spot for American soldiers, at that moment, not to be. Anyway, believe it or not, the two boys wandered all over the town. And even the third one (there were some mighty strong and strange glances by many of the natives (who, by the way, continued doing what they were doing, and just side glanced at these uniformed Yanks) they finally located their group. But not until they had inquired of the "natives" whether they had seen some American Army convalescent somewhere. Anyway, Howie's here to tell the story.

Buddy Fares of the Youngstown (Ohio) "Entertainment Guide" who has been carrying on The Cash Box' crusade against marred, screeched, scratchy, vermin-infested, tone-dead, wowser, puerile phonos (because of his friend Lee Dixon who showed him our articles) has stirred up the location owners in Youngstown to the point where ops have had to pull these terrible phonos from their listings all over this community. (An orchid to Buddy for his great effort.) . . . Jake Dobkin of Alllan Sales in town this past week. But Jake, even tho he promised he would, did not phone. . . . Ben Coven and his charming missus, Trody, spent a few days up in Detroit attending a family celebration. And Sam Stannard, the manager of the Planet on the opening of the resort season has just simply got them in a dither with others for their 3-Player Basketball. In fact, Avron Ginsburg of the firm, rushed back from Miami to help get the equipment to the firm's distris. . . . Surprise! Genco (The old Jenkins) in town. But, no one able to state how long he'll be among us. Seems like George is on the trip on these days. . . . Mart Levinson and Sheldon Spiria of National Coin Mach. Exch. handed out "uncle" coins recently. Mort became an "uncle" for the fifth time. But this was a "first" experience for Sheldon. . . . Happy to hear that Mrs. Joe Schwartz conval青睐ing granfully from a recent operation.

Bill O'Donnell continues as one of the top entertainers of the industry. . . . George Rozy, sales manager of ABI, telling how busy this plant is at this time trying to fill orders. George hoping the flowers he planted in his new suburban home will bloom, frost or no frost. . . . Ted Rubenstein of M & T Sales, very busy getting out the first shipments of the firm's Zig-Zag counter game. "Looks like we kicked off with a winner in our new firm." Ted reports. . . . Mike Harmergen advised this week that Al Mendez and Wolf Roberts had been appointed California regional managers for his firm. . . . Everyone over at Seeburg absolutely thrilled and extremely proud of the fact that their crack basketball team won the annualIndustrial League in this first season, well known C.P.A. here, who handles accounting biz for leading ops 'round town, phones to thank The Cash Box for the cooperation it gives him and his customers.

Jerry Haley of Buckley reports that the firm has discontinued its wall box line. They are now producing only furniture. St. Robert's, Chicago, lever dealer, "Irish Mall"? Well, Pat Buckley's making it all over again. . . . Talk about an eager beaver (and an enterprising operator) Al Ghienko was so eager to get himself a Exhibit "Shooting Gallery" gun that he left Wally Finke and Joe Kline staring at him while he dashed over to Exhibit Supply and, with Art Weinand looking on in amazement, actually helped on the production line at this factory until his gun was finished. Art Weinand is still shaking his head not believing what he actually saw take place. Al A. Silberman, well known to our town, who is now with Badger Sales in L.A., has become interested in songtarts and new music. . . . Which reminds, congenial Monty West stomping through Illinois, just as his mother-in-law pulls into town, to spend "a little time" with Mr. and Mrs. West.

Just as Al Stern of World Wide returns from a Florida vacation, Len Micon leaves for a hating expedition to Hot Springs. Len hopes to steam out some of those aches and ills. . . . Elmhurst Country Club was just simply jammed with people from here, there and everywhere, to enjoy the Music Operators of Northern Illinois' annual affair this past Thursday eve. . . . Bill Ryan, well known to one and all, phoned to say "hello," on his way in from California. . . . Thanks very much to Eddie and Maurie Ginsburg for the beautiful full color photos of Clizzie and Bill Gerash and Gaye Feinstein. Just as we were getting ready to stop typing, the news came in that Cliff Wilson of Tulsa had just purchased Wallbox Sales of Dallas from Mrs. Holland Farrow. . . . That was a gorgeous compliment paid us the other day by a very noted coinman who said, "Your classified advertising department is absolutely the greatest." . . . Herb Wedewen of Northern Music, Inc. advises that his firm has moved its quarters to 2006 Prospect in Cleveland, Ohio. . . . Keep parking! Keep parking!

"It's What's in THE CASH BOX That Counts"
MIAMI MURMURS:

Miami is now a year-round resort city and if a coin machine man waits long enough he will be able to see all his cronies sooner or later. . . . Jack Mitnick, A. M. O. A. secretary, has arrived for a visit with his distributor and his old-time New York friends and operators. . . . I received a letter from Natalie, Mor- rie Hankins’ daughter and she writes that her husband Arnold is sick and in the hospital for a few months. All operators will be glad to know that he is improving and out of the hospital and that they are getting along along by themselves. . . . Levine and family returned to New York and most of the Miami coin men are sorry that they didn’t get a chance to play some gin rummy with him. . . . Harry Barran who was forced to sell his cigarette machine operation due to a heart attack has improved sufficiently so that he is now back in his normal living habits. He intends to get back into the coin machine business as soon as the doctor will allow it. . . . Mr. & Mrs. Joe Mangone have a surprise for the coin machine industry that will be of great importance to all Miami coin machine operators. . . . Ted Bush and Ozzie Trupp- man quite busy selling Walters jake boxes. They claim that they don’t have to use salesmen because when they call at one box he is immedi- ately convinced and all they have to do is write the order. . . . Doris Shapiro, A. M. O. A. secretary just returned from a 10-day visit to New York for the Passover holidays. Says she is glad to be back. . . . Mr. & Mrs. William Levy took a few days off and left for the Keys for some fishing and some fun. . . . Taran Dist. Co. just received a shipment of the new Williams “6 Player Base- ball” and there wasn’t one left for a sample on the floor. . . . Willie (Little Nap) Blatt extends a personal invitation to all his visiting coin machine friends to visit his amusement center at the Fun Fair on the 79th Street Causeway. . . . How many coin machine operators and distributors remember the following machines rebuilt by Supreme during the last war. “Shoot Your Way ToTokio,” “Skimmer Skee-Roller,” “Balsacore” and many others. Blatt claims that he is building a gun named “Bulls-Eye” and the few distributors that saw the sample gave Willie substantial orders. Willie states that as soon as he can make deliveries a formal announcement will be made to the trade. . . . Mr. & Mrs. Dave Friedman combined business with some pleasure and took a few days off and left for Daytona Beach.

JAX JOTS:

Operators report unusually good customer relations since the inaugura- tion in this area of a definite program for the betterment of all concerned. Seems they are wondering why we waited so long to take the step. Just goes to show, to paraphrase a famous saying, “That we had nothing to fear except fear itself”. . . . Jack Mitnick, that amiable representative for AMI, visiting with the boys at Southern Music Distributing, local outfit for his factory. Jack is well known here, having lived in Jacksonville at one time, and is greet- ing many old acquaintances (and keeping them in stitches) with some of his many stories. Jack took time out to attend the regular association meeting of J. H. Green and District, President of the Jacksonville Music, and related his observations of the many working associations with which he has had experience. In his talk, the good aspects of organization were enumerated and many don’ts were injected with just the right flavor to make very interesting listening. At the close of the meeting, green was given him by him to the ASCAP situation, as it concerns the operator, and of the need for constant and diligent effort on all our parts, to aid in stamping out this evil attempted rape by ASCAP and their cohorts. Great stress was put forth by Jack with reference to MOA and its fine work on the ASCAP bill, and its public relations efforts. He urged this association group to associate themselves with MOA at the earliest possible moment so that they might be provided with data pertinent to their objectives by that organization. . . . It was a revelation to all the members to hear Jack relate the workings and doings pertaining to the industry from all its phases. Jack as we all knew, having so many years of experience, sure delivered some messages of good advice. After the meeting was adjourned to good and welfare a rousing vote of thanks was extended to him and quite a few members gathered around him for some personal advice which he so graciously gave them. We do hope that he will favor us with a return engage- ment soon. . . . Fred Patton, of Wolfe Distributing, nursing a broken ankle, but in good spirits on the job. Seen in the Green Derby for lunch were: John Mon- dell and his charming wife, Carol Jonas and Freddie Houghton; T. T. Elkins and T. C. Monroe (with much yak).

Keeney Cig Vendor in 3 New Finishes

CHICAGO—The “Keeney All-Elec- tric 350” has been made available in three wood-grain finish color combinations, it was announced by Paul Huebsch, general sales manager of J. H. Keeney & Company, this city. Three finishes are offered: a natural wood-grain finish, a natural finish with a brown delivery tray, and a natural finish top with a mahogany finish bottom. . . . The vendor, which has a capacity of 432 packs of cigarettes and operates with 20, 25 and 30-cent prices, is still available in hammergold, hammer- gold gray and standard maroon within. . . . Two of the Keeney cigarette ma- chines were sent to Guam this past week, according to Huebsch. . . .
FOR SALE—5 AMI's @ $175 each; 5-10c AMI Wallboxes @ $15.50 each. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, NORTH CAROLINA.

FOR SALE—Right off location A-1 condition. 2 Coney Island $75 each; Atlantic City $85; Coney Island $175; Hit 'N Run (Gottlieb) $77.50; Coronet $109; Go-Aside $145; Happy Days $165; Joker $25; Rosebud $65; Knockout $15; Optima $95; Cyclone $69.50; Pin Ball $15; Mercury $25; Four Stars $35; 1/3 deposit on order. C.O.D. TRISTATE AMUSEMENT CO., 149 18th St, WHEELING, W. VA.

FOR SALE—Hi-Speed Super Fast shuffler board wax. 24 one-pound containers. Built and tested in Dallas, Texas. Sold on money guarantee. AMERICAN SHUFFLEBOARDS, MUSIC DISTRIBUTORS, INC., 3100 MAIN ST, DALLAS, TEXAS.

FOR SALE—Parts & Supplies for Jakes, Shuffle, Pin and Telematix Games. Sylvania, RCA Tubes and Chicago Miniature Lamps $150. Tubular washers, 5c per, 20M lots 70c. Pucks $1.50. CHAMPION DISTRIBUTING CO., 1911 S. 13th St, W. GRAND AVENUE, CHICAGO 51, ILLINOIS.

FOR SALE—One Stop Record Service. Any record, any label, 6c per over wholesale. Free title strips. New records on request. AMERICAN HARDWARE DISTRIBUTORS, RAYMAR SALES CO., 170-21 JA- MAICA AVE., JAMAICA 32, N. Y. Tel.: Olympic 6-4013.

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzer 1015, 1100, 1200, 1208, 1300, 1400. Seal, Bally, Pinball, Shuffle, Dutch Games, Light, Music, Shuffle, Coin AMUSEMENT GAMES, 116 E. 55th St, CHICAGO 15, ILL.

FOR SALE—Capco cleaner for glass, plastic, and chrome, trial size 70c, $3.95 a gallon. Crocus cloth 9 x 11 sheet 17c. Emery cloth 2/0, 9 x 11 sheet 17c. Lubriplate 35c a tube. Carbon, solvents, 60c per 5 lb. roll $4.35. Rear frames re- brushed model 700 & up, 25c each, lots of 5, $1.75 each, 1/3 deposit when order is guaranteed. COVER MUSIC CORP., 3181 ELSTON AVE., CHICAGO, ILL. Tel.: Tel.: 3-2201.

FOR SALE—The best buy in used Bally Games. The best buy 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 for list and prices. ALLAN L. CON, INC., 937 MARKET STREET, WHEELING, W. VA. Tel.: 5472.

FOR SALE—Twenty Midget Movies, Exhibit Silver Bullets, Chicago Coin 4-Player Deluxe Derby, Bally Turf King, Midvale Winner, Photo Finish, all equipment just from location, clean, checked, ready for operation, no offer. STANLEY AMUSE- MENT COMPANY, 1523 BROAD- WAY, TACOMA 4, WASHINGTON, Tel.: Broadway 3663.

FOR SALE—Wurlitzer Bar and Wall Boxes 3020's; $10; 3071's; $5; 2140's $5. Steppers and Master units; inquire. 1017's $55 including complete set of late 1950's parts. C. S. DREDGE CO., INC., MILWAUKEE 8, WIS. Tel.: 3-8652.
GET WELL FAST!

- Are you worried about "tavernclosia"?
- Has "stay-at-home-itis" infected your route?
- Do you have empty spots before your eyes?
- Is the "Quarantined to Operators" sign keeping you out of good locations?

Then, you need Model "E." It's the prescribed dosage for a healthy music business, rich in all the qualities that tone up your profits.

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 Selslbye A/S, 5 Palaisgade, Copenhagen K., Denmark

"It's What's in THE CASH BOX That Counts"
**How To Use "The Confidential Price Lists"**

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

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices for certain equipment. Likewise true in print is "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange, quoting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, return the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $15.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quantity, and other factors must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be quoted at higher prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average prices adjust to the peculiarities of his territory.

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

**FOREIGN BUYERS:** To cover cost of packing, crating, shipping, etc., figure an additional $25 to $25 on pin games and $10 to $20 on Phonographs.

**EXPLANATION**

1. **Prices UP**
2. **Prices DOWN**
3. **Prices UP and DOWN**
4. **No change from Last Week**
5. **No quotations Last 2 to 4 Weeks**
6. **No quotations Less than 4 Weeks Or Longer**
7. **Machines Just Added**
8. **Great Activity**

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**LISTED ALPHABETICALLY**

**AM**

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<tr>
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**Manufacturers and dates of game's release listed. Codex: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genie; (Go) Gottlieb; (Ke) Keeney; (Un) United; (O) Other.**

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<td>20.00</td>
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<td>20.00</td>
<td>3. W2A-Wall-Matic</td>
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<td>20.00</td>
<td>3. W4L-56, Wall Box 5e</td>
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<td>20.00</td>
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<td>20.00</td>
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**EXPLANATION**

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- **2. Prices DOWN**
- **3. Prices UP and DOWN**
- **4. No change from Last Week**
- **5. No quotations Last 2 to 4 Weeks**
- **6. No quotations Less than 4 Weeks Or Longer**
- **7. Machines Just Added**
- **8. Great Activity**
## THE CONFIDENTIAL PRICE LISTS

### THE CASH BOX

<table>
<thead>
<tr>
<th>Page 55</th>
<th>May 15, 1954</th>
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<tr>
<td>1. Bernstein Coffee Bar, 600 cups</td>
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<td>2. Bernstein Coffee Bar, 203 Bar Capacity</td>
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<tr>
<td>3. Chef-Way, Model 100, cap. 500-600</td>
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<tr>
<td>4. Hot-O-Mat Comb. Hot Coffee-Chow, 600 cups</td>
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<td>5. U-Select-It Hot Coffee, 600 cups</td>
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### CARBONATED DRINKS

| 4. Drink-O-Mat, single flavor, 5c, 1000 cups | $100.00 - $200.00 |
| 5. Drink-O-Mat, 3 flavor, 5c, 1000 cups | 200.00 - 275.00 |
| 6. Drink-O-Mat, 4 flavor, 5c, 1000 cups | 250.00 - 300.00 |
| 7. Lyons #140, single flavor, 5c | 200.00 - 225.00 |
| 8. Lyons #1402F | 400.00 - 450.00 |
| 9. Lyons Model 500, 5c single | 150.00 - 250.00 |
| 10. Mills, Automatic Fountain, 400 cups | 100.00 - 125.00 |
| 11. Mills, Automatic Fountain, 400 cups, without change maker | 60.00 - 75.00 |
| 12. Soda Shoppe | 950.00 - 1000.00 |
| 13. Spacecraft 3 Unit 5c | 300.00 - 375.00 |
| 14. Spacecraft 4 Unit 5c, 1000 cups | 500.00 - 550.00 |
| 15. Super Vend 3 flavor, 600 cups | 285.00 - 350.00 |
| 16. Super Vend 3 flavor, 500 Cup A-2 | $500.00 - 400.00 |

### CANDY MACHINES

| 4. Mills, 5 col. 70 cap. | $10.00 - 20.00 |
| 5. Stoner (Mod. 102, 6 col. 120 cap.) | 60.00 - 85.00 |
| 6. Stoner (Mod. 120, 6 col. 120 cap.) | 65.00 - 115.00 |
| 7. Stoner (Mod. 20, 4 col. 180 cap.) | 50.00 - 75.00 |
| 8. Stoner (Mod. 120, 5 col.) | 69.00 - 95.00 |
| 9. Stoner (Mod. 120, 7 col.) | 95.00 - 149.50 |
| 10. Stoner DeLuxe Theatre (8 col. 120 cap.) | 135.00 - 200.00 |
| 11. Stoner DeLuxe Theatre (16 col. 320 cap.) | 175.00 - 300.00 |
| 12. Martin’s “Little Candy Store” 8 col. 160 cap. | 115.00 - 195.00 |
| 13. Coin “U-Select-It” (74 cap.) | 15.00 - 22.50 |

### HOT COFFEE

| 1. Andico Cafe Petit, 200 cups | $250.00 - $275.00 |
| 2. Bert Mills Coffee Bar, 200 cups | 125.00 - 175.00 |

### ICE CREAM VENDORS

| 4. Bellvend Ice Cream Bar Machine with National 10c & 25c coin changer | $350.00 - $395.00 |
| 5. Vendo “Dairy-Vend” | 200.00 - 300.00 |
| 6. Rowe “Ice Cream Vendor” (Ice Cream Sandwiches or “Pops”) | 300.00 - 400.00 |

### THIS WEEK’S MOST ACTIVE USED MACHINES

| PHONOGRAPHICS A-1 (3/51) | 195.00 - 225.00 |
| A-2 (3/51) | 215.00 - 250.00 |
| A-4 (3/51) | 235.00 - 295.00 |
| A-5 (3/51) | 295.00 - 350.00 |
| A-6 (3/51) | 345.00 - 400.00 |
| A-7 (3/51) | 350.00 - 395.00 |
| A-8 (3/51) | 350.00 - 400.00 |
| A-9 (3/51) | 395.00 - 450.00 |
| A-10 (3/51) | 450.00 - 500.00 |
| A-11 (3/51) | 550.00 - 650.00 |
| A-12 (3/51) | 650.00 - 750.00 |
| A-13 (3/51) | 750.00 - 850.00 |
| A-14 (3/51) | 850.00 - 950.00 |
| A-15 (3/51) | 950.00 - 1050.00 |
| A-16 (3/51) | 1050.00 - 1250.00 |
| A-17 (3/51) | 1250.00 - 1500.00 |
| A-18 (3/51) | 1500.00 - 1750.00 |
| A-19 (3/51) | 1750.00 - 2250.00 |
| A-20 (3/51) | 2250.00 - 2500.00 |
| A-21 (3/51) | 2500.00 - 2750.00 |
| A-22 (3/51) | 2750.00 - 3000.00 |
| A-23 (3/51) | 3000.00 - 3250.00 |
| A-24 (3/51) | 3250.00 - 3500.00 |
| A-25 (3/51) | 3500.00 - 3750.00 |
| A-26 (3/51) | 3750.00 - 4000.00 |
| A-27 (3/51) | 4000.00 - 4250.00 |
| A-28 (3/51) | 4250.00 - 4500.00 |
| A-29 (3/51) | 4500.00 - 4750.00 |
| A-30 (3/51) | 4750.00 - 5000.00 |
| A-31 (3/51) | 5000.00 - 5250.00 |
| A-32 (3/51) | 5250.00 - 5500.00 |
| A-33 (3/51) | 5500.00 - 5750.00 |
| A-34 (3/51) | 5750.00 - 6000.00 |
| A-35 (3/51) | 6000.00 - 6250.00 |
| A-36 (3/51) | 6250.00 - 6500.00 |
| A-37 (3/51) | 6500.00 - 6750.00 |
| A-38 (3/51) | 6750.00 - 7000.00 |
| A-39 (3/51) | 7000.00 - 7250.00 |
| A-40 (3/51) | 7250.00 - 7500.00 |
| A-41 (3/51) | 7500.00 - 7750.00 |
| A-42 (3/51) | 7750.00 - 8000.00 |
| A-43 (3/51) | 8000.00 - 8250.00 |
| A-44 (3/51) | 8250.00 - 8500.00 |
| A-45 (3/51) | 8500.00 - 8750.00 |
| A-46 (3/51) | 8750.00 - 9000.00 |
| A-47 (3/51) | 9000.00 - 9250.00 |
| A-48 (3/51) | 9250.00 - 9500.00 |
| A-49 (3/51) | 9500.00 - 9750.00 |
| A-50 (3/51) | 9750.00 - 10000.00 |

Note: All prices are approximate and subject to change.
Manufacturers New Equipment

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

A.B.T. MFG. CORP.
Challenger (Counter Model Gun) $75.00
Tilt Sport (3-holed) $364.50

AMERICAN CORPORATION
AMI "E"40 Phonograph $795.00
AMI "E"30 Phonograph $925.00
AMI "E"120 Phonograph $1,050.00
W/120 5-10-35c Wall Box $95.00
W/120 5-10-35c Wall Box $99.50
HS-80 Hideaway $775.00
HS-120 Hideaway $815.00
AMIVOX Speaker $75.50

AUTO-PHOTO CO.
Auto-Photo $2,545.00

BALLY MFG. CO.
Champion Bowler
(A) 16 a play $750.00
Victory Bowler
(A) 16 a play $710.00
(B) 16 a play 25¢ $70.00

Surf-Club $95.00

CHICAGO COIN
Star Lite Bowler, Single Chute $655.00
Surf Lite Bowler, Double Chute $655.00
Cross Criss Bowler $605.00
RoundThe World Trap $1,485.00
Super Frame Bowler, Double Chute $655.00
Super Frame Bowler, Single Chute $630.00
6 Player Home Run $579.00

H. C. EVANS & Co.
Holiday (Model 4045) 100 $1,050.00
Select 45 rpm $45.00
Juliet (Model 278) 40 Select 78 $78.00

EXHIBIT SUPPLY
Big Bronco $997.50
El Dorado The Bull $975.00
Ferdy The Bull $755.00
Roy Rogers Hornet $1,045.00
Rudolph The Red Nosed Reindeer $755.00
Rudolph The Red Nosed Reindeer With Music $755.00
Pete The Rabbit $752.00
Pete The Rabbit With Music $755.00
Twin Pete The Rabbit $752.00
Rabbits $99.50
Space Patrol $145.00
Sea Skates $1,045.50
Vaccum Card Vender $195.00

GENCO MFG. & SALES CO.
Shuffle Pool $675.00
Match Pool $605.00
Two Player Basketball $255.00
Deluxe Two Player Basketball With Match Play $550.00
Super Two Player Basketball With Match Play and Replay $560.00

D. GOTTLEBE & CO.
Jockey Club $364.50

INTERNATIONAL MUTO CORP.
Photomat '53 $2,150.00
3-D Art Parade, 16-show model 495.00
3-D Art Parade, 6-show model 395.00

J. B. KEENEY & Co., INC.
Electric Cigarette Vender $284.50
Coin Changer Model $364.50
Diamond Bowler $615.00

MARVEL MFG. CO.
(New Model) Shuffle-Score Overhead Scoreboard $129.50
Wall Type Scoreboards for Shuffleboards $95.00

METEOR MACHINE CORP.
Hooker-Ladder $715.50
Black Beauty $765.00
Pony Trainer $795.00
Flying Saucer $715.00
Red Hot Racer $715.00
Pony Boy $315.00
Rocket $715.00
Tang-Go (Grip Scale) $149.25

M. & T. SALES CO., INC.
Zip-Zag (Counter Game) $79.50

RITEWAY MFG. CO., INC.
"3 Dimensional Theatre" $950.00
"3 D Kiddie Theatre" $950.00

ROCK-OLA MFG. CORP.
Model 1450 "Fireball" 78 RPM $1,065.00
Model 1450 "Comet Fireball" Phonograph, 120 Selections 45 RPM Only $895.00
Model 1400 "Comet Fireball" Playmaster 120 Selections 45 RPM Only $895.00
Model 1410 "Comet Fireball" Chrome Wall Box, 120 Selections $1,065.00
Model 1068 "Tone-O-Lite" 8" Chandelier Speaker $65.00
Model 1611 "Tottie" 8" Wall Speaker with Vol, Control & Transformer Blonde or Mahogany $97.50
Model 1006, Remote Volume Control $775.00

J. P. SEEDEBURG CORP.
HF-100G 1W1 Wall-Matic "100" 1W1 Mono Remote Volume Control $875.00
CV565-8" Wall Speaker (Teardrop) $364.50
CV565-8" Recessed Speaker CV568-8" Recessed Speaker PS-12 45 Power Supply $75.50
"Complete 11-1/2" Amplifier - Remote "VAC-1 Automatic Volume Control $75.50
"Complete 11-1/2" Ray-O-Lite "Goon Ham" $75.50

UNITED MFG. CO.
Mexico $755.00
Team Shuffle Alley $695.00
Deluxe Team Shuffle Alley $715.00
League Shuffle Alley $670.00

WILLIAMS MFG. CO.
Special Deluxe Baseball $537.50
Super Star Baseball $575.00
Super Pennant Baseball $595.00
Major League Baseball $640.00
Dealer "21" $364.50

THE RUDOLPH WURTLITZER CO.
Model "1790" Phonograph $1,065.00
Model "1600-A" Phonograph $795.00
Model "1500-A" Phonograph $795.00
Model "1600" Phonograph $795.00
Model "1650" Phonograph $795.00
Model 5112-12" Concealed Speaker 8" $75.50
Model 5112-8" Wall Speaker $75.50
Model 5206 5c-10c-25c Wall Box 3 Wire (104 Selections) $65.00
Model 5206 5c-10c-25c Wall Box 4 Wire (28 Selections) $65.00
Model 4851 5c-10c-25c Wall Box (60 Selections) $65.00
Model 5204 5c-10c-25c Wall Box (104 Selections) $65.00
Model 5106 8" Speaker $895.00
Model 5110 11" Deluxe Speaker $1,065.00

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