

# THE CASH BOX

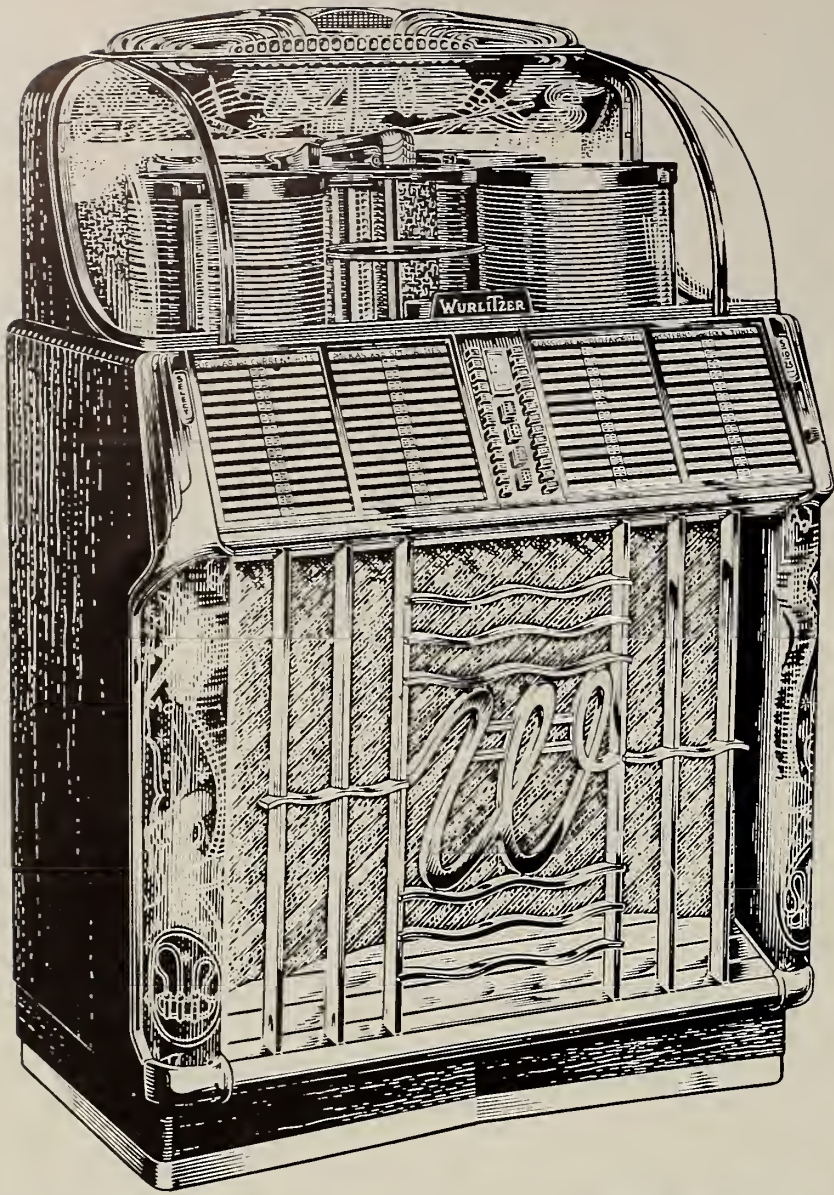
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Ella Mae Morse, whose Capitol recording of "Blacksmith Blues" has put her back at the top of the recording picture after a lapse of several years, here demonstrates her shoeing technique with a real horseshoe, real hammer and real live blacksmith. The songstress, who retired from the music business right after the war, resumed her career last year and in no time at all has hit the jackpot. She is currently on a theater and night club tour and is this week playing the Warner Theater in New York.



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## TUNES

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*and*

## RPM RECORDS INTERMIXED

**Why Buy  
Two When  
ONE  
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CORRESPONDENTS IN LEADING CITIES  
THROUGHOUT THE UNITED STATES

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# National Tax Council

Almost from the very first day it came into being, *The Cash Box* has urged the creation of a "National Tax Council" which would be of invaluable aid to every coin machine man in the nation.

This was brought home just a short time ago when one of Pennsylvania's leading operators phoned to advise that one small community in the Commonwealth had seen fit to pass an ordinance whereby the operators of music and amusement machines would have to purchase a "permit" for each machine at the cost of \$1.00 per year.

But, the catch was, that, in addition to this "permit", they would then have to pay this community 10% of the gross intake from their machines each and every month thereafter.

Not only were the leading operators of this community stunned, but, they quickly foresaw that such an ordinance, being completely accepted by them, would just as rapidly spread thruout the entire Commonwealth and would mean the complete ruination of the industry.

It will be recalled by many that, back in 1945 Hutchinson, Kans. put a heavy license fee on cigarette vendors. The result was that, instead of the city of Hutchinson obtaining "greater revenue" which was the purpose for this high license fee by the city fathers, the operators were forced to remove their cigarette machines. They could no longer profitably operate them with such a high license fee.

The same would probably be the case in the city of Greenville, Pa. where ops have, long ago, cut down to a much more equitable commission-percentage basis and could not, therefore, force the location owners to pay the differential for the 10% gross or the permit's cost from the storekeeper's share.

This is only one of dozens of such revenue raising efforts which will soon be felt by other operators everywhere in the nation. Communities are suffering from inflation. They need all the revenue they can raise. And, usually, coin machines are the very first of their revenue raising efforts.

These coinmen of western Pennsylvania had nowhere to turn to get complete data, to obtain precedents or material, legal and otherwise, to help them. They were forced to hire attorneys to combat this ordinance and needed financial help to fight their case, to the Supreme Court of the state if necessary.

It is a sad commentary on the intelligence of the men engaged in the industry, men who have so many, many thousands of dollars invested in their equipment which earns them their livelihood in this field, that they have no "National Tax Council" where pertinent and vital information regarding taxes of all kinds can be gathered up to aid them in times of stress.

*The Cash Box* will soon be celebrating its Tenth Anniversary. In all those ten years of its existence it has, at intervals, brought forth its suggestion that there come into being a "National Tax Council" to benefit all concerned with the coin operated entertainments and vending industries.

Once again, *The Cash Box* points to the need for a "National Tax Council".

Once again, it urges the leaders of the industry to come together to create such an extremely necessary council which will be constantly at work for all the field so as to hold down excessive and inequitable license fees which suddenly pop up here and there, at the suggestion of some newborn politico, and which can only bring ruin to the industry, instead of revenue to the community.

The time has come, as the industry slowly emerges from its former trance of big-time play action, to study the fact that income on its dollars invested is, today, an extremely important and definite business necessity and that, to protect this income and protect its investment as well as insure its continuance as the leading division of all the world's entertainments industries it had, for its own best advantage, create a "National Tax Council".

**THE NATION'S TOP TEN PLUS THE NEXT 15 JUKE BOX TUNES**

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.



# AMERICA'S ARTISTS SONGWRITERS AND PUBLISHERS FACE THEIR BIGGEST OPPORTUNITY

AB—Abbey	CO—Columbia	<b>CODE</b>	MO—Modern	SA—Savoy
AL—Aladdin	CR—Coral	IN—Intro	NA—National	SIT—Sittin' In
AP—Apollo	DA—Dana	JU—Jubilee	OR—Oriole	SP—Specialty
AT—Atlantic	DE—Decca	KI—King	PE—Peacock	TE—Tempo
BU—Bullet	DY—Derby	LO—London	PR—Prestige	TN—Tennessee
CA—Capitol	FE—Federal	ME—Mercury	RA—Rainbow	UN—United
CH—Chess	4 Star—Four Star	MG—MGM	RE—Regent	VI—Victor

## 1952's New Juke Box Feature:

- AMI, Inc.  
40 and 80 Selections
- H. C. EVANS & CO.  
40 and 100 Selections
- ROCK-OLA MFG. CORP.  
50 Selections
- J. P. SEEBURG CORP.  
100 Selections
- THE RUDOLPH WURLITZER CO.  
48 and 104 Selections

<b>1</b>	<b>WHEEL OF FORTUNE</b> <b>KAY STARR</b> CA-1964 (F-1964)—Kay Starr CR-60650 (9-60650)—Jimmy Scott DE-27967 (9-27967)—Arthur Prysock DE-48280 (9-48280)—Helen Humes DY-787—Sunny Gale & Eddie Wilcox O.	Pos. Last Week <b>1</b> KI-1051 (45-1051)—Jimmy Thomason ME-5779 (5779x45)—Bobby Wayne VI-20-4349 (47-4349)—Johnny Hartman VI-20-4520 (47-4520)—Bell Sisters
<b>2</b>	<b>CRY</b> <b>JOHNNIE RAY</b> CA-1875 (F-1875)—Four Knights CR-60592 (9-60592)—Eileen Barton DE-27857 (9-27857)—Paul Chapman KI-15145—Alan Holmes LO-1169 (45-1169)—Vera Lynn	<b>2</b> ME-5749 (5749x45)—Georgia Gibbs MG-11113 (K11113)—Bill Farrell OK-6840—Johnnie Ray VI-20-4388 (47-4388)—June Valli VI-20-4406 (47-4406)—Bob Williams
<b>3</b>	<b>BLUE TANGO</b> <b>LEROY ANDERSON</b> CA-1966 (F-1966)—Les Baxter DE-27875 (9-27875)—Leroy Anderson DE-28031 (9-28031)—Guy Lombardo	<b>3</b> ME-5817 (5817x45)—Xavier Cugat VI-20-4518 (47-4518)—Hugo Winterhalter
<b>4</b>	<b>BLACKSMITH BLUES</b> <b>ELLA MAE MORSE</b> CA-1922 (F-1922)—Ella Mae Morse CO-39671 (4-39671)—Harry James O. CO-20907 (4-20907)—Leon McAuliffe DE-27972 (9-27972)—Sy Oliver O.	<b>6</b> DE-27968 (9-27968)—Bill Darnel MG-11171 (K11171)—Art Mooney O. VI-20-4532 (47-4532)—Elton Britt
<b>5</b>	<b>TELL ME WHY</b> <b>FOUR ACES</b> CA-1929 (F-1929)—Norman Kaye CR-60625 (9-60625)—Horace Bailey DE-27860 (9-27860)—Four Aces DE-27926 (9-27926)—Roberta Lee ME-5767 (5767x45)—Ralph Marterie	<b>4</b> ME-8267 (8267x45)—Dinah Washington VI-20-4427 (47-4427)—Four Tunes VI-20-4444 (47-4444)—Eddie Fisher KI-4515 (45-4515)—The Swallows
<b>6</b>	<b>ANYTIME</b> <b>EDDIE FISHER</b> CA-1895 (F-1895)—Helen O'Connell DE-27972 (9-27972)—Sy Oliver O.	<b>5</b> VI-20-2700—Eddy Arnold VI-20-4359 (47-4359)—Eddie Fisher
<b>7</b>	<b>PERFIDIA</b> <b>FOUR ACES</b> CA-2023 (F-2023)—Ben Light CA-2019 (F-2019)—Bob Savage CO-35962 (4-35962)—Benny Goodman CR-60693 (9-60693)—The Mulcays	<b>9</b> DE-25483 (9-25483)—Tony Martin DE-27987 (9-27987)—Four Aces ME-5589 (5589x45)—Jan August VI-42-0157—Glenn Miller
<b>8</b>	<b>PLEASE, MR. SUN</b> <b>JOHNNIE RAY</b> CA-1966 (F-1966)—Les Baxter CO-39636 (4-39636)—Johnnie Ray CR-60647 (9-60647)—Georgie Auld	<b>7</b> DE-27946 (9-27946)—Bill Kenny MG-11134 (K11134)—Tommy Edwards VI-20-4453 (47-4453)—Perry Como
<b>9</b>	<b>A GUY IS A GUY</b> <b>DORIS DAY</b> CO-39673 (4-39673)—Doris Day	<b>—</b> DE-28049 (9-28049)—Ella Fitzgerald
<b>10</b>	<b>HAMBONE</b> <b>FRANKIE LAINE &amp; JO STAFFORD</b> CO-39672 (4-39672)—Frankie Laine & Jo Stafford DE-28057 (9-28057)—Tommy Dorsey O.	<b>10</b> OK-6862—Red Sounders VI-20-4584 (47-4584)—Phil Harris & Bell Sisters

Do you remember back to the days when the largest juke box available could play a mere 10 sides? That's not so long ago in time—15 or 20 years. But it's ages ago in the development of the juke box industry.

When the modern juke box was first put on the market in the early 1930's, the record business was a shrunken shadow, struggling desperately to stay alive in the face of stupendous competition from that new giant, radio.

Many people had already counted it out; said it was through. And then came the juke box.

At first it was a small user of records, for there were few machines and they had little capacity. But as the juke box proved itself, year after year, by fulfilling a basic entertainment need of the people, it became a much larger user of records, and what's more, became a major medium through which records could be displayed to the public.

The growth of the record industry since its low point in the 1930's has paralleled almost exactly the growth of the juke box industry, for as the number of juke boxes has increased, as their capacity has grown, record sales have skyrocketed so that last year approximately 200,000,000 records were sold in this country—50,000,000 of them being bought by juke box operators and an untold amount of the remaining 150,000,000 being purchased by the public as a direct result of hearing those records on juke boxes.

That the juke box is basic to the record business in this nation, that the juke box operator is, collectively, the greatest single purchaser of records that we have, is no longer a point of discussion. It is an accepted fact by everyone who deals with the merchandising of records.

And now in 1952, the juke box industry offers those connected with the music business—artists, songwriters and publishers—their greatest opportunity yet. Just a glance at the chart above will show how far we've come from the 10 record box.

Today the juke boxes located everywhere in the nation have the largest capacity they have ever known. All of the major juke box manufacturers produce machines which play at least 40 selections and 3 of them produce machines which play 100 selections, or more.

Imagine the possibilities which this opens up to the record business. The 500,000 machines on location, with their ever increasing capacity, must be constantly filled with records and those records must always be changed and kept up to date.

To the artist, the songwriter, the publisher, this creates a record market, a source of income unparalleled in the nation's entertainment business.

For if 200,000,000 records could be sold last year when the capacity of the juke boxes was smaller, just think of the amount that can be sold this year when juke boxes have increased not only in capacity but in number.

The opportunity which the juke box industry affords those associated with the music business has no limit, as far as we can see today. For just as the juke box has developed to a point where it now paces the record market, so is its growth to even greater heights in the years to come an absolute certainty. And inevitably, growing along with the juke box business, will be—must be—record sales, perhaps to peaks not even imagined today.

11) PITTSBURGH, PA. 12) LITTLE WHITE CLOUD THAT CRIED. 13) BERMUDA. 14) BROKENHEARTED. 15) BE MY LIFE'S COMPANION. 16) I'LL WALK ALONE. 17) FORGIVE ME. 18) AY ROUND THE CORNER. 19) GANDY DANCERS BALL. 20) SLOW POKE. 21) AT LAST. 22) TULIPS & HEATHER. 23) TIGER RAG. 24) COME WHAT MAY. 25) DANCE ME LOOSE.



ALL ABOUT DISK JOCKEYS

HIT! HIT!  
**PEE WEE KING**  
 sings...  
 HIT!



**"BUSY BODY"**

**"I DON'T MIND"**  
 RCA VICTOR-20-4655 (47-4655)



... indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

WEEK OF APRIL 12

- \$ **Lady Love / Idaho State Fair**  
 Vaughn Monroe ..... 20-4611 (47-4611)\*
- \$ **That's The Chance You Take / Forgive Me**  
 Eddie Fisher ..... 20-4574 (47-4574)\*
- \$ **Blue Tango / The Gypsy Trail**  
 Hugo Winterhalter ..... 20-4518 (47-4518)\*
- \$ **Any Time / Never Before**  
 Eddie Fisher ..... 20-4359 (47-4359)\*
- \$ **I Just Telephone Upstairs**  
 Hank Snow ..... 20-4632 (47-4632)\*
- \$ **Easy On The Eyes / Anything That's Part Of You**  
 Eddy Arnold ..... 20-4569 (47-4569)\*
- \$ **Tell Me Why / Trust In Me**  
 Eddie Fisher ..... 20-4444 (47-4444)\*
- \$ **Tulips And Heather / Please, Mr. Sun**  
 Perry Como ..... 20-4453 (47-4453)\*
- \$ **Perfidia / At Last**  
 Glenn Miller ..... 27-0157 (42-0157)\*
- \$ **The Gold Rush Is Over**  
 Hank Snow ..... 20-4522 (47-4522)\*
- \$ **Three Ways Of Knowing / When You Want A Little Lovin'**  
 Johnnie & Jack ..... 20-4555 (47-4555)\*
- \$ **Got You On My Mind**  
 John Greer ..... 20-4348 (47-4348)\*
- \$ **Bermuda**  
 The Bell Sisters ..... 20-4422 (47-4422)\*
- \$ **Someone Calls Me Daddy / Don't Ever Take The Ribbons From Your Hair**  
 Eddy Arnold ..... 20-4646 (47-4646)\*
- \$ **Poor Whip-Poor-Will / Wheel Of Fortune**  
 The Bell Sisters ..... 20-4520 (47-4520)\*

\* 45 rpm cat. nos.

The stars who make the hits are on **RCA VICTOR Records**  
 RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA CAMDEN, NEW JERSEY

**THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK**

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

1. WHEEL OF FORTUNE ..... Kay Starr (Capitol)
2. BLUE TANGO ..... Leroy Anderson (Decca)
3. AT LAST ..... Ray Anthony (Capitol)
4. BLACKSMITH BLUES ..... Ella Mae Morse (Capitol)
5. TELL ME WHY ..... Four Aces (Decca)
6. PLEASE, MR. SUN ..... Johnnie Ray (Columbia)
7. I'LL WALK ALONE ..... Don Cornell (Coral)
8. A GUY IS A GUY ..... Doris Day (Columbia)
9. BROKEN HEARTED ..... Johnnie Ray (Columbia)
10. ANYTIME ..... Eddie Fisher (RCA Victor)

When the Ellises, Lee and Lorraine, (a Mr. & Mrs. dj couple heard daily over WSPR, Springfield, Mass.) recently announced on the air that they thought "The Bluest Word I know Is Lonesome" was perfect for a barbershop quartet, four quartets immediately responded with their ideas. When the smoke had cleared away, and the four groups had presented their arrangements and stylings, the studio was flooded with thirteen hundred letters and cards in three days. The winners, "The Interludes," have taped their version, and the Ellises will send it to composer, J. Fred Coots. . . . Bill Hyden has taken over "Tulsa Ballroom" (KRMG-Tulsa, Okla.) from Bob Anthony who has joined the staff of KVOO—same city. . . . Bob Stevens (WVCG-Coral Gables, Fla.) writes "Just a quick line to tell you that Cash Box is doing an outstanding job of bringing this station more and more listeners. My Saturday "Across The Nation With Cash Box" shows up better with every rating we get." . . . George and Marilu Case (WONE-WTWO-Dayton, O.) use only 45 rpm on their "Party Line" program on Saturdays 1:00 to 2:30 P.M. Their morning show from Gallahers Cafeteria and Drug Store has been extended to three hours. . . . Willis Conover (WWDC-Washington, D. C.) was married to Jacqueline Laraque, 19 year old daughter of Haitian Ambassador Gustave Laraque on April 1st. Conover, a native of Buffalo, N. Y., is one of Washington's busiest deejays with 18 shows a week.

Morris Diamond, who is on the road with Stuart Foster promoting Stuart's recording of "Chimney Smoke," writes "invariably every DJ on the road will tell you that according to all other promotion men and song pluggers, Jack Lacy is 'tops' with them." . . . New York seems to be the gathering point for jockies this week. Bob McLaughlin is in from Hollywood; Ed McKenzie (WXYZ-Detroit) in town for the weekend; and Bill Randle (WREE-Cleveland) has come in to catch the Johnnie Ray opening at the Copa. . . . Ed Bartell (KQV-Pittsburgh) does his Record Mart Show from a different store each week to give the local boys and girls a chance to get into the act. . . . Jon Massey (WWDC-Washington, D. C.) has come up with an award from Color magazine. He was selected as one of "America's Most Popular Negro Disk Jockeys." . . . Danny Stevens, Columbia's man about disk jockeys, has just returned from a three week jaunt through the Cleveland-Detroit-Chicago-Washington area. He tells about the "Juke Box Luncheon" thrown by ops and Columbia in honor of Tony Bennett and Toni Arden. Guesting at the lively party were Dolores Hawkins and The Four Lads.



JACK LACY (WINS—New York)

Howard Malcolm, formerly of WTRY-Troy, N. Y., now at WONE, Dayton, O. . . . Vern Craig, one time Red Nichols sideman, now a deejay at WKAP, Allentown, Pa. . . . Barry Kaye (WCAU-Philadelphia) has hit upon a novel idea that has been getting a terrific response from the country's deejays. Barry, whose 50,000 watt station reaches 42 states, has been taking the names of jocks from The Cash Box Disk Jockeys' Regional Record Reports, and playing their selections. Kaye, when announcing the tune, also announces the deejay who selected it. He has been getting calls, while on the air, from all over the country. Among those who telephoned, are: Bob Wells (WEBR-Buffalo); Norm Prescott (WORL-Boston); Paul Flanagan (WTRY-Troy); Jim Lee (WORC-Rochester); Bud Abbott (WHAS-Louisville); Bill Gale (WINN-Louisville); Spinning Sam (WRMB-Myrtle Beach, S. C.); and many others. Barry would like to hear from more deejays. . . . WBVD has moved its operation sfrom Morrisville, Pa. to Trenton, N. J. . . . WTTM-Trenton, celebrated its 10th anniversary last week. Tom Durand has a special show to commemorate the occasion. . . . Max Cole (WOV-New York) now has partner, Cecilia, for his morning show. The gal has a soft voice that is just loaded with appeal. . . . Mel Fein (WERC-Erie, Pa.) thinks the Ames Bros. "I'll Still Love You" may be a sleeper in the vein of "Rag Mop."

# THE CASH BOX RECORD REVIEWS

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

"YES" (2:43)  
"MAMBO RHAPSODY" (2:30)  
STAN KENTON ORCHESTRA  
(Capitol 2020; F-2020)

● The Stan Kenton orchestra offers a big sound as it drives out a forceful item in impressive style. Jerri Winters, Stan's featured chirp, chips in with a wonderful and appealing vocal. Flip is a fine instrumental mambo and here too the boys make pretty music. The top one could go.

"WONDER" (2:29)  
"YOU DON'T CARE" (2:14)  
LARRY FOTINE ORCHESTRA  
(King 15171)

● An easy going tune is eased thru in a listenable manner by the vocalizing Teenites. The lead male and female vocalists supplement the orking of the Larry Fotine group. The under portion offers the orchestra together with Slim Hayes as they rip through a jumpy number. Ops might wanna take a peek.

"SINGIN' IN THE RAIN" (2:29)  
"BALTIMORE RAG" (3:18)  
RALPH FLANAGAN ORCHESTRA  
(RCA Victor 20-4613; 47-4613)

● A current plug being revived in a flick of the same name is given instrumental coverage by the Ralph Flanagan aggregation. The boys handle the vocal chores too and turn out a strong dinking. The second end is a rag-time item that shows the band to wonderful advantage. Ops have a pair of good ones.

"ONE LITTLE CANDLE" (3:08)  
"IT'S EASTER TIME" (2:59)  
PERRY COMO  
(RCA Victor 20-4631; 47-4631)

● One of his best sides in some time is turned out here by the perennial winner, Perry Como. Como has a slow and pretty melody to work with and he makes the most of it. Flip is an Easter number that's good enough to get some coin if exploited soon. The Mitchell Ayers group takes ork credits. We like the top one.

"THERE'S A CLOUD IN MY VALLEY OF SUNSHINE" (2:23)  
"THE NIGHTINGALE REMEMBERS" (2:20)  
RUSS MORGAN ORCHESTRA  
(Decca 28063; 9-28063)

● A bouncy ditty with a western flavor to it is sent flying by the Russ Morgan orchestra. Russ and the Gay Sisters take care of the vocal work with the girls chipping in with some interesting yodeling. The second end is a waltz tempo item that comes out ok. The top one has more appeal.

"I WANT MY MAMA" (2:09)  
"SEPTEMBER SONG" (3:03)  
LIBERACE  
(Columbia 39709; 4-39709)

● An old Spanish number is brought to life via the excellent piano playing of Liberace. The piano arrangement is first class and the result is an exciting side. The under lid is a slow, soft treatment of a grand oldie. Both piano and vocal efforts are tops. Ops have a pair of potent ends here.

## DISK OF THE WEEK

Because of the preponderance of excellent records received for review this week, the editors of *The Cash Box* have decided to award the following four records with the "Disk Of The Week."

"I'M YOURS" (2:50)  
"MY MOTHER'S PEARLS"  
(3:10)  
DON CORNELL  
(Coral 60690; 9-60690)



DON CORNELL

● Don Cornell, who is currently riding high via his hit "I'll Walk Alone" enters another potent platter into the disk derby. This new ballad titled "I'm Yours," is a pretty melody and Cornell and the Norman Leyden orchestra give out with a big production number. The powerful vocalizing of the singer plus the lush backing of the ork make a strong combination. The lower portion is a slow sentimental tune that's geared for Mother's Day. The first lid carries the big appeal and ops who don't get with this one fast are gonna miss out.

"SNOW IN LOVER'S LANE"  
(2:50)  
"THAT'S HOW IT GOES"  
(2:50)

FRANKIE LAINE  
(Columbia 39716; 4-39716)



FRANKIE LAINE

● Frankie Laine has cut himself another big one. The upper end is a change of pace for him in the form of a slow but strong tune. The number is called "Snow In Lover's Lane" and Frankie gives out with a feelingful vocal that's sure to carry the item right to the top. This potent side should make merry in the jukes. The lower lid is another powerful entry and once again Laine and the background crew tee off on an ingratiating ballad. The dinking is a double threat and ops should clean up with it.

"JUNCO PARTNER" (2:44)  
"SUMMERTIME" (2:50)  
RICHARD HAYES  
(Mercury 5833; 5833 x 45)



RICHARD HAYES

● An original Cajun folk song is molded into an exciting piece of wax by vocalist Richard Hayes. The artist has been on the edge of a big one for some time and this level is ready to carry him to the top. The item is labeled "Junco Partner" and has the ingredients of a big seller. The different sound and dialect is handled impressively by Richard and the orchestra and the resulting platter is a sure hit. The lower end is the wonderful old standard "Summertime" and here too Hayes offers a tasty half. The first one is unique enough to create lots of attention and ops would be playing it wise if they hopped on the bandwagon now.

"I AM A HEART" (2:49)  
"TO BE LOVED BY YOU"  
(2:49)

DINAH SHORE  
(RCA Victor 20-4666; 47-4666)



DINAH SHORE

● Dinah Shore has a winner here in the form of a slow ballad titled "I Am A Heart." The melody is exceptionally pretty and the vocal and orchestration arrangement is of first class calibre. The heartbeat effect is carried beautifully by Dinah who has a charming way with a song. Henri Rene supplies the artful backing on both levels. The under portion is a jumpy and cute ditty that Dinah spins through in a happy manner. The side that's gonna kick off—and big—is the first half and our advice to ops is to get with it real soon. This can easily be the one that Dinah's been working for.

"LOVE, WHERE ARE YOU NOW?" (2:52)  
"KEEL ROW" (3:17)  
TOMMY DORSEY ORCHESTRA  
(Decca 28077; 9-28077)

● A ballad that's making some noise now is given an added push by the Tommy Dorsey orchestra. Buddy Stark does justice to the lyrics and the result is an end that could get its share of spins. Flip is a wonderfully executed instrumental that shows the boys to great advantage as they dish up a tasty item. Ops should look in.

"HARPSI-BOOGIE" (2:10)  
"RAVIOLI RAG" (2:13)  
BILL SNYDER  
(Decca 28086; 9-28086)

● A fast moving boogie beat item is socked home convincingly by the harpsipiano playing of Bill Snyder. His finger dexterity is showcased on this end. The lower level is a similar number in that Bill displays some more fancy soloing. Ops who need material of this nature oughta check here.

"WRONG" (2:26)  
"TO BE LOVED BY YOU" (2:32)  
EILEEN BARTON  
(Coral 60691; 9-60691)

● An attractive ballad is brought home pleasingly by Eileen Barton with the Paul Neilson orchestra setting the mood musically. Eileen is a fine delineator of songs and she shows her talent on this end. The under siding is a bouncy, wordy affair in which the chirp vocalizes with zest. Ops should watch this coupling.

"WHAT IS THIS THING CALLED LOVE?" (2:12)  
"FRENESI" (2:40)  
JERRY MURAD'S HARMONICATS & RALPH MARGERIE ORCHESTRA  
(Mercury 5824; 5824 x 45)

● A Cole Porter standard is dished up tastefully by Jerry Murad's Harmonicats with Ralph Margerie and the orchestra joining in to round out a pleasant platter. The under level is another oldie that's treated to a pleasurable instrumental interpretation by the same artists. Ops might be interested.

"THAT'S HOW IT GOES" (2:50)  
"MY THRILL IS LOVING YOU"  
(2:44)  
BILLY DANIELS  
(Mercury 5822; 5822 x 45)

● Stylist Billy Daniels with the musical assistance of the Russ Case orchestra doles out a sincere vocal to a slow ballad. It should go big with his fans. The bottom dish is a dramatic number on which Billy gives out with a stirring reading while the ork supplies a lush backing. Ops oughta get with this pair.

"WANTED" (2:43)  
"I'LL TELL YOU WHAT I'M GONNA DO" (2:33)  
JOE VALINO  
(Scoop 1003)

● A beautiful new ballad is presented here by Joe Valino and the Don Nicholas orchestra. The vocalist handles the lyrics of this pretty melody impressively, while the band offers a fitting backdrop. The tune has the essentials and this treatment could easily catch on. Flip is an easy going, pleasant side that the same artists handle adequately. Ops should get with the top one now.

# ROUND THE WAX CIRCLE

## NEW YORK:

The name of the South African film, "The Magic Garden" has been changed to "The Penny Whistle Blues" on the strength of the Buddy deFranco record of that name. . . . Gene Block is now general professional manager of his father's firm, Martin Block Music. . . . As a result of his Abbey disk, "Chimney Smoke" and "Take Me," Stuart Foster has been getting bids from the booking offices. . . . Teresa Brewer headed to the coast for a screen test. . . . Georgie's Tavern Band, lead by George Snowhill, had its Decca option lifted. . . . Jerry Blaine, of Jubilee Records, off on a South American jaunt. . . . Churchill Kohlman, the writer of "Cry," has a new one called "So" recorded by the Marveltones on Regent. . . . Marshall Robbins joins his brother Buddy in the west coast operations of Paxton Music and starts off with "That's The Chance You Take." . . . Nick Perito, Coral accordionist, autoed through up-state Pa. to see disk jockeys, promoting his record "Pizza Polka." . . . Billy Eckstine and Fran Warren gave a party backstage at the Paramount last Wednesday when they opened the Easter show at the theater. . . . Billy May and Frankie Laine in town preparing for the "Gandy Dancers' Ball." . . . Toni Arden opens at Ben Maksik's Roadside in Brooklyn on April 18. . . . The showing of the new Wurlitzer phonograph in New York this week has caused plenty of excitement in music circles. The machine permits both 45s and 78s to be played at the same time and what's more plays 52 records or 104 sides. . . . A funny flyer received this week was one from E. B. Marks promoting "You're Not Worth My Tears." It showed a crocodile shedding crocodile tears—of course—before a mike and the question at the top is "Do you know what the crocodile is singing?"



GEORGE SNOWHILL

CHICAGO: Hear from Jilla Webb, who's now in Hollywood, that she's being considered for a new musical moompic. No more than what a lot of people predicted for this gorgeous gal with the great voice. . . . Beep Roberts writes that Tex Williams' latest, "Only Politickin'" taking strong hold everywhere in the west. . . . That new promotional feature by Rocky Rolf, RCA-Victor's hustler here, is clickin'. Features the top deejays with comments and lists all the top Victor diskeroos. . . . Dame Rumor has it that one of the top labels hereabouts will have a new distributor as of May 1. That he will be Henry (Big Sneeze) Friedmann. . . . There's no doubt that one of the most daring as well as most outstanding entrepreneurs in this music biz is Frankie Holzfiend owner of the Blue Note. Against all the logical arguments of his many friends, Frank decided that there was a definite need for a spot like the Blue Note in Our Town. And for the past seven years has proved that a steady clientele will pay its way into the spot to hear the tops in jazz and blues. Orchids to the guy for sticking to his beliefs and for the topmost courage he has shown carrying out his convictions. Here's a man who can make showbusiness pay off big anywhere, anytime. Need more like him 'round the nation. . . . One of the swellest guys we've yet met visiting Our Town: Buddy Starcher of WMBM, Miami. Understand that Buddy cut wax for Jeb while here. . . . Many a guy 'round the town happy to hear how Johnny McCormick (former Chi deejay) is clicking at Ciro's in Holeewood. . . . Everyone still talking about Guy Lombardo's one-niter at the Opera House. . . . Art Sheridan of Chance Records claims that "Soft Shoulders" by Schoolboy Porter is taking such strong hold he believes it'll top the charts. . . . Leonard Chess, by the way, still out of town and, we're told, doing a terrific selling job. . . . That new Wurlitzer 1500 model by playing both 78's and 45's mixed has answered a terrific problem for all the juke box ops. Now the ops don't have to worry if they can't get a top tune on 45. They can put in a 78 rpm and get action going just the same. It's a big, big step forward for the entire music industry.

## CHICAGO:

LOS ANGELES: Lou Chudd of Imperial bounced back in town after a cross-country servicing of his distributors. . . . Lou seems to be about the busiest one man in the business these days and would probably welcome a good executive assistant if the right man came along. . . . Lee MacDonald of the BMI office in Hollywood buzzed us with news Jack Carroll had joined their staff as rehearsal pianist and vocal coach servicing all BMI affiliated publishers out thisaway. . . . In from New York and the NARTB Convention in Chicago on a visit was Julie Stearns, general professional manager for BMI, accompanied by George Furness of the New York office. . . . Irv Gwartz of Lariat Records buzzed us with news of the label's new releases, Patsy Prescott & Red Murrill's Rangers on "I Want to Be a Cowboy's Sweetheart," Eddie Cleto & His Roundup Boys on "No Time for Lovin'" and Donn Reynolds (The Australian Yodeling Cowboy champ and a very nice guy) with "Now Is the Hour" and "The Nightingale Song." . . . One of the heartaches that goes hand in hand with the songwriting business has just happened to a very fine fellow and good friend of ours. Danny Gould, whose "So Exciting" was just out via a great Art Morton record on the new Harmony label and set for an Ella Mae Morse record with Capitol by Mickey Goldsen's Criterion pubbery when out comes a Leeds Music adaptation from the same classic with the title "Kiss of Fire." . . . Georgia Gibbs introduced it on Mercury and the Milton Berle show and turns in a great job. . . . Now it's a wide-open race between the two songs. . . . Had us a nice hello from disc-jockey Dirk Courtney, who's out here from Chicago, where he of course knows Bill Gersh and used to see Bob Austin regular on his trips to New York. . . . Understand Dirk is one of the top men in his field and should be able to line up a nice deal out here if he choses to make Southern California his home. . . . Swingtime's Lloyd Glenn has just organized his own combo and will play his first L. A. engagement at the Elks Hall on Easter Sunday. . . . Lester Koenig's Good Time Jazz label is reactivated and moved to 8481 Melrose Place, new manager Nesuhi Ertegun tells us. . . . Big doings at John Dolphin's record shop on start of a new radio show from the store window. . . . Among those on hand were Leo Mesner, Franklin Kort, Al Sherman, dee-jay Tony Vance out of Detroit, and Mercury's new thrush Debby Andrews.

## LOS ANGELES:

GEORGIA GIBBS: "So Exciting" was just out via a great Art Morton record on the new Harmony label and set for an Ella Mae Morse record with Capitol by Mickey Goldsen's Criterion pubbery when out comes a Leeds Music adaptation from the same classic with the title "Kiss of Fire." . . . Georgia Gibbs introduced it on Mercury and the Milton Berle show and turns in a great job. . . . Now it's a wide-open race between the two songs. . . . Had us a nice hello from disc-jockey Dirk Courtney, who's out here from Chicago, where he of course knows Bill Gersh and used to see Bob Austin regular on his trips to New York. . . . Understand Dirk is one of the top men in his field and should be able to line up a nice deal out here if he choses to make Southern California his home. . . . Swingtime's Lloyd Glenn has just organized his own combo and will play his first L. A. engagement at the Elks Hall on Easter Sunday. . . . Lester Koenig's Good Time Jazz label is reactivated and moved to 8481 Melrose Place, new manager Nesuhi Ertegun tells us. . . . Big doings at John Dolphin's record shop on start of a new radio show from the store window. . . . Among those on hand were Leo Mesner, Franklin Kort, Al Sherman, dee-jay Tony Vance out of Detroit, and Mercury's new thrush Debby Andrews.



GEORGIA GIBBS



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# THE CASH BOX RECORD REVIEWS

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

**"LUCKY" (2:20)**  
**"DON'T TRADE YOUR LOVE FOR GOLD" (2:24)**  
**KING ODOM FOUR**  
 (Abbey 15064)

● A slow, soft appealing ballad is presented on the first side by the harmonizing King Odom Four. The lead takes charge of the lyrics while the rest of the crew blends in the background. The reverse end is a faster tune by comparison and here too the lead handles the bulk of the vocal. The Dick Jacobs orchestra supplies the setting for both decks. Our nod goes to the initial lid.

**"WHAT DO YOU THINK MY HEART IS MADE OF?" (2:35)**  
**"UP IN THE COUNTRY" (2:24)**  
**THE SATISFIERS**  
 (Rudder 1001)

● The Satisfiers and the Rufus Smith Quintet team up on the top level to present a lilting treatment of a light item. The vocal harmony and the easy bounce carry this half through to a pleasurable conclusion. The second side is a happy, hand clapping ditty that's delivered in a spirited manner. Ops oughta check here.

**"LONESOME AND BLUE" (2:39)**  
**"RAINDROPS" (2:41)**  
**LILY ANN CAROL & THE HI-HATTERS**  
 (RCA Victor 20-4658; 47-4658)

● Lily Ann Carol turns in an excellent vocal to an equally fine tune. Her expressive reading and the support she gets makes this lid a pleasurable one. The lower half is another fine side as presented by the chirp. Miss Carol's vocal efforts make both sides strong ones. Ops oughta lend an ear.

**"KISS OF FIRE" (2:46)**  
**"NEVER LIKE THIS" (2:53)**  
**BILLY ECKSTINE**  
 (MGM 11225; K11225)

● An old tango that's on the verge of being sent to the top of the parade is given first class coverage by stylist Billy Eckstine. The Nelson Riddle orchestra helps the side along musically. Flip is an attractive ballad that could make some noise as done by Billy. The first level is sure to get a piece and ops oughta be ready.

**"PERFIDIA" (2:07)**  
**"LET ME CALL YOU SWEETHEART" (2:08)**  
**THE MULCAYS**  
 (Coral 60693; 9-60693)

● A current revival is given grand instrumental coverage by the harmonica playing Mulcays. The mouth organers deliver this tasty item with a light Latin beat and the result is good listening. The under portion is the lovely oldie that moves along to a slow waltz tempo. Ops oughta look in.

**"THE HAPPY WHISTLER" (2:50)**  
**"JAZZ LEGATO—JAZZ PIZZICATO" (3:09)**  
**FLORIAN ZABACH**  
 (Decca 28090; 9-28090)

● Florian Zabach showcases some fancy fiddling on the top level as he spins his way through a happy sounding number that has a touch of the "Hot Canary" in it. The lower portion is a familiar item that Zabach dishes out using the violin to full advantage. Al Rickey backs both ends orchestrationally. Ops might take a gander.

## SLEEPER OF THE WEEK

**"DIDJA EVER" (2:23)**

**"A BEAUTIFUL WASTE OF TIME" (2:39)**

**MARY SMALL**  
 (King 15163)



MARY SMALL

● An infectious ditty is bounced through in cute fashion by chirp Mary Small on the first end. The artist has the talent to sell a tune and with the material she has here ops oughta be prepared for a

deluge of nickels. This light item is labeled "Didja Ever" and it contains the necessary qualities of a big time tune. Add to this the wonderful arrangement as dished up by Vic Mizzy and the orchestra and you have a personality-filled piece of wax that's gonna draw coin. The lower level finds Mary delivering an expressive reading of another pretty sounding number. Here too the side is supplemented by the expert backing of the Mizzy group. This half stands a chance to, but the end we're excited about is the first one. The side should happen and ops oughta be there when it does.

**"NEAR YOU" (2:36)**  
**"STARS AND STRIPES MEDLEY" (2:07)**

**FRANCIS CRAIG**  
 (Decca 28089; 9-28089)

● A wonderful oldie is presented on the top deck by the composer as he makes merry on the ivories. The deck gets vocal support from Bob Lamm who gives the tune an added push. The under siding features the piano playing of Craig as he works his way through a medley of patriotic tunes. The first one could click again.

**"THERE'S A CLOUD IN MY VALLEY OF SUNSHINE" (2:11)**  
**"AM I IN LOVE?" (2:30)**

**THE LILTIN' TILTONS**  
 (Coral 60702; 9-60702)

● The Liltin' Tiltons, comprised of Martha and Liz Tilton, get together on the first lid and bang out a happy sounding ditty that moves along with a samba tempo. The lower portion is a bouncy tune that the girls treat to a cute rendition. George Cates and his orchestra enhance both halves and make them listenable items.

**"YES!" (3:03)**  
**"SHUT EYE" (2:30)**

**MABEL SCOTT**  
 (Coral 60703; 9-60703)

● Mabel Scott delivers a personality-filled vocal on the top level. The tune is carried with a blues type rendition and Mabel moans and groans the lyrics in an appealing manner. Flip is a rollicking jump number that Mabel and the band hammer out convincingly. Ops should watch the first one.

**"A PLACE IN THE SUN" (3:18)**  
**"SPELLBOUND" (3:09)**

**VICTOR YOUNG ORCHESTRA**  
 (Decca 28115; 9-28115)

● A pair of pretty instrumentals are given the Victor Young treatment on this new waxing. The first lid offers the musical score from the picture of the same name and the orchestra presents a flowing piece. The second lid too presents the music from a hit flick and the group once again turns out pleasurable listening.

**"WHEN I DREAM" (2:45)**  
**"TO BE LOVED BY YOU" (2:52)**  
**HARRY JAMES ORCHESTRA & KITTY KALLEN**  
 (Columbia 39715; 4-39715)

● A good tune is given the Harry James orking and trumpeting and the chirping of Kitty Kallen. The result is a first class piece of wax. The bottom dish is a pleasant number that the same artists get together on. Both James and Kallen are drawing cards and the top one could make a go of it.

**"A LITTLE KISS GOODNIGHT" (2:30)**

**"GENTLY JOHNNY" (2:00)**  
**GU MITCHELL & DORIS DAY**  
 (Columbia 39714; 4-39714)

● A couple of cute ditties are given the full treatment by Guy Mitchell and Doris Day on this new release. Both ends offer the appealing vocalizing of the duo as they sing to each other. The cute, suggestive lyrics add greatly to the potential of the disk. Ops have good sellers on each end.

**"A DAY AWAY FROM YOU" (2:34)**  
**"GREEN GROW THE LILACS" (2:17)**

**BOB EBERLE**  
 (Capitol 2053; F-2053)

● Bob Eberle turns in a creditable performance of a pleasant ballad on the upper deck. Both orking and backing help carry the number through to a listenable conclusion. The bottom dish is handled adequately by Bob with additional vocal help. Ops might be interested.

**"THESE FOOLISH THINGS REMIND ME OF YOU" (2:35)**

**"CHEROKEE TRAIL" (2:50)**  
**CHARLIE BARNET SEXTET**  
 (Abbey 15063)

● A beautiful old standard is given a new ride around the wax by the Charlie Barnet Sextet. Charlie handling the sax himself delivers a wonderful sax solo that does much for the rendition. Flip is a jump tune and the boys come up with a big sound. Ops oughta give both ends the once over.

**"WISCONSIN POLKA" (2:25)**  
**"HA-HA, HO-HO POLKA" (2:45)**  
**LAWRENCE DUCHOW ORCHESTRA**  
 (RCA Victor 20-4573; 47-4573)

● Lawrence Duchow and his orchestra have a pair of interesting polkas to work with on this release. The first one is a slow and subdued one by comparison and with Johnnie Bonino handling the lyrics—it comes out ok. The under siding is a faster moving item that's belted out with a happy feeling. Ops in the right spots oughta check.

**"IVORY RAG" (2:31)**  
**"THE GANDY DANCER'S BALL" (2:15)**

**LAWRENCE WELK ORCHESTRA**  
 (Coral 60677; 9-60677)

● A honky tonk affair is dealt out zestfully by the Lawrence Welk orchestra with vocal credits going to Roberta Linn. Some fancy piano runs in the breaks add to the appeal. The second lid finds the group giving fair coverage to a joyful number that's currently kickin' up some noise. Ops might take a gander.

## BEST BETS

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

- ★ "WANTED" ..... Joe Valino ..... Scoop 1003
- ★ "LONESOME AND BLUE" ..... Lily Ann Carol ..... RCA Victor 20-4658; 47-4658
- ★ "KISS OF FIRE" ..... Billy Eckstine ..... MGM 11225; K11225
- ★ "GENTLY JOHNNY" ..... Guy Mitchell & Doris Day ..... Columbia 39714; 4-39714
- ★ "ONE LITTLE CANDLE" ..... Perry Como ..... RCA Victor 20-4631; 47-4631





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# SPECIAL HISTORICAL ENCYCLOPEDIA

## 10th Anniversary Issue

Dated JUNE 21, 1952

Innumerable pages will be devoted to the history of the Coin Machine and Music Industries of the past 10 years—Special Features—Articles—Statistical Information—Important Lists needed in the every day course of your business. This special historical issue will be the most outstanding publication ever published devoted to the coin machine and music industries.

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- Top Ten Tunes of Each Year for last 10 years—plus Artists, Writers, Publishers and Recording Companies
- Top 100 Tunes for the 10 year period
- Compilation of the Most Hits by: Artists, Record Companies, Publishers and Writers
- Winners of *The Cash Box* Poll over the past six years and summary of year in music
- List of Recording Companies
- *Special Articles*: Influence of the juke box on the music industry; Development of Folk Music; Development of Rhythm and Blues and the independent record companies; Development of the Disk Jockey; Effect of TV on Music; Development of the Title Strip; Articles on Bands and Artists; and many, many more features.

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**THE CASH BOX**  
*Disk Jockeys'*  
**REGIONAL RECORD REPORTS**

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending April 12 without any changes on the part of THE CASH BOX.

**Eddie Gallaher**

- WTOP—Washington, D. C.
1. WHEEL OF FORTUNE (Kay Starr)
  2. ANYTIME (Eddie Fisher)
  3. A GUY IS A GUY (Doris Day)
  4. BLUE TANGO (Leroy Anderson)
  5. PLEASE MR. SUN (Perry Como)
  6. TELL ME WHY (Four Aces)
  7. BE MY LIFE'S COMPANION (Mills Brothers)
  8. BE ANYTHING (Eddy Howard)
  9. CRY (Johnnie Ray)
  10. SLOW POKE (Pee Wee King)

**Bud Wendell**

- WJMO—Cleveland, O.
1. BLUE TANGO (Leroy Anderson)
  2. A GUY IS A GUY (Doris Day)
  3. SOLITUDE (Burt Taylor)
  4. AT LAST (Ray Anthony)
  5. TURN BACK (Four Lads)
  6. I'LL WALK ALONE (Don Cornell)
  7. I HEAR A RHAPSODY (Frank Sinatra)
  8. JUMP THRU THE RING (Vic Damone)
  9. FORGIVE ME (Eddie Fisher)
  10. COME WHAT MAY (Patti Page)

**John Hudak**

- WSOU—South Orange, N. J.
1. ANYTIME (Eddie Fisher)
  2. WHEEL OF FORTUNE (Kay Starr)
  3. TELL ME WHY (Four Aces)
  4. BROKEN HEARTED (Johnnie Ray)
  5. AT LAST (Ray Anthony)
  6. PITTSBURGH, Pa. (Guy Mitchell)
  7. BLUE TANGO (Leroy Anderson)
  8. A GUY IS A GUY (Doris Day)
  9. FORGIVE ME (Eddie Fisher)
  10. GANDY DANCERS BALL (Frankie Laine)

**Pete Ward**

- WARE—Ware, Mass.
1. HEART OF A CLOWN (Bobby Wayne)
  2. BLUE TANGO (Les Baxter)
  3. WHEEL OF FORTUNE (Bobby Wayne)
  4. A GUY IS A GUY (Doris Day)
  5. AT LAST (Ray Anthony)
  6. BE ANYTHING (Eddy Howard)
  7. FORGIVE ME (Eddie Fisher)
  8. WISHIN' (Eileen Barton)
  9. MOUNTAINS IN THE MOONLIGHT (Johnnie Ray)
  10. YOU WEREN'T THERE (Nat "King" Cole)

**Brownie Seals**

- KSTA—Coleman, Texas
1. CRY (Johnnie Ray)
  2. TELL ME WHY (Four Aces)
  3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
  4. SIN (Eddie Howard)
  5. TIGER RAG (Les Paul & Mary Ford)
  6. CHARMAINE (Harmon Cats)
  7. ANYTIME (Eddie Fisher)
  8. WHEEL OF FORTUNE (Kay Starr)
  9. BLUE TANGO (Leroy Anderson)
  10. JUST ONE MORE CHANCE (Les Paul & Mary Ford)

**Bob Watson**

- WSB—Atlanta, Ga.
1. AT LAST (Ray Anthony)
  2. BLUE TANGO (Leroy Anderson)
  3. ANYTIME (Eddie Fisher)
  4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
  5. STOLEN LOVE (Eddy Howard)
  6. GOODY GOODY (Jane Grant)
  7. TULIPS & HEATHER (Perry Como)
  8. TELL ME WHY (Four Aces)
  9. THERE ARE SUCH THINGS (Dorsey-Sinatra)
  10. I'LL WALK ALONE (Jane Froman)

**Murray Jordan**

- WLIB—New York, N. Y.
1. JUMP THRU THE RING (Tony Martin)
  2. AT LAST (Ray Anthony)
  3. PLEASE MR. SUN (Johnnie Ray)
  4. TIGER RAG (Les Paul & Mary Ford)
  5. TENDERLY (Rosemary Clooney)
  6. NOODLIN' RAG (Perry Como)
  7. PERFIDIA (Glen Miller)
  8. BE ANYTHING (Helen O'Connell)
  9. I HEAR A RHAPSODY (Frank Sinatra)
  10. FORGIVE ME (Eddie Fisher)

**Roger Clark**

- WNOR—Norfolk, Va.
1. WHEEL OF FORTUNE (Kay Starr)
  2. A GUY IS A GUY (Doris Day)
  3. AT LAST (Ray Anthony)
  4. PERFIDIA (Glenn Miller)
  5. THAT'S THE CHANCE YOU TAKE (Eddie Fisher)
  6. LADY LOVE (Vaughn Monroe)
  7. MORE THAN LOVE (Richard Hayes)
  8. I THOUGHT OF YOU LAST NIGHT (Jeri Southern)
  9. WALKIN' MY BABY BACK HOME (Johnnie Ray)
  10. ALWAYS (Billy May)

**Mort Nusbaum**

- WHAM—Rochester, N. Y.
1. BLUE TANGO (Leroy Anderson)
  2. I'LL WALK ALONE (Don Cornell)
  3. TELL ME WHY (Four Aces)
  4. LIFE IS A BEAUTIFUL THING (Dinah Shore)
  5. NOLA (Sidney Torch)
  6. SPRING IS A WONDERFUL THING (Four Aces)
  7. BLUE TANGO (Les Baxter)
  8. A GUY IS A GUY (Doris Day)
  9. JUMP THRU THE RING (Vic Damone)
  10. AT LAST (Glenn Miller)

**David Weamer**

- WBOX—Doylestown, Pa.
1. WHEEL OF FORTUNE (Kay Starr)
  2. TO BE WORTHY OF YOU (Frankie Laine)
  3. TELL ME WHY (Four Aces)
  4. BLUE TANGO (Leroy Anderson)
  5. AT LAST! AT LAST! (Tony Martin)
  6. BLACKSMITH BLUES (Ella Mae Morse)
  7. CRY (Johnnie Ray)
  8. ANYTIME (Eddie Fisher)
  9. BE MY LIFE'S COMPANION (Mills Brothers)
  10. TRUST IN ME (Eddie Fisher)

**Chuck Thompson**

- WFOR—Hattiesburg, Miss.
1. BLACKSMITH BLUES (Ella Mae Morse)
  2. FESTIVAL (Johnny Desmond)
  3. KISS OF FIRE (Georgia Gibbs)
  4. COME WHAT MAY (Patti Page)
  5. FOR THE FIRST TIME (Francis Craig)
  6. NOODLIN' RAG (Perry Como)
  7. MA BELLS (Jan August)
  8. DIPSY DOODLE (Modernaires)
  9. BLUE TANGO (Xavier Cugat)
  10. HAMBONE (Phil Harris-Bell Sisters)

**Sandy Taylor**

- WROW—Albany, N. Y.
1. WHEEL OF FORTUNE (Kay Starr)
  2. TELL ME WHY (Four Aces)
  3. BLACKSMITH BLUES (Ella Mae Morse)
  4. PLEASE MR. SUN (Johnnie Ray)
  5. I'LL WALK ALONE (Burt Taylor)
  6. AT LAST (Ray Anthony)
  7. YOU'RE NOT WORTH MY TEARS (Mills Brothers)
  8. BL ANYTHING (Eddy Howard)
  9. CRY (Johnnie Ray)
  10. SLEEPLESS (Tony Bennett)

**Alan Saunders**

- WVNJ—Newark, N. J.
1. WHEEL OF FORTUNE (Kay Starr)
  2. TELL ME WHY (Four Aces)
  3. CRY (Johnnie Ray)
  4. FORGIVE ME (Eddie Fisher)
  5. I'LL WALK ALONE (Don Cornell)
  6. BLUE TANGO (Leroy Anderson)
  7. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
  8. HAMBONE (Red Saunders)
  9. GANDY DANCERS BALL (Frankie Laine)
  10. MY HERO (Four Aces)

**Earle Pudney**

- WGY—Schenectady, N. Y.
1. BLUE TANGO (Leroy Anderson)
  2. AT LAST (Ray Anthony)
  3. WHEEL OF FORTUNE (Kay Starr)
  4. TULIPS & HEATHER (Perry Como)
  5. FORGIVE ME (Eddie Fisher)
  6. PITTSBURGH, Pa. (Guy Mitchell)
  7. WHISPERING WINDS (Patti Page)
  8. A GUY IS A GUY (Doris Day)
  9. AY ROUND THE CORNER (Jo Stafford)
  10. SOLITUDE (Burt Taylor)

**Pat Chamburs**

- WFLA—Tampa, Fla.
1. WHEEL OF FORTUNE (Kay Starr)
  2. THERE ARE SUCH THINGS (Ray Anthony)
  3. PERFIDIA (Ben Light)
  4. BLUE TANGO (Les Baxter)
  5. I'LL WALK ALONE (Don Cornell)
  6. OH TO BE YOUNG AGAIN (Mary Mayo)
  7. GANDY DANCERS BALL (Tennessee Ernie)
  8. PERFIDIA (Four Aces)
  9. TURN BACK (Four Lads)
  10. I COULD WRITE A BOOK (Frank Sinatra)

**Norm Prescott**

- WORL—Boston, Mass.
1. BROKEN HEARTED (Johnnie Ray)
  2. I'LL WALK ALONE (Don Cornell)
  3. A GUY IS A GUY (Doris Day)
  4. A SIN TO TELL A LIE (Buddy Greco)
  5. GOODY GOODY (Jane Grant)
  6. THAT'S THE CHANCE YOU TAKE (Eddie Fisher)
  7. PERFIDIA (Four Aces)
  8. HEART OF A CLOWN (Bobby Wayne)
  9. TURN BACK (Four Lads)
  10. THE BRAVE BULLS (Harry James)

# THE CASH BOX

## Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending April 12 without any changes on the part of THE CASH BOX.

### Clarence Hamann

WJMR—New Orleans, La.

1. WHEEL OF FORTUNE (Kay Starr)
2. I'LL WALK ALONE (Don Cornell)
3. BLUE TANGO (Leroy Anderson)
4. BERMUDA (Bell Sisters)
5. HAMBONE (Stafford-Laine)
6. PITTSBURGH, PA. (Guy Mitchell)
7. FORGIVE ME (Eddie Fisher)
8. TENDERLY (Rosemary Clooney)
9. HOMING PIGEON (Henry Jerome)
10. AY ROUND THE CORNER (Jo Stafford)

### Ray Perkins

KFEL—Denver, Colo.

1. BLUE TANGO (Leroy Anderson)
2. WHEEL OF FORTUNE (Kay Starr)
3. ANYTIME (Eddie Fisher)
4. CRY (Johnnie Ray)
5. PLEASE MR. SUN (Perry Como)
6. BLACKSMITH BLUES (Ella Mae Morse)
7. TELL ME WHY (Four Aces)
8. BERMUDA (Bell Sisters)
9. TRY (Stan Freberg)
10. I HEAR A RHAPSODY (Frank Sinatra)

### Lou Barile

WKAL—Rome, N. Y.

1. WHEEL OF FORTUNE (Bobby Wayne)
2. BROKEN HEARTED (Johnnie Ray)
3. PLEASE MR. SUN (Johnnie Ray)
4. TELL ME WHY (Eddie Fisher)
5. BLACKSMITH BLUES (Toni Harper-James)
6. PERFIDIA (Four Aces)
7. FORGIVE ME (Eddie Fisher)
8. AY ROUND THE CORNER (Jo Stafford)
9. UNFORGETTABLE (Nat "King" Cole)
10. CRY (Johnnie Ray)

### Baylor Bill Doak

KCOH—Houston, Texas

1. WHEN YOU'RE IN LOVE (Frankie Laine)
2. THE WAY I FEEL (Four Knights)
3. GOODY GOODY (Jane Grant)
4. LINDA BROWN (Betsy Jones)
5. DOWN BY THE OLD MILL STREAM (Johnny Long)
6. ONCE (Toni Arden)
7. LET THE WORRY BIRD WORRY (Gloria De Haven)
8. WISHIN' (Teddy Phillips)
9. SUNSHINE & FLOWERS (Teddy Phillips)
10. HEART OF STONE (Toni Arden)

### Howard Miller

WIND—Chicago, Ill.

1. FORGIVE ME (Eddie Fisher)
2. PERFIDIA (Four Aces)
3. PITTSBURGH, PA. (Guy Mitchell)
4. BLACKSMITH BLUES (Ella Mae Morse)
5. PLEASE MR. SUN (Johnnie Ray)
6. DELICADO (Percy Faith)
7. BE ANYTHING (Eddy Howard)
8. A GUY IS A GUY (Doris Day)
9. WHEEL OF FORTUNE (Bobby Wayne)
10. WHISPERING WINDS (Patti Page)

### Ed Penney

WTAO—Cambridge, Mass.

1. I'LL WALK ALONE (Don Cornell)
2. HEART OF A CLOWN (Bobby Wayne)
3. BROKEN HEARTED (Johnnie Ray)
4. SIN TO TELL A LIE (Buddy Greco)
5. BLUE TANGO (Leroy Anderson)
6. AT LAST (Ray Anthony)
7. WISHIN' (Cindy Lord)
8. FORGIVE ME (Eddie Fisher)
9. DELICADO (Percy Faith)
10. MY HERO (Four Aces)

### Hy Davis

WVXN—Jackson, Miss.

1. BLACKSMITH BLUES (Ella Mae Morse)
2. WHOSE TO BLAME (Four Aces)
3. WHEEL OF FORTUNE (Arthur Prysock)
4. HAMBONE (Tennessee Ernie)
5. THERE ARE SUCH THINGS (Gordon Jenkins)
6. A GUY IS A GUY (Doris Day)
7. HONEST & TRULY (Ink Spots)
8. BLUE TANGO (Les Baxter)
9. I'LL WALK ALONE (Don Cornell)
10. ITS A SIN TO TELL A LIE (Buddy Greco)

### Eddie Hubbard

WIND—Chicago, Ill.

1. BLACKSMITH BLUES (Ella Mae Morse)
2. BLUE TANGO (Leroy Anderson)
3. PLEASE MR. SUN (Johnnie Ray)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. TELL ME WHY (Four Aces)
6. BROKEN HEARTED (Johnnie Ray)
7. WISHIN' (Eddy Howard)
8. I MAY HATE MYSELF IN THE MORNING (Bette McLaurin)
9. BE ANYTHING (Eddy Howard)
10. DANCING WITH TEARS IN MY EYES (Mantovani)

### Bud Wilson

WKBR—Manchester, N. H.

1. WHEN THE WORLD WAS YOUNG (Toni Arden)
2. BLUE TANGO (Les Baxter)
3. WHEEL OF FORTUNE (Kay Starr)
4. STOLEN LOVE (Eddy Howard)
5. WISHIN' (Eileen Barton)
6. JUMP THRU THE RING (Tony Martin)
7. AY ROUND THE CORNER (Jo Stafford)
8. STARGAZING (Hugo Winterhalter)
9. MOONLIGHT IN VERMONT (Maggie Whiting)
10. WHAT'S THE USE (Johnnie Ray)

### Bob Perry

WLAW—Boston, Mass.

1. PERFIDIA (Four Aces)
2. A GUY IS A GUY (Doris Day)
3. BLUE TANGO (Les Baxter)
4. BLACKSMITH BLUES (Tony Harper)
5. AT LAST (Ray Anthony)
6. BERMUDA (Bell Sisters)
7. FORGIVE ME (Eddie Fisher)
8. BROKEN HEARTED (Johnnie Ray)
9. BE ANYTHING (Helen O'Connell)
10. I WALK ALONE (Don Cornell)

### Paul Flanagan

WTRY—Troy, New York

1. WHEEL OF FORTUNE (Kay Starr)
2. BLACKSMITH BLUES (Ella Mae Morse)
3. TRY (Stan Freberg)
4. I'LL WALK ALONE (Don Cornell)
5. PITTSBURGH, PA. (Guy Mitchell)
6. MOUNTAINS IN THE MOONLIGHT (Johnnie Ray)
7. FESTIVAL (Percy Faith)
8. SLEEPLESS (Tony Bennett)
9. BLUE TANGO (Leroy Anderson)
10. A GUY IS A GUY (Doris Day)

### Bob Murphy

WGSM—Huntingham, L. I.

1. WHEEL OF FORTUNE (Kay Starr)
2. I'LL WALK ALONE (Don Cornell)
3. BLUE TANGO (Leroy Anderson)
4. PITTSBURGH, PA. (Guy Mitchell)
5. A GUY IS A GUY (Doris Day)
6. CRY (Johnnie Ray)
7. AT LAST (Ray Anthony)
8. BLACKSMITH BLUES (Ella Mae Morse)
9. GANDY DANCER'S BALL (Frankie Laine)
10. EASTER SUNDAY MORNING (Nat "King" Cole)

### Bill Reynolds

WSTC—Stamford, Conn.

1. YOU'RE NOT WORTH MY TEARS (Mills Brothers)
2. ANYTIME (Dick Haymes)
3. TIGER RAG (Les Paul-Mary Ford)
4. BELIEVING IN YOU (Four Sensations)
5. BLUE TANGO (Leroy Anderson)
6. A GUY IS A GUY (Doris Day)
7. MORE THAN LOVE (Richard Hayes-Cugat)
8. TELL ME WHY (Four Aces)
9. BE ANYTHING (Champ Butler)
10. HEAVEN KNOWS WHY (Bob Connally)

### Bob Corley

WQXI—Atlanta, Ga.

1. WHEEL OF FORTUNE (Bobby Wayne)
2. TELL ME WHY (Four Aces)
3. PLEASE MR. SUN (Perry Como)
4. CRY (Johnnie Ray)
5. HAMBONE (Laine-Stafford)
6. BLUE TANGO (Guy Lombardo)
7. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
8. BLACKSMITH BLUES (Ella Mae Morse)
9. LADY LOVE (Vaughn Monroe)
10. A GUY IS A GUY (Doris Day)

### Bud Brees

WPEN—Philadelphia, Pa.

1. BLACKSMITH BLUES (Ella Mae Morse)
2. BROKEN HEARTED (Johnnie Ray)
3. COME WHAT MAY (Patti Page)
4. NOODLIN RAG (Perry Como)
5. PLEASE MR. SUN (Johnnie Ray)
6. A GUY IS A GUY (Doris Day)
7. DIDJA EVER (Mary Small)
8. ONCE I LOVED YOU (Tony Havaar)
9. I WALK ALONE (Richard Baysa)
10. SOLITUDE (Burt Taylor)

### Robin Seymour

WKMH—Detroit, Mich.

1. FORGIVE ME (Eddie Fisher)
2. I'LL WALK ALONE (Don Cornell)
3. BLUE TANGO (Les Baxter)
4. A GUY IS A GUY (Doris Day)
5. BE ANYTHING (Eddie Howard)
6. HEAVENLY FATHER (Edna MacGriff)
7. I HEAR A RHAPSODY (Ray Anthony)
8. WHAT'S THE USE (Johnnie Ray)
9. MY HERO (Four Aces)
10. LONELY WINE (Bill Darnell)

# BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

**"POWERFUL WAX" ♦ WASHINGTON & LEE SWING** (T. W. Allen) — Earning a Cash Box "Best Bet" and a Billboard "PICK," Jerry Shard (Cap.) turns up a "powerful wax item." Cash Box calls it "an exciting instrumental...could easily catch on."

★ ★ ★ ★ ★

**BUSTING OUT ♦ PUT THE FOOT DOWN** (Hollis) — The Paulette Sisters with Larry Clinton's Ork. (Col.) come thru with an interesting calypso number which Cash Box says is done "in winning style." Billboard claims "it may bust out in the states." The girls have improved on this best selling Mexican folk ditty.

★ ★ ★ ★ ★

**VARIETY RAVE ♦ CHIMINEY SMOKE** (Meridian) — Variety raves about the Stuart Foster (Abbey) platter and says, "Foster has lots of wax savvy and knows how to get the most out of a lyric." Cash Box considers it "attractive and impressive."

★ ★ ★ ★ ★

**"BEST BET" ♦ HALF AS MUCH** (Hill & Range) — A Cash Box "Best Bet." "A real pretty tune made to sound even prettier via the wonderful vocalizing of Rosemary Clooney." (Col.) Hank Williams' (MGM) version rates a top 84 in Billboard for "terrific projection and emotion... looks strong."

★ ★ ★ ★ ★

**R & B SMASH ♦ HEAVENLY FATHER** (Blazer) — Another R & B smash. Edna McGriff (Jubilee) lands in the best seller and rates No. 1 position in Cash Box's Top 10.

★ ★ ★ ★ ★

**"POWERFUL SIDE" ♦ LET'S TURN BACK THE YEARS** (Acuff-Rose) — Hank Williams (MGM), says Billboard, "has another powerful side... highly effective... is first-rate waltz item."

★ ★ ★ ★ ★

**STRONG POTENTIAL ♦ COPYCAT** (Spin) **♦ WALK RIGHT IN** (Lois) — Lola Ameche (Mer.) delivers a pair of potential sides. Billboard says "Ameche gal delivers a well projected reading... looks strong."

**BROADCAST MUSIC, INC.**  
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FOR MOTHER'S DAY PROGRAMMING!



• • • • •  
a DOT POP Smash!  
• **"GOODY GOODY"** by JANE GRANT Dot 15009 (45 x 15009)  
• Great Rag-time treatment of  
• **"NEAR YOU"**  
• "JOHNNY MADDOX BOOGIE" by JOHNNY MADDOX and Rhythmasters Dot 15008 (45 x 15008)  
• **DOT RECORDS, INC.**  
• Gallatin, Tennessee  
• Phones: 880-881



Special Release!

MY MOTHER'S PEARLS

I'M YOURS

sung by

DON CORNELL

Coral 60690 (78 RPM) 9-60690 (45 RPM)

GOING STRONGER THAN EVER!

I'LL WALK ALONE

20th Century-Fox Picture "With A Song In My Heart"

and THAT'S THE CHANCE YOU TAKE

Coral 60659 (78 RPM) 9-60659 (45 RPM)

ORDER FROM YOUR CORAL DISTRIBUTOR OR WRITE TO

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THE CASH BOX DISC HITS BOX SCORE

The Nation's TOP 50

Comprising 100 Selections. AB—Abbey, AL—Aladdin, AP—Apollo, AT—Atlantic, BU—Bullet, CA—Capitol, CH—Chess, CO—Columbia, CR—Coral, DA—Dana, DE—Decca, DY—Derby, FE—Federal, 4 Star—Four Star, IN—Intro, JU—Jubilee, KI—King, LO—London, ME—Mercury, MG—MGM, MO—Modern, NA—National, OR—Oriole, PE—Peacock, PR—Prestige, RA—Rainbow, RE—Regent, SA—Savoy, SIT—Sittin' In, SP—Specialty, TE—Tempo, TN—Tennessee, UN—United, VI—Victor

Table with columns for date (Apr. 19, Apr. 12), chart position, song title, artist, and record label. Includes entries for Blue Tango, Wheel of Fortune, Blacksmith Blues, Cry, Anytime, Tell Me Why, I'll Walk Alone, I'm Yours, Perfidia, Bermuda, Ay-Round The Corner, Wimoweh, Pittsburgh, Pennsylvania, Hambone, Brokenhearted, Gandy Dancers' Ball, Tulips And Heather, Tiger Rag, and Be My Life's Companion.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!



# A SMASH MONEY-MAKERS!

Perry Como's

"ONE LITTLE CANDLE"



RCA Victor 20-4631 47-4631 (45 rpm)

THE CASH BOX

DISK OF THE WEEK

"KISS OF FIRE"

GEORGIA GIBBS

(Mercury 5823; 5823 x 45)



Georgia Gibbs comes up with a waxing that appears to be sure fire. The vocalist takes hold of an old favorite tango and delivers a set of new lyrics that could make this side a top seller. The melody has long proven itself to be of first class calibre and with the orchestral send off it gets from the Glenn Osser crew and the wonderful chirping of Miss Gibbs, the side

DISK OF THE WEEK

"WHAT'S THE USE?"

JOHNNIE RAY

(Columbia 39698; 4-39698)



Here's a new Johnnie Ray release that presents the artist with completely different material. After scoring heavily with his four current hits, this new item should be a potent seller. The tune is an infectious ditty that has the novel flavor of an Armenian folk item. Johnnie takes the number titled "What's The Use," and gives out with a meaningful vocal that contains the sincere sound that the singer is capable of creating. The

SLEEPER OF THE WEEK

"I DON'T MIND"

TRUDY RICHARDS

(Decca 28084; 9-28084)



Here's one that pops in out of left field with a chance of going all the way. Trudy Richards delivers a fast moving, spirited vocal to a cute ditty that carries an infectious melody. The vocal arrangement which features the multiple voice shows Trudy and the tune to great advantage. Labeled "I Don't Mind" this item moves along with any heat that's sure to have its hands to

LEEDS Music Corp.

PICKWICK Music Corp.

DUCHESS Music Corp.

## Where There's Smoke . . .



Boston, Mass.—Stuart Foster, (right) who looks like he has hit with his new disk on the Abbey label "Chimney Smoke" backed with "Take Me", is pictured visiting Norm Prescott, WORL disk jockey during his recent New England jaunt with manager Morris Diamond. Both sides have been getting heavy dj play and as they say, where there's smoke . . .

## The HALE You Say

by natt hale

The many constant readers of *The Cash Box* will undoubtedly remember the article written in editorial confines alluding to the glaring faults of the record industry in general as regards their ardent supporters in the juke box business. (If you can locate the issue, a week or two ago, it might do well to review the trials which confront this prime source of record output.)

Ordinarily, the juke box operator is a pretty regular guy. He's never backward about "getting on" a potential record. Generally, he'll do his darndest to help promote that potential and talk it up to his colleagues in the biz.

So it stands to reason, one might say, that one could do worse than cultivate a strong bond of friendship amongst the juke kings. And this one is saying it . . .

Today, we're going to discuss the two aspects of records which have provoked the ire of the rank and file of the operators.

Ready, class?

It seems that the operator today is shelling out much loot and much effort to exploit the spirit of good fellowship amongst his tavern clients. Whereby the tavern clients demonstrate their appreciation by exploiting the good fellow with spirits. Is good?

So what happens?

One day, the operator comes in to the spot, to discover that the box is just this side of being utterly demolished. The lights aren't lighted, the turntable isn't turning, the sound isn't sounding. In short—the box just isn't boxing.

Why?

Some acephetic patron inserted his quarter and duly made three choices of the music to soothe his savage breast. Making his way back to the bar, our fulsome character suddenly realized that the juke had yet to pour forth with the dulcet tones of his favorite siren of song.

Only a minute or so goes by, before the patron delivers himself of some well-modulated expression:

"Where da hell's da moosic?"

So saying, he divests himself of his pent-up emotion by striding back to the purveyor of melodic magic and kicking in the plastic sides of the juke.

Which would appear to be justified, one might say.

Another thing one might say, however, is that the lead-in grooves from the various recording companies differ in the extreme. Some labels may carry only a groove or two before the show goes on. Others oftentimes test the revolving formula for as many as ten seconds before the discriminating music-lover finally realizes that he hasn't invested in a recording blank!

Which brings us right up to the subject of standard volume level.

This is a subject which causes the average operator to develop apoplectic surges of nausea.

With the amount of coin he must lay out for such as wall boxes and, especially, automatic volume control, he feels most keenly about the plethora of gripes he receives about the different tone levels on each label.

Once the disc has hit its stride, it's not too far amiss to imagine the mixologist (Bartender to you, Chums) busy as the proverbial beaver in concocting a breath-taking potion, looking for all the world like a human combination of the St. Vitus Dance and the seven-year-itch. Like a bolt out of the blue, the music comes storming out of the nine assorted speakers, strategically located about the den. Like a bunny, the bartender must set the mixer aside (therefore allowing the Creme de Cacao to dissolve into the Absinthe, ruining a perfectly beautiful "Hale's Dream") and dash over to the control unit to make things right with the world. Then comes the business of passing out the cards of the neighborhood ear specialist to all and sundry sitting within the establishment.

Then, back to the "Hale's Dream."

Comes the next record.

It's a femme vocalist, a soft and sultry type, who sings in the fashion universally described as "intime." (Does not mean "in tempo.")

Again, the setting aside of the mixer, the mad dash to the control box to bring the volume up (but, up) . . . because some other jerk has just yelled:

"Hey, where da hell's da moosic?"

Well—what're you gonna' do?



# Four Lads Examine New Wurlitzer



BUFFALO, N. Y.—The Four Lads, Okeh Record stars, are pictured above with Phil Mills (center) general manager of Century Music, Buffalo distributor for Wurlitzer. The group has just inspected the new Wurlitzer phonograph which plays 104 sides and mixes 45s and 78s in the same machine.

# Syd Nathan, King Prexy, First To Agree To One Tone Level Meeting

CINCINNATI, OHIO — Syd Nathan, president of King Records, this week announced that he would like to be the first to go along with *The Cash Box* suggestion that all record companies get together to decide upon one tone level for recording.

In a letter to the editor, he stated: "Your April 5th issue has an editorial on record levels, with which I am in 100% agreement."

"As a manufacturer, I have felt for some time that the levels on records have been amateurish and to correct and arrive at a happy medium, we have been buying two of each category, rhythm and blues, hillbilly and western, pop, put out by the important companies, which include several independents, and for months have been checking levels on these records."

"We finally arrived at a happy medium and have stayed with it, after arriving at it by comparison with the other releases, by other companies, to the best of our ability allowing for the

human element to enter the picture to some slight extent. However, we shoot for, and nine times out of ten get, the compromise level we are shooting for, based on the above method of checking.

"I want to be the first to say that I will go along in an effort to make this possible and I am willing to meet, or have our engineer meet, with any men appointed by other companies."

## Gimmick of the Week!

Gimmick of this week is a flyer sent out by Fred Mann of RCA Victor. The edges of the page are singed and the message reads: If you think this letter is unusual, wait till you hear Tony Martin's RCA Victor recording of "Kiss Of Fire."

A nod to Fred Mann for creative promotion.

## Patti At BMI Exhibit



CHICAGO, ILL.—Patti Page is shown in front of the BMI Music Hall at the NARTB Convention (National Association of Radio and Television Broadcasters) held in Chicago last week. Two of *The Cash Box* statuettes displayed in the case were won by Patti, one for being the best female singer of 1951, the other for her smash disk, "Tennessee Waltz."

*Tops in Pops... for Ops!*

**ROSEMARY CLOONEY**

*singing...*

**HALL AS MUCH**

backed by

**"POOR WHIP-POOR-WILL"**

Columbia 39710

4-39710 (45 rpm)



**COLUMBIA RECORDS**

Trade Marks "Columbia," "Masterworks," and Reg. U. S. Pat. Off. Marcas Registradas

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 SS LET US SAVE YOU MONEY SS  
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**PAULETTE SISTERS with JIMMY CARROLL orch.**  
 get the ART FORD "Record of the Week" on Broadway Record 1013  
**"WHAT SHOULD I DO"**  
 Ops-DJs: Send For Samples  
**BROADWAY RECORDS**  
 344 North Ave., New Rochelle, N. Y.

# RISING STARS

on the **LABEL** of the **STARS**

<b>ALAN DEAN</b>	BE ANYTHING (But Be Mine) and ALL MY LIFE	MGM 11187 78 rpm K11187 45 rpm
<b>BARBARA RUICK</b>	DON'T STOP NOW! and MAMBO ON MY MIND	MGM 11183 78 rpm K11183 45 rpm
<b>RICKY VALLO</b>	DON'T LAUGH AT ME and BEWARE	MGM 11203 78 rpm K11203 45 rpm
<b>DANNY DAVIS</b>	DEEP WATER and PLEASE BRING BACK THE SUNSHINE	MGM 11175 78 rpm K11175 45 rpm
<b>BILL FARRELL</b>	HEAVEN KNOWS WHY and SINCERE	MGM 11193 78 rpm K11193 45 rpm
<b>BILL HAYES</b>	THE GOLDEN HAired BOY FROM THE VALLEY and APRIL SINGS	MGM 11205 78 rpm

# BRIGHT STARS

<b>BILLY ECKSTINE</b> A ROOM WITH A VIEW and CARNIVAL	MGM 11177 78 rpm K11177 45 rpm
<b>FRAN WARREN</b> I HEAR A RHAPSODY and MOTHER MOTHER	MGM 11190 78 rpm K11190 45 rpm
<b>TOMMY EDWARDS</b> FORGIVE ME and THE BRIDGE	MGM 11170 78 rpm K11170 45 rpm
<b>GEORGE SHEARING</b> TO A WILD ROSE and SWEDISH PASTRY	MGM 11199 78 rpm K11199 45 rpm
<b>ART MOONEY</b> HONKY TONK BLUES and MOVE IT ON OVER	MGM 11196 78 rpm K11196 45 rpm
<b>FRANK PETTY TRIO</b> BLACK AND WHITE RAG and SHE WAS JUST A SAILOR'S SWEETHEART	MGM 11186 78 rpm K11186 45 rpm
<b>THE DeMARCO SISTERS</b> FESTIVAL and COIN' ON A HAYRIDE	MGM 11204 78 rpm
<b>LIONEL HAMPTON</b> OH ROCK and LOVE YOU LIKE MAD	MGM 11176 78 rpm K11176 45 rpm

<b>BUDDY DeFRANCO</b> PENNYWHISTLE BLUES and BUDDY'S BLUES	MGM 11206 78 rpm
<b>TOMMY TUCKER AND HIS ORCHESTRA</b> BABY DOLL and WITH NO ONE TO LOVE TONIGHT	MGM 11162 78 rpm K11162 45 rpm
<b>DAVID ROSE</b> WHY DO YOU PASS ME BY and PARIS OUI! OUI!	MGM 30521 78 rpm K30521 45 rpm
<b>BILLY WILLIAMS QUARTET</b> CONFETTI and DON'T GRIEVE, DON'T SORROW, DON'T CRY	MGM 11184 78 rpm K11184 45 rpm
<b>HENRY JEROME AND HIS ORCHESTRA</b> HOMING PIGEON and LET ME DREAM	MGM 11174 78 rpm K11174 45 rpm
<b>BLUE BARRON AND HIS ORCHESTRA</b> ALL BY YOURSELF IN THE MOONLIGHT and FUNNY MELODY	MGM 11208 78 rpm
<b>HANK WILLIAMS</b> HALF AS MUCH and LET'S TURN BACK THE YEARS	MGM 11202 78 rpm K11202 45 rpm
<b>CARSON ROBISON</b> STORE BOUGHT TEETH (And Taffy Candy) and LIFE IS A BEAUTIFUL (?) THING	MGM 11200 78 rpm

## M-G-M RECORDS

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KEEP M-G-MINDED—IT'S GOOD FOR YOUR BUSINESS

# Cherry Blossom Festival



WASHINGTON, D. C.—The Four Aces and Eddie Fisher starred at the annual Cherry Blossom Festival held in Washington last week. The photo above shows the Four Aces in back—from left to right, Al Alberts, Sod Vaccaro, Lou Silvestri and Dave Mahoney. In front are Jane Clark, collecting the autographs, and Eddie Fisher, now vocalist with the U. S. Army Band.

## Coral Opens Company Owned Distribution Branches In New York And Chicago

NEW YORK—Milton R. Rackmil, President of Decca Records, announced that Coral, Decca's subsidiary, will open company owned distribution branches in Chicago and this city. Rackmil also stated it is likely that at some future date a Newark branch will also be opened to cover northern New Jersey.

three years ago and has emerged as one of the leading independent record companies in the business. At this time they distribute through more than forty outlets throughout the country.

Appointed to operate the new branches were Frank Holland, eastern and southeastern division manager for Coral the past two years, to handle the New York office, and Charles Michaels, present manager of Tell Music Co., to head the Chicago branch. Al Oldrich will operate as midwest division manager.

## Musical Films For TV

While Decca has long followed the policy of maintaining its own distributing outlets, the present move is the first for its subsidiary in that direction. The Coral set up is completely independent of the parent company and in one respect it has adopted an innovation of its own. The new distributors may handle some outside independent labels, square dance records and kiddie disks.

CLEVELAND, O.—A new, million-dollar TV film company called Studio Films, Inc., has been organized in Cleveland and is making an all-out drive aimed at the music business. . . . Staffed with imported and high-salaried Hollywood producers, directors and cameramen, Studio Films has been signing recording stars at the rate of 5 a week and are turning out 3-minute musical films at the rate of 25 a month. . . . Studio Films expects to be serving 1800 TV stations throughout the country within a year and 3000 within 5 years—depending upon how quickly FCC licenses the stations. . . . The new outfit has been concentrating on singers exclusively to take advantage of the name and semi-name value already created via jukeboxes and radio disk jockeys. . . . Conversely, singing stars may find the new outfit another source of revenue, promotion and possible molder of hit songs and stars within a couple of years!

Douglas-Bruce, local distributor, who had handled the Coral releases until the present time, will sell its store and inventory to the diskery. Coral was formed a little more than

# Meeting Dates Of Music Operators' Associations

- April 14—Wisconsin Phonograph Operators' Association  
Place: To be announced
- 16—Westchester Operators' Guild, Inc.  
Place: American Legion Hall, White Plains, N. Y.
- 17—Progressive Music Guild of South Jersey  
Place: Walt Whitman Hotel, Camden, N. J.
- 22—Automatic Music Operators' Association, Inc.  
Place: Park Sheraton Hotel, New York
- 28—Phonograph Owners' Association  
Place: Broadview Hotel, East St. Louis, Ill.
- 28—Central States Phonograph Operators' Association  
Place: 621 Main Street, Peoria, Ill.

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

# Hit Picking



NEW YORK—Ruth Brown, preparing a follow-up for her sensational "5-10-15 Hours" disk, is humming some oldies for Atlanta's staffers with 'mucho gusto'. Left to right are Herb Abramson, prexy of the label; Ruth; Ahmet Ertegun, the disky's veep; and Jack Walker, flackist for Atlantic. Ruth, whose "Teardrops" was the industry's big one for last year, hopes to finish this season with no less than five hit records. For a start, she has "Shine On" and "5-10-15 Hours".

## Kickin' The Blues Around

with Sam Evans



Tradesters around the country are watching the new unexpected upswing in Jass concert business with dollar-wise interest. Smart bookers in the New York area are busy readying packages for the never ending demand. One of the newest groups is composed of Woody Herman's band, Tommy Edwards, Dinah Washington, The Mills Brothers and supporting acts. The nation's capital will pass first sentence on May 18th. This desk extends the best to this able group of entertainers. . . . Buffalo's Town Casino setting up for Hazel Scott on May 12th. . . . After a great run in Miami, The Red Caps into Bill Miller's Riviera Club, across the Hudson, sometime in May. . . . Ella Fitzgerald just closed at NYC's Paramount. . . . A must for any record collector, in fact two, are Gene Krupa's new version of "St. Louis Blues"; and by all means get the one with Count Basie playing organ on "I'll Always Be In Love With You", both on Mercury, and for my money real music.

A name that will live forever in the music hall of fame is Duke Ellington. After many years of turning out one hit after another, one that will stack up with the best is "Jam With Sam". Of all Duke's latest crop "Jam" is by far and away the best. . . . Lena Horne pens a note on scented paper from The Lido in Paris, and says "The Wine is fine." . . . When this hits the streets, The Embers should have recovered enough from that recent fire, to be open for the New York traffic. . . . Norman Granz and his splendid array of Jass artists, plus Miss Ella Fitzgerald, boating across the big drink for a swing session in Sweden. . . . Wini Brown, the thrush with no tonsils, does nicely on "Heaven Knows Why".  
Cpl. Joseph C. Murphy, formerly of Montgomery, Ala., and more recently of Seoul, Korea, has written a folksey type ballad called "The Hills Of Korea". The young soldier dropped in for a visit along with lots of "Brass" from The Pentagon's Public Relations section. Tune looks good; Hill and Range have grabbed it up for publishing. The only present recording is on the Army's own label, but H & R will soon have it around on standard labels. . . . Wednesday night, April 16th will be a good nite not to live in Chi. The big Robinson-Graziano fight will be blacked out for Chicagoland TV viewers. It will be carried locally and of course nationwide on radio. There is a possibility, at this writing, that promoters may relax their TV Chicagoland curb due to the almost completely sold out house. . . . Sat. April 19th, from 11:00 to 11:55 P.M., C.S.T., the huge Pittsburgh Courier Jass Concert direct from Carnegie Hall will be carried by the full Mutual network. Ed Sullivan and Milton Berle will share M.C. duties. Nat King Cole; Dinah Washington; Billy Eckstine and Louis Jordan are already slated to be on the show, with many other greats of the business fast adding their names. . . . Get your dollars ready for May 3rd, and may you have the right critter in the 78th running of Kentucky's famed Derby. You can

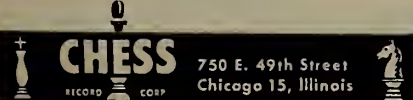
both hear and see it via CBS, with the chin scraping people picking up the tab.

The St. Louis Jass Club is presenting The Windy City 6 in Concert at The Hamilton Hotel, on April 21. Charles Rogers, of WEW, will handle the m.c. chores. . . . Alan Field, of Cleveland's ABC outlet WJW, is one Moon-Dog to keep an eye on. The boy pulled a terrific crowd for his recent Coronation dance, as reported in this column. Alan airs from 5 to 6 P.M. and then later from 11:00 P.M. to 1:00 A.M.

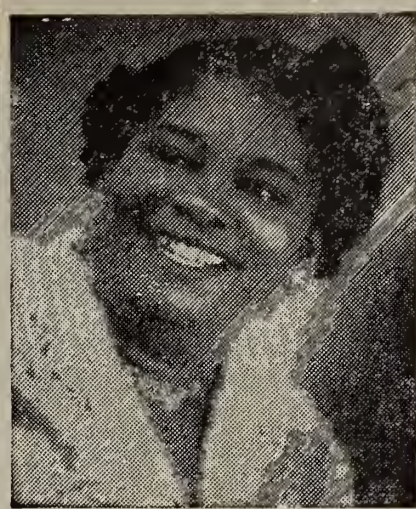
SAM EVANS is the Jass and Blues expert heard nightly on WGN, Chicago's Mutual outlet and on WBKB-TV.

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**"ONE MINT JULEP"**

• THE CLOVERS... Atlantic No. 963

**"SWEET SIXTEEN"**

• JOE TURNER... Atlantic No. 960

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② **The Ravens**  
5800

**BE ANYTHING (But Be Mine)**

③ **Winnie Brown**  
8270

**GOOMP BLUES**

④ **Johnny Otis & Orchestra**  
8273

**TELL ME WHY**  
b/w

⑤ **WHEEL OF FORTUNE**  
**Dinah Washington**  
8267

**WALKIN' THE LONESOME ROAD**

⑥ **Big Bill Broonzy**  
8271

**SEQUEL**  
b/w

⑦ **I'LL ALWAYS BE IN LOVE WITH YOU**  
**Paul Quinchette**  
8272



**SAD NEWS FROM KOREA**  
b/w

**Let Me Fly Your Kite**  
**Lightnin' Hopkins**  
8274

**THE CASH BOX**



Danny Kessler, Okeh A&R man, is really building himself quite a rep. The youngest A&R man in the biz (24), Danny has the Okeh label leaping with artists like The Four Lads, Dolores Hawkins, The Treniers, Red Saunders, The Angelic Gospel Singers and the Dixie Humming Birds. Kessler is also credited with having found the hottest singer in the entertainment field today. A guy named Johnnie Ray. . . . Music lovers in the east are missing some of the best rhythm to be had because of the routing of some of the nation's hottest attractions. For example, Jackie Brenston and His Rocket "88" featuring Edna Raney, vocalist; Eddie Chamblee and his Orchestra; Lynn Hope and His Band, Stan Kenton and His Orchestra; Eddie Johnson's Band; Gene Ammons; Harry Winn, His Saxophone and His Orchestra; Foots Goodson and His All Star Combo; Earl "Fatha" Hines and His Band; Eddie Vinson's Orchestra; Sonny (Long Gone) Thompson and His Orchestra; Tiny Bradshaw's Band; Tab Smith's Orchestra; Burnie Peacock's Orchestra and Joe Thomas' Band—are all touring the midwestern and central states.

Jesse Stone, newly appointed musical director at Atlantic Records, is a combination composer-arranger-director and musical trouble shooter whose show biz career started forty years ago in a family carnival troupe. As a band leader, Stone has fronted his own groups since the early twenties and has included as sidemen such now prominent hornmen as Coleman Hawkins and Budd Johnson. Jesse Stone has composed scads of tunes, including "Mama Don't 'Low No Music Played In Here" and "Idaho." He has also arranged for Alvino Ray. All in all, a mighty talented gent.

Varetta Dillard and Billy Wright will tour the southern theatres starting April 18th. Included in the package will be The Five Keys and Hot Lips Page. . . . Sunny Gale will appear with Nat "King" Cole at the Earle Theatre, Philadelphia, starting April 18th. From there she goes to Buffalo for four days and then on to the Four Dukes in Detroit. Sunny, who was on the Ken Murray and Arthur Murray TV shows a few weeks ago has been invited to a repeat on the Arthur M. Sunday evening show. . . . Ebony Magazine, May issue, has a five page spread on Louis Armstrong. Story is about the juicy part the trumpet king has in the forthcoming MGM melodrama "Glory Alley."

Ralph Bass, A&R man with Federal and King, flew into New York to record Earl Bostic, who is well again and back in business. Bass directed Earl's last sessions, which included the best selling "Flamingo," and Bostic insisted Ralph be brought in from Los Angeles for the new cuttings. . . . Nat Brooks' new Rainbow recording of "Number Mambo" terrific and should make plenty of noise. . . . Peacock Records, which is doing a smash job on r&b and spirituals, is going all out on 45's. Recognizing that the market for this disk is tremendous Don Robey, president, has decided to follow the trend. Irv Marcus, sales manager of the enterprising record company, is now hitting the eastern cities to promote the 45 and is working like a beaver to put it over. Peacock has announced the signing of the Christ and Singers.



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

① **5-10-15 HOURS**  
**Ruth Brown**  
(Atlantic)

② **HEAVENLY FATHER**  
**Edna McGriff**  
(Jubilee)

③ **THAT'S WHAT YOU'RE DOING TO ME**  
**The Dominoes**  
(Federal)

④ **TROUBLE IN MIND**  
**Dinah Washington**  
(Mercury)  
**Amos Milburn**  
(Aladdin)

⑤ **LOOKING FOR MY BABY**  
**Ravens**  
(Mercury)

⑥ **NIGHT TRAIN**  
**J. Forest**  
(United)

⑦ **MELLOW BLUES**  
**Sonny Thompson**  
(King)

⑧ **MOODY MOOD FOR LOVE**  
**King Pleasure**  
(Prestige)

⑨ **STOLEN LOVE**  
**The Larks**  
(Apollo)

⑩ **THIS IS HAPPINESS**  
**Joe Holiday**  
(Prestige)

**I DIDN'T SLEEP A WINK LAST NIGHT**  
**Arthur Prysock**  
(Decca)

**TROUBLE IN MIND**  
**Dinah Washington**  
(Mercury)

**MELLOW BLUES**  
**Sonny Thompson**  
(King)

**WHEEL OF FORTUNE**  
**Sunny Gale & Eddie Wilcox O.**  
(Derby)

**NIGHT TRAIN**  
**J. Forest**  
(United)

**5-10-15 HOURS**  
**Ruth Brown**  
(Atlantic)

**NO MORE DOGGIN'**  
**Roscoe Gordon**  
(R. P. M.)

**THAT'S WHAT YOU'RE DOING TO ME**  
**The Dominoes**  
(Federal)

**BABY, PLEASE DON'T GO**  
**Orioles**  
(Jubilee)

**HAMBONE**  
**Red Saunders**  
(Okeh)

**GOING HOME**  
**Fats Domino**  
(Imperial)

**SWEET SIXTEEN**  
**Joe Turner**  
(Atlantic)

**MIDDLE OF THE NIGHT**  
**Clovers**  
(Atlantic)

**5-10-15 HOURS**  
**Ruth Brown**  
(Atlantic)

**WHERE SHALL I GO**  
**Ivory Joe Hunter**  
(M.G.M.)

**NO MORE DOGGIN'**  
**Roscoe Gordon**  
(R. P. M.)

**ONE MINT JULEP**  
**Clovers**  
(Atlantic)

**REELING & ROCKING**  
**Fats Domino**  
(Imperial)

**THAT'S WHAT YOU'RE DOING TO ME**  
**The Dominoes**  
(Federal)

**LET'S TALK ABOUT JESUS**  
**Bells Of Joy**  
(Peacock)

# HOT

in DALLAS      in LOS ANGELES      in OTHER CITIES

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

- 1 **SWEET SIXTEEN**  
Joe Turner  
(Atlantic)

---

- 2 **NO MORE DOGGIN'**  
Roscoe Gordon  
(R. P. M.)

---

- 3 **THE BIG QUESTION**  
Percy Mayfield  
(Specialty)

---

- 4 **5-10-15 HOURS**  
Ruth Brown  
(Atlantic)

---

- 5 **NIGHT TRAIN**  
Jimmy Forest  
(United)

---

- 6 **LET THE TEARS FALL, BABY**  
Willie Mae Thornton  
(Peacock)

---

- 7 **WHEEL OF FORTUNE**  
Sunny Gale & Eddie Wilcox O.  
(Derby)

---

- 8 **DUST MY BROOM**  
Elmo James  
(Trumpet)

---

- 9 **3 O'CLOCK BLUES**  
B. B. King  
(R. P. M.)

---

- 10 **TROUBLE IN MIND**  
Dinah Washington  
(Mercury)

- DUST MY BROOM**  
Elmo James  
(Trumpet)

---

- NO MORE DOGGIN'**  
Roscoe Gordon  
(R. P. M.)

---

- WHEEL OF FORTUNE**  
Kay Starr  
(Capitol)  
Sunny Gale with Eddie Wilcox O.  
(Derby)

---

- NIGHT TRAIN**  
Jimmy Forest  
(United)

---

- 5-10-15 HOURS**  
Ruth Brown  
(Atlantic)

---

- BE ANYTHING, BE MINE**  
Wini Brown  
(Mercury)

---

- THE WIND IS BLOWING**  
Jimmy Witherspoon  
(Modern)

---

- THE HUNT IS ON**  
Percy Mayfield  
(Specialty)

---

- DIANE**  
Buddy Lucas  
(Jubilee)

---

- HOPE, SKIP AND JUMP**  
Lynn Hope  
(Aladdin)

- ATLANTA, GA.
1. One Mint Julep (The Clovers)
  2. No More Doggin' (Roscoe Gordon)
  3. I Will Be True (Ivory Joe Hunter)
  4. Night Train (Jimmy Forest)
  5. 5-10-15 Hours (Ruth Brown)
  6. Let's Talk About Jesus (Bells Of Joy)
  7. Rock Me Mama (John Lee Hooker)
  8. I Used To Have A Woman (Jimmy Rogers)
  9. The Hunt Is On (Percy Mayfield)
  10. Tender Heart (Charles Brown)
- DARLINGTON, N. C.
1. 5-10-15 Hours (Ruth Brown)
  2. Let's Talk About Jesus (Bells Of Joy)
  3. Got You On My Mind (John Greer)
  4. 3 O'Clock Blues (B. B. King)
  5. Dig Myself A Hole (Arthur Crudy)
  6. No More Doggin' (Roscoe Gordon)
  7. Gonna Jump In The River (B. Johnson)
  8. Wheel Of Fortune (Sunny Gale & Eddie Wilcox)
  9. Trouble In Mind (Dinah Washington)
  10. That's What You're Doing To Me (Dominoes)
- WINSTON-SALEM, N. C.
1. 5-10-15 Hours (Ruth Brown)
  2. Middle Of The Night (The Clovers)
  3. Let's Talk About Jesus (Bells Of Joy)
  4. No More Doggin' (Roscoe Gordon)
  5. That's What You're Doing To Me (Dominoes)
  6. Got You On My Mind (John Greer)
  7. Trouble In Mind (Dinah Washington)
  8. At Last (Arthur Prysock)
  9. Night Train (Jimmy Forest)
  10. Heavenly Father (Edna McGriff)
- SOMERSET, KY.
1. Night Train (Jimmy Forest)
  2. Trouble In Mind (Dinah Washington)
  3. 5-10-15 Hours (Ruth Brown)
  4. Cry (Johnnie Ray)
  5. Milk Train (Tab Smith)
  6. Wheel Of Fortune (Sunny Gale)
  7. Sweet Sixteen (Joe Turner)
  8. No More Doggin' (Roscoe Gordon)
  9. Dust My Broom (Elmo James)
  10. Middle Of The Night (Clovers)
- SHOALS, IND.
1. Wheel Of Fortune (Sunny Gale)
  2. Night Train (Jimmy Forest)
  3. Trouble In Mind (Dinah Washington)
  4. Cry (Johnnie Ray)
  5. Booted (Roscoe Gordon)
  6. 3 O'Clock Blues (B. B. King)
  7. Flamingo (Earl Bostic)
  8. Sweet Sixteen (Joe Turner)
  9. 5-10-15 Hours (Ruth Brown)
  10. The Big Question (Percy Mayfield)

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(Specialty)
- He's So Wonderful  
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(Peacock)
- I Bowed On My Knees  
MEHALIA JACKSON  
(Apollo)
- I'll Make It Somehow  
JOE MAY & SALLY MARTIN SINGERS  
(Specialty)
- Joy Joy To My Soul  
SOUL STIRRERS  
(Specialty)
- Let's Talk About Jesus  
BELLS OF JOY  
(Peacock)
- Old Land Mark  
WARD SINGERS  
(Savoy)
- Touch Me Lord Jesus  
ANGELIC GOSPEL SINGERS  
(Gotham)
- When He Spoke  
WARD SINGERS  
(Savoy)
- World Prayers  
BLIND BOYS  
(Peacock)

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Prestige 770

JAMES MOODY  
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# THE CASH BOX JAZZ 'N' BLUES REVIEWS

## ★ AWARD O' THE WEEK ★

“KEEP ON CHURNIN’ ” (2:49)  
“MARRIED WOMEN STAY MARRIED” (2:40)

WYNONIE HARRIS  
(King 4526)



WYNONIE HARRIS

● Wynonie Harris belts out a driving number with an exciting vocal that is sure to make this another clicker. “Keep On Churnin’” is the title on the top deck. Harris’ joyful treatment of the

“warm” lyrics will please his large following and win him many new fans. The Todd Rhodes ork provides the musical assist, and their spirited rendition of the rollicking tune lends appeal, and aids immeasurably in making this a sock dish. Ops have a natural on this etching, and one that will have the coins rolling in. The under end is an infectious novelty which presents the same artists who combine their talents to sell the number solidly. Wynonie’s vocal is slickly done, and the ork handles an arrangement that works several well known tunes into the waxing. “Married Women Stay Married” is a happy bounce that will please. Ops have a money making coupling to work with.

“TONE THE BELL EASY” (2:55)  
“BREAD OF HEAVEN” (2:58)

THE FIVE TRUMPETS  
(Coral 65085)

● A fast spiritual is forcefully belted out by the Five Trumpets as they take hold of a moving gospel and drive it home a winner. The lead vocalist gives a sincere performance and is potently assisted by the remainder of the harmony five. The flip is a slow easy religious piece beautifully sold by the Trumpets as they again come through with a polished performance.

“YOU LEFT ME” (2:20)  
“BESIDE YOU” (2:29)

THE SWALLOWS  
(King 4525)

● A slow pretty item is treated to the accomplished harmonizing of The Swallows. The boys render a dramatic reading of a strong set of lyrics. A solid musical backdrop is provided by the instrumental group, with the resulting waxing a likely disk. The second lid is another slow piece warmly treated by the talented group. Ops have two strong sides to choose from.

“ROUGH RIDIN’ ” (2:43)  
“AZURE ’TE” (2:41)

BILL DAVIS TRIO  
(Okeh 6867)

● The Bill Davis Trio Drives out two dynamic numbers with joyful abandon. The upper deck is a pretty tune that the boys rock to as they go along with a zestful arrangement. Organ music provides an interesting sound as the trio blends the instruments for a sock etching. The lower portion is a like number that the Davis Trio projects excitingly and it proves to be another likely side.

“AFTER HOURS” (2:43)  
“YANCEY SPECIAL” (2:39)

LLOYD GLENN  
(Swing Time 292)

● Lloyd Glenn’s combo bounces through a slow, rhythmic tune smoothly and comes up with a listenable deck. A solid arrangement lends itself to the talents of the combo, which features some exciting piano bits. Flip is a similar item capably handled by the artists. Ops should take a peek.

## Jazz 'n' Blues SLEEPER OF THE WEEK

“SLOW CABOOSE” (2:46)  
“DARLING LET’S GIVE LOVE A CHANCE” (2:43)

SAX MALLARD  
(Checker 750)

● Sax Mallard and his orchestra take hold of a slow blues item and give it a real low down spin around the wax. Titled, “Slow Caboose,” the exciting tune is given an instrumental reading that will surely stir up action in the boxes. The lid acts as a display piece for Mallard as he gets off some top flight saxing that should make this a favorite with the listeners. The ork backs Mallard solidly as they set him off

with a subdued musical backdrop. Flip is a slow ballad, “Darling, Let’s Give Love A Chance,” that Sax Mallard and the musicians handle royally. Once again the sax is the thing, but on this level, a vocalist supports the effort and turns in an ok job, as he sells the romantic lyrics infectiously. The top deck should go soaring shortly and we suggest that operators place it now.

“BIG HORN BLUES” (2:45)  
“JOCKEY JACK BOOGIE” (2:37)

JOHNNY WICK  
(United 1059)

● Johnny Wick and his Swinging Ozarks bang out a slow bounce zestfully. Wick, the Preacher Man, is featured on the tuba and vocal, and Johnny does a bang-up job at both. The undersiding is a fast boogie number that Johnny and the group race through forcefully. The musical accompaniment is strong, and the boys succeed in bringing in an ok side. Ops will find two good sides here.

“GOOD STORY BLUES” (2:51)  
“LADY GINGER SNAP” (2:27)

CHOCOLATE WILLIAMS  
(Hi-Lo 1402)

● A slow blues is given a solid send-off by Chocolate Williams and His Chocolateers. The pretty tune is treated to a sock vocal as Williams sings a cute set of lyrics expressively. A slick arrangement features some stylized piano playing. The other side is another slow tune handled in smart fashion by Chocolate and the Chocolateers and it results in an ok dinking.

“MR. COMMISSIONER” (2:37)  
“SOMEONE TO TELL MY TROUBLES TO” (2:41)

ARBEE STIDHAM  
(Checker 751)

● A driving novelty item is taken for a dynamic spin around the wax by Arbee Stidham and his orchestra. The record opens with crowd noises and talk; then Stidham vocalizes his complaints to Mr. Commissioner in rollicking style. The ork supplies a polished musical backdrop for Stidham’s humorous reading. The lower lid is a slow blues, almost spiritual in style, that is well conceived and executed.

“CLANG, CLANG, CLANG” (2:24)  
“I’LL DROWN MY TEARS” (2:48)

SONNY THOMPSON  
(King 4527)

● Sonny Thompson and his group present a fast instrumental bounce that is solidly arranged. Thompson’s exciting chord sweeping is ably backed up by Bassist, Lloyd Trotman, who also wrote the tune. Les Erskine excels on the drums. Flip is a slow blues, excellently rendered by the group, with Lulu Reed turning in a dynamic vocal.

“DEEP SEA BLUES” (2:46)  
“HAVE MERCY BABY” (2:20)

THE DOMINOES  
(Federal 12068)

● The Dominoes have two terrific sides. The upper deck is a slow blues that the boys project dramatically. The haunting lyrics are excitingly chanted by Clyde McPhatter, who is slickly supported by the harmony of the choral group. The second side is a beaty item socked out by the Dominoes in an interesting treatment. While the lead vocalist gradually reaches a pitch of wildness, the boys set up a backdrop of subdued accompaniment. Ops should get on to both sides.

“SOFT SHOULDER” (2:35)  
“ROLLIN’ ALONG” (2:39)

SCHOOLBOY PORTER  
(Chance 1114)

● Schoolboy Porter and his Schoolboys come up with two instrumentals that should provide good fill-in material for ops. The upper etching is a slow low down piece that features “hot” saxing as the group sets the musical mood. The second portion is a change of pace number that the boys race through merrily. Porter, once again, gets in some wild sax blowing to make this a potent platter.

“NIGHT CRAWLER” (2:51)  
“FOWLER’S BOOGIE” (2:41)

T. J. FOWLER  
(Savoy 843)

● A slow blues is set up as a showcase for the zestful piano playing of T. J. Fowler. Fowler’s exciting chord sweeping is backed in ok manner by the instrumentalist. The flip side is a spirited boogie beat item that the artist and supporting musicians belt out with joyful abandon. Ops should take a listen.

“ALL ABOARD” (2:24)  
“FATHER ALONE” (3:00)

SWAN’S SILVERTONE SINGERS  
(King 4516)

● A slow gospel tune is given a driving treatment by the Swan’s Silvertone Singers. The vocal group do a powerhouse selling job on the religious number as they quicken the pace and end up with a shouty jubilee melee. An interesting arrangement has the backing soft and subdued, and the contrast helps make an effective side. The lower lid is a fast tempo with a similar arrangement. The chanting is stirring and wild and should go well in proper locations.

“TIP LIGHTLY” (2:35)  
“YOU’LL NEVER KNOW” (2:45)

JIMMY TYLER  
(Federal 12067)

● Jimmy Tyler and his ork dish up a moderate bounce item with pleasing zest. The lilting piece is handled with spirit by the musical group, and the arrangement, which features the sax and brass section, lends much to the total effect. The result is an ok dinking. The under side is a slow oldie instrumental that serves as a display piece for the top flight saxing of Tyler. Ops oughta look in.

“WHEEL OF FORTUNE” (2:22)  
“BERMUDA” (2:49)

MAURICE KING AND HIS WOLVERINES  
(Okeh 6868)

● Maurice King and His Wolverines reach into the best seller list and come up with two biggies which they turn out creditably. Both sides are treated to slick arrangements, expressively projected by King and his group. King’s saxing is a treat to the ears, and the etchings could get their share of spins. Ops have good material here.

**THE CASH BOX**  
*Reports*  
**THE NATION'S**  
**BIG 10**

---

**HILLBILLY,  
 FOLK & WESTERN  
 JUKE BOX TUNES**

**1** **DON'T JUST STAND THERE**  
 Carl Smith  
 (Columbia 20893; 4-20893)

**2** **LET OLD MOTHER NATURE HAVE HER WAY**  
 Carl Smith  
 (Columbia 20862; 4-20862)

**3** **SILVER AND GOLD**  
 Pee Wee King  
 (RCA Victor 20-4458; 47-4458)

**4** **GIVE ME MORE, MORE, MORE**  
 Lefty Frizzell  
 (Columbia 20885; 4-20885)

**5** **WONDERING**  
 Webb Pierce  
 (Decca 46364; 9-46364)

**6** **HONKY TONK BLUES**  
 Hank Williams  
 (MGM 11160; K11160)

**7** **SLOW POKE**  
 Pee Wee King  
 (RCA Victor 21-0489; 48-0489)

**8** **EASY ON THE EYES**  
 Eddy Arnold  
 (RCA Victor 20-4569; 47-4569)

**9** **BUNDLE OF SOUTHERN SUNSHINE**  
 Eddy Arnold  
 (RCA Victor 20-4413; 47-4413)

**10** **MILK BUCKET BOOGIE**  
 Red Foley  
 (Decca 27981; 9-27981)

**Bound For Japan**



HONOLULU — Gene Krupa, currently playing Honolulu in a trio composed of Charlie Ventura and Teddy Napoleon, opens in Japan on April 21 where he is scheduled to appear in five cities. After the Japanese tour, Gene and the boys hop over to Korea to entertain the troops. Gene has a new Mercury disk coming out shortly, "Stardust" backed with "St. Louis Blues".

**Gray New Promotion Head For MGM Distrib In N. Y.**

NEW YORK—Dick Cowitt, sales manager of Sanford Record Distributors, local distrib for M-G-M Records, this week announced the appointment of Gordon Gray to the position of sales promotional and publicity manager for his company.

Gray was formerly with Sunland Music Company, Inc., Los Angeles M-G-M distributor, where he was sales promotion manager.

His present duties will consist of disk jockey contact work, direct dealer promotion, coin machine promotion, concentration on sound track tie-ins with Loew's Theatres, and general exploitation and advertising.

**Haley On DJ Tour**

PHILADELPHIA—Bill Haley and his manager Jack Howard have left on a nation-wide tour of hillbilly disk jockies in coordination with Essex Record's promotion of "Rock The Joint" and "Icy Heart". The pair will travel by auto, going from town to town and visiting djs to personally deliver the record.

**Ops Entertain Stars**

CLEVELAND, O.—Last week the Phonograph Merchants Association of Cleveland held a luncheon for Tony Bennett and Toni Arden at the Hollenden Hotel. Cleveland deejays and columnists attending were Bill Gordon, WHK, Hal Morgan, WGAR, Bud Wendell, WJMO, Bill Randell, WERE, Milt Widder, Cleveland Press and Maurice Van Metre, Cleveland News.

**Johnnie Ray On Album**

NEW YORK—Johnnie Ray makes his Columbia album debut with a collection of eight recordings, performed in his supercharged vocal style.

The album is untitled, featuring only a dramatic picture of Johnnie Ray in singing action on the cover.

Added to the Ray repertoire (only four single records to date) with this unique collection is a variety of blues, ballads and up-tempo interpretations.

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**12**

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 THE MATCHED OSMO POINTS FOR SEEBURG 100-R  
 THE MATCHED JEWEL POINTS FOR SEEBURG 100-B  
 THE G.C. FOR AMI ROCKOLA EVANS  
 THE NYLON  
 THE G.C. 45 JEWEL TIP FOR AMI ROCKOLA EVANS  
 THE G.C. 45 OSMO TIP FOR AMI ROCKOLA EVANS

**IT PAYS TO STANDARDIZE ON PERMO POINTS**

**NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS**

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# THE CASH BOX FOLK and WESTERN ROUNDUP

Cowboy Copas (King) entered a Nashville hospital April 7th for an extensive physical checkup and rest. Upon entering it was expected that he would be there for around two weeks.

Hank Williams (M-G-M) and a "Grand Ole Opry" troupe are on the West Coast for two week's bookings.

Martha Carson (Capitol) completing two weeks of booking in Alabama having made headquarters at WVOK in Birmingham. Reports from the area are that she is playing to the largest audiences assembled in recent years for a country appearance. Sharing billing on the appearances is The Carlises (Mercury) led by Bill Carlisle.



COWBOY COPAS

Red Foley (Decca) and Ernest Tubb (Decca) are off of the sick list and have returned to regular schedules over WSM and on their bookings.

The group from WSM's "Grand Ole Opry" that appeared on Kate Smith's Evening Hour recently stirred up so much enthusiasm with New York TV circles that WSM has been invited to send another group for appearance on the April 23rd TV'er. Names as yet have not been selected but invitation has been accepted.

Pee Wee King (RCA Victor) guests on the April 12th Prince Albert Show from WSM. Webb Pierce (Decca) is scheduled for the April 19th spot.

Bill Stewart was host to Hank Thompson (Capitol) on his one hour "Hillbilly Matinee" record show from KPLT in Paris, Texas recently. Bob Wills (M-G-M) has promised to be a guest of the show in the near

future. Stewart builds his entire show around these guest names as they sit in with him.

Burt Repine of WRVA, Richmond, Va. advises that plans are being worked out for the TV filming of "The Old Dominion Barndance" which has been a feature of WRVA for several years. Filming is expected to begin within very few weeks.

Smokey Stover (Imperial) has recently added time to his KRGT, Baytown, Texas country record opus. He's now carrying three and a half hours across the board.

Cotton Carrier who has been heard for years spinning the country records at Atlanta's WSB has resigned from that spot to devote full time to personal appearances. At present he is being featured TV-wise with the "TV RANCH SHOW" carried by WAGA-TV in Atlanta.

Don Law, Columbia's country tune cutter, finishing up a week in Nashville doing sessions with Columbia's Nashville artists. Among those recording were Ray, Price, George Morgan, and Jimmy Dickens.

Carl "Deacon" Moore recently started his own NBC-TV'er from Hollywood. This is in addition to his daily country record show from KXLA. Reports are that the Deacon's country wit is drawing lots of attention from the TV viewers.

April 14th will find Carl Smith (Columbia), The Duke of Paducah and others from "Grand Ole Opry" playing the American Legion Arena in West Palm Beach, Florida. Appearance is being promoted by John "The Yardbird" Wooten, country jockey and band leader of WIRK in West Palm Beach.

KCHS in Truth or Consequences, N. M. was again host to Ralph Edwards' show on April 1st, the second anniversary of the renaming of the city. Event is tagged "April Fool's Fiesta and Rodeo" with Sam Bradley, country jockey of KCHS, a leader in the activities and promotional work.

The Drive-In Theatres in Michigan held their official opening on April 3rd. Theatres feature intermission record programs by Jimmy Laney, ex-d. j. of several Michigan stations. Laney reports that country records are making up a majority of the requests on these shows.

# THE CASH BOX FOLK & WESTERN RECORD REVIEWS



"DIESEL SMOKE" (2:32)

"IF TEARS WERE GOLD" (2:45)

DOYE O'DELL

(Intro 6047)

● A novelty piece that was composed by a truck driver, titled "Diesel Smoke," tells the story of a truck on a run over dangerous roads. The waxing is kicked off with the sound of the roaring of a motor. Doye O'dell picks it up from there and socks out the potent lyrics with spirit and dash. The rollicking tune is enhanced by many novelty sounds injected into the recording. An exciting arrangement is capably handled by the musical group, who

supply the gimmicks and noises that help lift the waxing into the class of the potential money makers. Ops who are looking for something different, and something that will mak the patrons sit up and take notice, should get with this one immediately. The under portion is a fast country weeper labeled "If Tears Were Gold," and O'dell warbles it impressively. The result is a listenable end. We look for the top deck to break fast and advise ops to get it into the juke fast.

"WHEN THE PEARLY GATES SWING OPEN" (2:25)

"MIGHTY CLOSE TO HEAVEN" (2:35)

CARL STORY

(Mercury 6386)

● Carl Story and his Ramblin' Mountaineers belt out a dynamic religious number with a country treatment. Story's nasal type vocal is delivered in solid style while assisted by the Sacred Quartet, whose harmony helps make this a Grade-A waxing. The flip side is a similar item that the artists project forcefully. Ops have a coupling that should go well in the right spots.

"MY CAROLINA GAL" (2:32)

"THAT'S WHY I'M CRYING ALL THE TIME" (2:25)

YORK BROTHERS

(King 1049)

● A slow plaintive ditty is taken for a spin by the York Brothers who carol the romantic lyrics expressively. The melodic duo blends its voices smoothly and is aided potently by the musical aggregation. The second side is a slow country lament that is given the stylized York Brothers treatment with the result being a pleasing side.

"A-ROUND THE CORNER" (2:30)

"LONESOME SAILOR'S DREAM" (2:28)

BOB NEWMAN

(King 1057)

● A current pop favorite is given a western adaptation by Bob Newman and his Trio. The fast moving item is treated to an exciting arrangement that has Newman and the chorus singing zestfully. The under portion is a bouncy piece that Newman warbles pleasingly. A string band accompaniment supplies the artist with a strong backdrop. Ops should listen as they have two likely tunes here.

"THERE'S NO REASON" (2:20)

"RIVER OF LOVE" (2:20)

NEAL BURRIS

(Columbia 20917; 4-20917)

● Neal Burris comes up with a slow ditty and sings it in his infectious manner. Burris' solid chanting of the sad lyrics, and the ok arrangement of the tune, help make the etching a pleasurable one. The under portion is a romantic piece that Burris vocalizes with his slight yodel and is backed in strong style by the string band. Ops should listen to the upper deck, it's likely material.

"PEPPER PICKIN'" (2:41)

"BUTTERCUP VALLEY" (2:37)

BUD AND BETTY BRYANT

(MGM 11215; K11215)

● A happy novelty is sung with contagious spirit by Bud and Betty Bryant. The duo blend their voices beautifully as they chant the tongue twisting lyrics. The sprightly item should do well in the boxes. The second side is a melodic piece with romantic lyrics that Bud and Betty present with charm and appeal. Their personalities extend beyond the wax and the results are two good sides for ops to choose from.

"WE'VE COME A LONG WAY TOGETHER" (3:12)

"TEXAS SWING" (2:16)

CURLEY WILLIAMS

(Columbia 20918; 4-20918)

● Curley Williams and his Georgia Peach Pickers get together on a slow ballad and the result is an ok dinking. Williams' smooth, mellow vocal puts over a set of sentimental lyrics impressively. The Peach Pickers assist the vocalist and together they succeed in making this side a pleasurable etching. The lower end is a moderate bounce that Williams and the boys do right by.

"I HEARD THE JUKE BOX PLAYING" (2:42)

"I'M A FREE MAN NOW" (2:37)

TILLMAN FRANKS

(Gotham 424)

● A moderate beat country tune is kicked off with a tavern type piano roll, and then picked up by Tillman Franks who sells the weepy lyrics with an ok vocal. Franks is backed in solid style by the instrumentalists and together they bring in a strong disk. Flip is a similar beat with cute lyrics that is ably handled by the vocalist. Ops should take a peek.

**A HIT!**  
**"TRY ME ONE MORE TIME"**  
 ROBERTA LEE—Decca  
 MARGARET WHITING—Capitol  
 ERNEST TUBB—Decca  
**AMERICAN MUSIC, INC.**  
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**SPEEDIEST PLAYING RECORDS REVIEWED THIS WEEK**  
 ... THIS WEEK ...  
 Records All Under 2:30 Min.

POPULAR	
"GENTLY JOHNNY" (Guy Mitchell & Doris Day—Columbia)	2:00
"PERFIDIA" (The Mulcays—Coral)	2:07
"STARS AND STRIPS MEDLEY" (Francis Craig—Decca)	2:07
"I WANT MY MAMA" (Liberance—Columbia)	2:09
"HARPSI-BOOGIE" (Bill Snyder—Decca)	2:10
"WHAT IS THIS THING CALLED LOVE?" (Jerry Murad & Ralph Marterie—Mercury)	2:12
"YOU DON'T CARE" (Larry Fortine—King)	2:14
JAZZ & BLUES	
"HAVE MERCY BABY" (Dominoes—Federal)	2:20
"YOU LEFT ME" (The Swallows—King)	2:20
"WHEEL OF FORTUNE" (Maurice King & Woverines—Okeh)	2:22
"CLANG, CLANG, CLANG" (Sonny Thompson—King)	2:24
FOLK & WESTERN	
"TEXAS SWING" (Curley Williams—Columbia)	2:16
"THERE'S NO REASON" (Neal Burris—Columbia)	2:20
"THAT'S WHY I'M CRYING ALL THE TIME" (York Brothers—King)	2:25
"WHEN THE PEARLY GATES SWING OPEN" (Carl Story—Mercury)	2:25

**HEADIN' HIGH!**  
**"Somebody's Stolen My Honey"**  
 by ERNEST TUBB  
 Decca 28067  
**TANNEN MUSIC, INC.**  
 146 West 54 St., New York 19



# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records-City by City

APRIL 19, 1952

### New York, N. Y.

1. BLUE TANGO (Leroy Anderson)
2. WHEEL OF FORTUNE (Kay Starr)
3. CRY (Johnnie Ray)
4. BLACKSMITH BLUES (Ella Mae Morse)
5. A GUY IS A GUY (Doris Day)
6. TELL ME WHY (Four Aces)
7. ANYTIME (Eddie Fisher)
8. PERFIDIA (Four Aces)
9. KISS OF FIRE (Georgia Gibbs)
10. PLEASE MR. SUN (Johnnie Ray)

### Chicago, Ill.

1. BLACKSMITH BLUES (Ella Mae Morse)
2. BLUE TANGO (Leroy Anderson)
3. WHEEL OF FORTUNE (Bobby Wayne)
4. ANYTIME (Eddie Fisher)
5. I'LL WALK ALONE (Don Cornell)
6. A GUY IS A GUY (Doris Day)
7. KISS OF FIRE (Georgia Gibbs)
8. PERFIDIA (Four Aces)
9. PITTSBURGH, PA. (Guy Mitchell)
10. TELL ME WHY (Four Aces)

### Los Angeles, Calif.

1. BLUE TANGO (Leroy Anderson)
2. WHEEL OF FORTUNE (Kay Starr)
3. WIMOWEH (The Weavers)
4. BLACKSMITH BLUES (Ella Mae Morse)
5. A GUY IS A GUY (Doris Day)
6. THAT'S THE CHANCE YOU TAKE (Eddie Fisher)
7. BE ANYTHING (Eddy Howard)
8. WHAT'S THE USE (Johnnie Ray)
9. PITTSBURGH, PA. (Guy Mitchell)
10. PLEASE MR. SUN (Johnnie Ray)

### Richmond, Va.

1. BLACKSMITH BLUES (Ella Mae Morse)
2. BE MY LIFE'S COMPANION (Mills Brothers)
3. HAMBONE (Laine-Stafford)
4. BLUE TANGO (Leroy Anderson)
5. BROKEN HEARTED (Johnnie Ray)
6. TELL ME WHY (Eddie Fisher)
7. WHEEL OF FORTUNE (Kay Starr)
8. A GUY IS A GUY (Doris Day)
9. PETER COTTONTAIL (Roy Rogers)
10. CRY (Johnnie Ray)

### Somerset, Ky.

1. WHEEL OF FORTUNE (Kay Starr)
2. THAT'S THE CHANCE YOU TAKE (Eddie Fisher)
3. BLUE TANGO (Guy Lombardo)
4. ANYTIME (Eddie Fisher)
5. AT LAST (Ray Anthony)
6. A GUY IS A GUY (Doris Day)
7. CRY (Johnnie Ray)
8. WISHIN' (Teddy Phillips)
9. BERMUDA (Bell Sisters)
10. TELL ME WHY (Four Aces)

### Knoxville, Iowa

1. WHEEL OF FORTUNE (Kay Starr)
2. HAMBONE (Laine-Stafford)
3. STOLEN LOVE (Eddy Howard)
4. PERFIDIA (Four Aces)
5. TELL ME WHY (Four Aces)
6. PLEASE MR. SUN (Johnnie Ray)
7. COME WHAT MAY (Patti Page)
8. ANYTIME (Eddie Fisher)
9. A GUY IS A GUY (Doris Day)
10. BLACKSMITH BLUES (Ella Mae Morse)

### Shoals, Ind.

1. WHEEL OF FORTUNE (Kay Starr)
2. BLUE TANGO (Guy Lombardo)
3. CRY (Johnnie Ray)
4. BLACKSMITH BLUES (Sy Oliver)
5. TELL ME WHY (Four Aces)
6. ANYTIME (Eddie Fisher)
7. PLEASE MR. SUN (Johnnie Ray)
8. HAMBONE (Frankie Laine)
9. TIGER RAG (Les Paul & Mary Ford)
10. A GUY IS A GUY (Doris Day)

### Wilmington, Calif.

1. WHEEL OF FORTUNE (Kay Starr)
2. TELL ME WHY (Four Aces)
3. CRY (Johnnie Ray)
4. BLUE TANGO (Les Baxter)
5. BLACKSMITH BLUES (Ella Mae Morse)
6. COME WHAT MAY (Patti Page)
7. GARDEN IN THE RAIN (Four Aces)
8. WHY DON'T YOU LOVE ME? (Rosemary Clooney)
9. PERFIDIA (Four Aces)
10. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)

### Winston-Salem, N. C.

1. WHEEL OF FORTUNE (Kay Starr)
2. BLACKSMITH BLUES (Ella Mae Morse)
3. HAMBONE (Laine-Stafford)
4. BLUE TANGO (Guy Lombardo)
5. ANYTIME (Eddie Fisher)
6. PLEASE MR. SUN (Johnnie Ray)
7. FORGIVE ME (Eddie Fisher)
8. A GUY IS A GUY (Doris Day)
9. TELL ME WHY (Eddie Fisher)
10. EASTER PARADE (Sammy Kaye)

### O'Neil, Neb.

1. WHEEL OF FORTUNE (Kay Starr)
2. MARSHMALLOW MOON (Guy Lombardo)
3. I'VE TURNED A GADABOUT (Spike Jones)
4. WASHINGTON AND LEE SWING (Jerry Sherd)
5. BE MY LIFE'S COMPANION (Mills Brothers)
6. AROUND THE CORNER (Jo Stafford)
7. EASTER PARADE (Guy Lombardo)
8. PERFIDIA (Four Aces)
9. I'LL SAIL MY SHIP ALONE (Tiny Hill)
10. DON'T PUT OFF CHASIN' WOMEN (Yorgi Yorgenson)

### Fayetteville, Ark.

1. ANYTIME (Eddie Fisher)
2. A GUY IS A GUY (Doris Day)
3. BLUE TANGO (Hugo Winterhalter)
4. I'LL WALK ALONE (Helen O'Connell)
5. TULIPS AND HEATHER (Perry Como)
6. PERFIDIA (Four Aces)
7. BE MY LIFE'S COMPANION (Mills Brothers)
8. MOONLIGHT SAVING TIME (Ray Anthony)
9. THE THINGAMAJIG (Johnnie Lee Willis)
10. MUSIC MAKIN' MAMA FROM MEMPHIS (Hank Snow)

### Chehalis, Wash.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. WHEEL OF FORTUNE (Kay Starr)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. TIGER RAG (Les Paul & Mary Ford)
6. SHRIMP BOATS (Jo Stafford)
7. ANYTIME (Eddie Fisher)
8. PLEASE, MR. SUN (Johnnie Ray)
9. BLUE TANGO (Guy Lombardo)
10. PERFIDIA (Four Aces)

### Cincinnati, Ohio

1. WHEEL OF FORTUNE (Kay Starr)
2. BLUE TANGO (Leroy Anderson)
3. CRY (Johnnie Ray)
4. PLEASE, MR. SUN (Johnnie Ray)
5. WIMOWEH (The Weavers)
6. HAMBONE (Laine-Stafford)
7. TELL ME WHY (Four Aces)
8. BLACKSMITH BLUES (Ella Mae Morse)
9. ANYTIME (Eddie Fisher)
10. BERMUDA (Bell Sisters)

### Cleveland, Ohio

1. WHEEL OF FORTUNE (Kay Starr)
2. CRY (Johnnie Ray)
3. TELL ME WHY (Four Aces)
4. ANYTIME (Eddie Fisher)
5. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
6. BLACKSMITH BLUES (Ella Mae Morse)
7. COME WHAT MAY (Patti Page)
8. PLEASE, MR. SUN (Johnnie Ray)
9. BLUE TANGO (Leroy Anderson)
10. SLOW POKE (Pee Wee King)

### Indianapolis, Ind.

1. WHEEL OF FORTUNE (Kay Starr)
2. BLUE TANGO (Leroy Anderson)
3. BLACKSMITH BLUES (Ella Mae Morse)
4. PLEASE, MR. SUN (Johnnie Ray)
5. ANYTIME (Eddie Fisher)
6. TELL ME WHY (Four Aces)
7. A GUY IS A GUY (Doris Day)
8. CRY (Johnnie Ray)
9. GANDY DANCERS' BALL (Frankie Laine)
10. PERFIDIA (Four Aces)

### Phoenix, Ariz.

1. WHEEL OF FORTUNE (Kay Starr)
2. CRY (Johnnie Ray)
3. ANYTIME (Eddie Fisher)
4. TELL ME WHY (Four Aces)
5. PLEASE, MR. SUN (Johnnie Ray)
6. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
7. TIGER RAG (Les Paul & Mary Ford)
8. BERMUDA (Bell Sisters)
9. BROKENHEARTED (Johnnie Ray)
10. BLUE TANGO (Leroy Anderson)

### Dallas, Tex.

1. WHEEL OF FORTUNE (Kay Starr)
2. CRY (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. BLUE TANGO (Leroy Anderson)
5. BROKEN HEARTED (Johnnie Ray)
6. PITTSBURGH, PA. (Guy Mitchell)
7. STOLEN LOVE (Guy Lombardo)
8. COME WHAT MAY (Patti Page)
9. HAMBONE (Stafford-Laine)
10. GANDY DANCERS' BALL (Frankie Laine)

### Omaha, Neb.

1. WHEEL OF FORTUNE (Kay Starr)
2. BLUE TANGO (Leroy Anderson)
3. CRY (Johnnie Ray)
4. TELL ME WHY (Four Aces)
5. ANYTIME (Eddie Fisher)
6. WIMOWEH (Weavers)
7. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
8. PLEASE, MR. SUN (Johnnie Ray)
9. BLACKSMITH BLUES (Ella Mae Morse)
10. GANDY DANCERS' BALL (Frankie Laine)

### Portland, Ore.

1. WHEEL OF FORTUNE (Kay Starr)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. CRY (Johnnie Ray)
4. ANYTIME (Eddie Fisher)
5. TELL ME WHY (Four Aces)
6. BLACKSMITH BLUES (Ella Mae Morse)
7. PLEASE, MR. SUN (Johnnie Ray)
8. BLUE TANGO (Leroy Anderson)
9. SLOW POKE (Pee Wee King)
10. WIMOWEH (The Weavers)

### Denver, Colo.

1. WHEEL OF FORTUNE (Kay Starr)
2. BE MY LIFE'S COMPANION (Mills Brothers)
3. BLUE TANGO (Guy Lombardo)
4. STOLEN LOVE (Eddy Howard)
5. PERFIDIA (Four Aces)
6. TELL ME WHY (Four Aces)
7. COME WHAT MAY (Patti Page)
8. CRY (Johnnie Ray)
9. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
10. HAMBONE (Laine-Stafford)

### St. Paul, Minn.

1. WHEEL OF FORTUNE (Kay Starr)
2. BLUE TANGO (Leroy Anderson)
3. CRY (Johnnie Ray)
4. ANYTIME (Eddie Fisher)
5. I'LL WALK ALONE (Don Cornell)
6. TELL ME WHY (Four Aces)
7. PERFIDIA (Four Aces)
8. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
9. BLACKSMITH BLUES (Ella Mae Morse)
10. HAMBONE (Frankie Laine)

### Detroit, Mich.

1. WHEEL OF FORTUNE (Kay Starr)
2. CRY (Johnnie Ray)
3. BROKEN HEARTED (Johnnie Ray)
4. TELL ME WHY (Eddie Fisher)
5. BLUE TANGO (Leroy Anderson)
6. ANYTIME (Eddie Fisher)
7. BLACKSMITH BLUES (Ella Mae Morse)
8. PERFIDIA (Four Aces)
9. GANDY DANCERS' BALL (Frankie Laine)
10. WHEN I TAKE MY SUGAR TO TEA (Billy May)

### Kansas City, Mo.

1. WHEEL OF FORTUNE (Kay Starr)
2. CRY (Johnnie Ray)
3. BROKEN HEARTED (Johnnie Ray)
4. ANYTIME (Eddie Fisher)
5. PLEASE, MR. SUN (Johnnie Ray)
6. BLUE TANGO (Leroy Anderson)
7. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
8. BLACKSMITH BLUES (Ella Mae Morse)
9. BERMUDA (Bell Sisters)
10. BROKEN HEARTED (Johnnie Ray)

### San Francisco, Calif.

1. CRY (Johnnie Ray)
2. WHEEL OF FORTUNE (Kay Starr)
3. ANYTIME (Eddie Fisher)
4. TELL ME WHY (Four Aces)
5. PLEASE, MR. SUN (Johnnie Ray)
6. TIGER RAG (Les Paul & Mary Ford)
7. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
8. BERMUDA (Bell Sisters)
9. BROKENHEARTED (Johnnie Ray)
10. BE MY LIFE'S COMPANION (Mills Brothers)

# DIME PLAY PAYS OFF

**Survey Finds Ops Using Dime Play in Better Position to Weather Continued Rising Prices of New Equipment as well as Higher Overhead Expenses and Increased Taxes. Many Plan to Seek Relief From Further Nickel Play Action.**

## 5 YEAR PRICE AND COST INCREASE

\* (March, 1946 - March, 1952)

AVERAGE PERCENTAGE INCREASE	
COST OF EQUIPMENT	50%
INCREASED COST OF LABOR	75%
INCREASED COSTS OF PARTS, SUPPLIES, OTHER GENERAL OPERATIONAL MAINTENANCE	65%
INCREASED COST OF LICENSE FEES AND GENERAL TAXES	40%

\* (1946 is used due to the fact this was the first post-war manufacturing year. Since that year, increases percentage-wise are indicated in the above chart.)

CHICAGO—It is no longer surprising to anyone engaged in operating machines that continuing on nickel play is simply courting disaster.

The operators who have switched to dime play are better able to weather the tremendously increased costs of new equipment, labor, parts, supplies, taxes, license fees, and a myriad of other expenses which they are faced with each day.

All this results from a general survey made via long distance telephone by *The Cash Box* to learn what effect dime play now has on the industry, since in some sections of the nation, it has been in operation for a long time.

It is a well known fact thruout the entire industry that *The Cash Box* first proposed dime play prior to the end of World War II.

This publication pointed out that the increased costs which the trade was enduring at that time (and could only endure because play was so great during the war period) would have to come to a head during the post-war era when play would be sure to return to normal.

This happened in 1946 when play did begin to return to normal and many, many operators found that they were caught short. Their overhead was now higher than it had been anytime previous to World War II and the cost of new equipment was continually going up.

The manufacturers were helpless, just as they are completely helpless today, to lower the cost of new machines. With labor's wages sky high, and with materials costs also higher than ever before in history, the manufacturers, as much as they have absorbed increase after increase, were soon faced with the fact that they simply had to raise prices of new equipment, or get out of this business. As pointed out by this publication,

the continued decrease of percentage of the intake to locations (such as 70%-30%) simply fostered lack of cooperation from the location owners and actually lost money for the operators.

The answer was dime play. *The Cash Box* pushed hard to get the average operator to realize that this was the answer to his tremendously increased overhead problems.

Many operators (as well as manufacturers who produced new equipment with dime coin chutes) jumped into dime play with both feet and took their chances on coming out ahead with the public.

The operators were aided by the telephone companies, traction firms and many other businesses which also switched from the nickel to the dime and even higher coinage to meet their overhead expense problems.

Many operators have indicated that they plan to seek relief from 5c play and will apply to their local O.P.S. office for such relief.

Since O.P.S. is seriously considering decontrolling many industries from its price freeze, surely this agency will, at this time (considering all price increases forced on the operators since 1946), decontrol the operator so that he can feature dime play and, thereby, somehow survive against the tremendous increases which he has seen come into being since the first post-war manufacturing year—1946.

All that any operator has to do is to check back on his books and note the prices he paid for equipment in 1946 as against what he is paying for new equipment today.

Let him then check wages, license fees, taxes, supplies, parts, general operational maintenance costs in 1946 as against 1952.

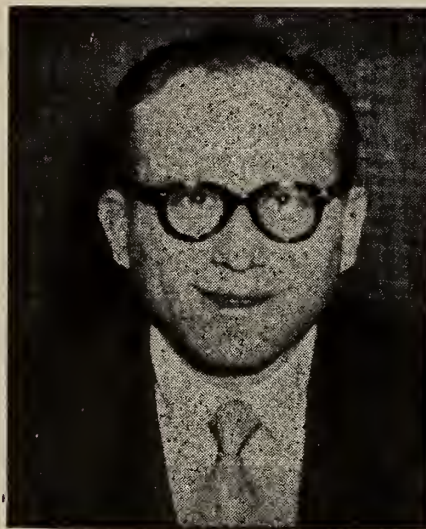
The increases, in some cases, are much more than shown on the chart on this page. (In fact, this chart is extremely conservative in its estimates.)

But, most important to all the industry, is the fact that those operators who now use dime play are better able to weather continued rising overhead costs and higher prices for new equipment than are the operators who are still forced to continue on 5c play.

The entire situation results down to this one basic fact:

## Williams Mfg Co. Awarded Big Gov't Defense Work Contract

**Plan To Build Additional Space Onto Present Plant. Expect To Be 60% In Gov't Defense Work By June**



SAM STERN

CHICAGO—One of the busiest, as well as one of the most elated, executives in this city, this past week, was Sam Stern, executive vice-president and general manager of Williams Manufacturing Company.

Sam returned from a trip east with the news that his firm had been awarded one of the biggest Government defense work contracts given to a coin

machine manufacturing company. "In fact", he stated, "we believe that by June, 1952, we shall be sixty per cent engaged in war work."

"In addition", he said, "we are now planning to build an extension onto our present plant of another 30,000 to 40,000 square feet."

"This", he explained, "will be imperative, if we are to continue to manufacture coin operated games as we have in the past, in addition to the defense work which we have taken on, and which", he stated, "we feel will win ever greater honors for all the industry."

Stern was mighty proud of the fact that a coin machine manufacturer was chosen to take over this big defense work contract.

He stated, "This once again proves that those who know precision craftsmanship will always turn to the coin operated machines industry when it comes to something of a unique and intricate nature that few other manufacturers can understand."

"These combinations", he said, "of intricate mechanics and advanced electronics are the average day's problem for the coin operated machines manufacturers, but", he stated, "unusual and difficult problems for other manufacturers."

## NAMA Exhibit Space Almost All Gone

CHICAGO—The entire 4th floor of the Exhibit Hall and over one-half of the display rooms on the 7th floor of the Palmer House, this city, have been sold for the National Automatic Merchandising Association's (NAMA) 6th annual Convention and Exhibit, being held here September 14, 15, 16 and 17, according to John Mill, chairman of the Exhibit Sales Committee.

However he states "Although the sale of space is ahead of the previous

years, many desirable display rooms are still available."

Exhibitors of merchandise machines and parts already signed are: A.B.T. Mfg. Corp.; The Atlas Mfg. and Sales Corp.; Atlas Tool and Mfg. Co.; Automatic Products Co.; Auto-Photo Co., Belvend Mfg. Co.; Chef-Way, Inc.; Chicago Lock Co.; Coan Mfg. Co.; Coldrinx, Inc.; Cole Products Corp.; The Eagle Lock Co.; Eastern Electric, Inc.; Guardian Electric Mfg. Co.; Fred Hebel Corp.; Hedeman Products, Inc.; The Hospital Specialty Co.; Hultz Vendors, Inc.; Ideal Dispenser Co.; The Illinois Lock Co.; International Mutoscope Corp.; Johnson Fare Box Co.; Juice Bar Sales Corp.; Lehigh Foundries, Inc.; Lyon Industries, Inc.; James H. Martin, Inc.; Merkle-Korff Gear Co.; The Bert Mills Corp.; Mills Industries, Inc.; National Sanitary Sales; National Rejectors, Inc.; National Vendors, Inc.; The Northwestern Corp.; Rowe Mfg. Co., Inc.; Spacarb, Inc.; Statler Vending Co. of N. Y., Inc.; Stoner Mfg. Corp.; Tested Appliance Co.; and the Vendo Co.

*That when the operator is financially healthy, all the industry is healthy; when he is desperately in debt and can't pay out his equipment; then the whole industry all the way up the line suffers with him.*

It is to the express advantage of all concerned with the field to continue to maintain the operator in a strong and healthy financial condition so that the industry, itself, will continue to progress and grow ever greater as it should, due to its unique position as the most outstanding division of all of America's entertainment industries.

stay

# RIGHT



simple  
 dependable  
 playable  
 economical  
 superior  
 adaptable  
 beautiful  
 easy to buy

DON'T BE LEFT .....



STAY RIGHT - Get Model "D"



# AMi Incorporated

General Offices and Factory: 1500 Union Avenue, S. E. Grand Rapids 2, Michigan

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

# PA. OPS TO FIGHT % TAX

## Pay Initial \$1. License Fee—But Will Look For Ruling By Highest Court In Penna. Fear Trend May Spread Thruout State. Ask All Pa. Ops To Join In Fight

GREENVILLE, PA.—As reported in last week's issue of *The Cash Box* (April 12, page 26) coin machine operators in this town were advised that an ordinance had been passed, taxing them \$1 per year for a license, plus an additional 10% of the gross collections each month from their machines.

This ruling hits mainly at four operators, who run practically all the equipment in this town. They are Sharon Tri-State Music, Inc., DeLos Burnside; Richard Mackensen and LaCamera Music, who operate music, pin balls and shuffle alleys.

As pointed out in last week's story, what worries coinmen here is that if this unfair legislation is permitted to go by unmolested, it's highly probable the same type of legislation will be undertaken by other communities, and spread thruout the state until the State may attempt similar legislation. If this possible trend happens every operator in the state will be affected.

"The four operators who operate in the Borough of Greenville, have complied with the permit part of the ordinance by giving the City the names of the locations they operate," Jack Mulligan writes *The Cash Box*, "and put the \$1 for the permit up with the City in escrow, subject to any conclusion of any action that we may have to take. It is my opinion that this kind of taxation should be ruled on by the highest court in the State of Pennsylvania, that any future tax of this nature cannot be imposed on the music business."

These four operators paid the \$1 levy upon receipt of the following letter from John S. Beachler, secretary, Borough of Greenville (Mercer County), Pa.:

*"This is to advise you that Amusement Tax Ordinance # 615 becomes effective April 1, 1952, within the Borough of Greenville.*

*"After April 1, 1952, any person desiring to conduct, or to continue to conduct any amusement within the Borough, shall file with the Borough Secretary an application for a permanent amusement permit, or a temporary amusement permit, as the case may be, and shall pay the fee for such permit. In the case of any amusement that is to continue for longer than ten days, a permanent amusement permit shall be issued at a fee of \$1. In the case of any amusement that is to continue for ten days or less, a temporary permit shall be issued at a fee of 50c.*

*"The tax imposed is at the rate of 10% of the price of admission to each and every amusement within the Borough of Greenville, Provided: that the person conducting such amusement*

*shall be responsible for collecting said tax.*

*"The term 'amusement' shall mean all manner and form of entertainment which includes among others the following: pin ball games, juke boxes, bowling alleys, billiard and pool games.*

*"Every holder of a permanent permit shall, on or before the last of every month, transmit to the Borough Secretary a report, under oath of the total admissions charged or collected and the total amount of tax due from such person upon such admissions under this Ordinance for the entire amount of tax due.*

*"Any person convicted before the Burgess or any justice of peace of the Borough of violating or failing to carry out any of the provisions of this Ordinance, or neglecting, failing or refusing to furnish complete reports or to pay any tax levy etc., shall be liable to a fine or penalty not exceeding \$500 for each and every offence."*

A study of this ordinance discloses the financial and bookkeeping burden which is placed on the operator. Jack Mulligan, who is leading the fight against the ordinance, states he needs the cooperation of coinmen thruout the state, and urges they communicate with him at the Tri-State Music, Inc., Sharon, Pa.

## Bally Announces New Coin-Operated Horse "The Champion"



JACK NELSON

CHICAGO—A new coin-operated horse began rolling off the production lines at Bally Manufacturing Company this week, and substantial shipments have been made to Bally distributors all over the country, according to Jack



Spring has finally arrived in the good old Mountain States. No more wishin', hopin', or guessin' about when. Everyone's puttin' away their shovels, boots, and what have you! Gettin' out their fishin' tackle. Talkin' about goin' fishin', swimmin', and boatin'. Wearin' bigger grins. And everyone seems to be full of vim, vigor and enthusiasm about summer business and, especially, summer pleasures. . . . One of the first "Camper Outers" of the season was Isabelle Allred and family. Isabelle is the gal who holds together the Salt Lake Office of the Dan Stewart Company. She informs us, "I like one night camping trips. Especially with a bath tub within quick driving distance the next morning. . . . Francis (Tommy) Thompson, new manager of the R. F. Jones Company, reports he is getting his feet on the ground in preparation to taking the "bull-by-the-horns," but, in earnest. . . . Returned from a very successful trip through Idaho. Al Nowles, Western States Distributors. And happy to be back home. Looking over new equipment. C. J. Leiser, Twin Falls, Idaho, and Dave Lowry, Mt. Pleasant, Utah. Dave not only is in the coin machine business, but also owns Brunger's Cafe, and raises approximately 8,000 turkeys a year. . . . Blackie Roy and wife, from Rawlins, Wyoming, visiting Salt Lake City. Looking over what's what. And still going strong for those United "Six Player Shuffle Alleys."

Plane hopper, Dan Stewart, deserted the planes for his car this trip. And what happened? Car broke down in Reno, Nevada! Nice place to break down in, Dan. . . . Showing of the new Wurlitzer Phonograph at the Hotel Newhouse went over with a bang!!! Local and out-of-town operators alike viewed this phonograph with the greatest of enthusiasm for beauty and performance. . . . Sporting a big smile and new hat was Otto Stephens, owner of the Cowboy Bar at Afton, Wyoming. Otto's been fishing thru the ice. Says he's anxious to try it with a fly pole. Must say Otto doesn't look to us like he's had a hard winter. . . . Sorry to hear that our good friend Jack Osburn, Glenwood Springs,

Colorado, is going to the hospital for a short time. We hope to see Jack in Salt Lake right away quick—completely recovered. Long time since he paid us a visit. . . . Ward Powell, W. H. Casper Distributing Company, Rock Springs, Wyoming, visiting Salt Lake City for two or three days, looking over new equipment. Seems Ward is interested in learning more about the mechanical and repairing end of the coin machine business. . . . Seen about the city were Don Chipps, Rock Springs, Wyoming; Earl Stone, Blackfoot, Idaho; M. C. ("Mac" to you) Edwards, Boise, Idaho. . . . C. L. "Bob" Bever, who never stays very long in any one place now on trips through Idaho and Montana. Where next Bob? . . . Ken Regnier, operator from Montpelier, Idaho, arrived in town in the early hours of the morning to get in a good full day viewing all new equipment now being shown by local distributors. . . . Elvis Keysor, local operator of the very successful Temple Bowling Alleys seen around and about purchasing new five-ball games. . . . Ned Wightman and wife, Spanish Fork, Utah, visiting Salt Lake City buying equipment for Ned to take with him on his trip to Wyoming.

Nelson, general sales manager.

Known as "The Champion," the new horse is said to have all the appearance and beauty of a real western pony, and is equipped with genuine leather saddle, reins and martingale, together with box-type stirrups with extra leather loops for short riders. Regulated to start at low speed for safety the rider simply pulls the reins for desired gait. "Hitching Post" located at right of horse is equipped with National Slug Rejector permitting convenient coin insertions while rider is in saddle.

"The Champion" operates on one dime or two nickels. Mechanism is easily accessible from all four sides of base which are removable. Occupies floor space of 22" x 49". Nelson emphasized the sturdiness of the new horse, factory-tested for 500 lbs., in the saddle with a steel-reinforced plastic body that will withstand wear and abuse. Base is equipped with rubber pads to eliminate creeping and protect floors. Powered by a heavy-duty 1/3 h.p. A.C. motor, plugs into any 110 volt outlet.

Immediate delivery may be obtained from all Bally distributors, Nelson stated.



**GOTTLIEB'S  
NEW**

**Take the Lead—IN PLAY..  
IN EARNINGS with**

**HIT 'N' RUN**

**ACTUAL PROOF!**

**109 TEST REPORTS...**

covering a period of 54 days continuous operation of 15 test machines in 15 different cities . . . *prove conclusively* that hit 'n' run presents more player appeal and earning power than *any* machine in its price class!

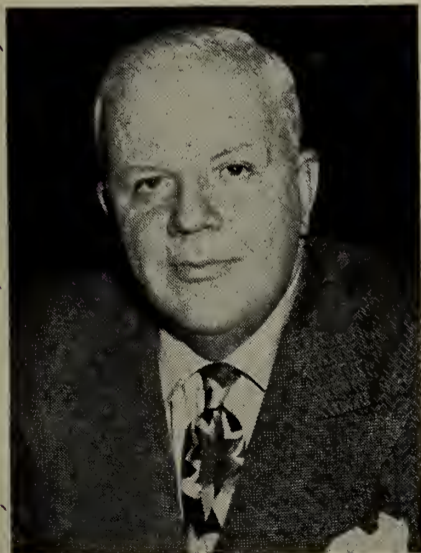
DELIVERY NOW  
FROM  
YOUR DISTRIBUTOR!

**ORDER TODAY!**

**D. Gottlieb & Co.**  
1140-50 N. Kostner Ave.  
Chicago 51, Illinois

"There is no substitute for Quality!"

**Young's N. Y. Showing of New  
Wurlitzer Phono Big Success**



JOE YOUNG

on, thru the rest of the week, Young's offices were crowded.

Joe Young, and Abe Lipsky, sales manager, aided by the rest of the sales and service staffs, as well as the office personnel, hosted music operators from this area. A. D. Palmer, Jr., advertising and sales promotion manager for The Rudolph Wurlitzer Company, was in from the home office for the showings.

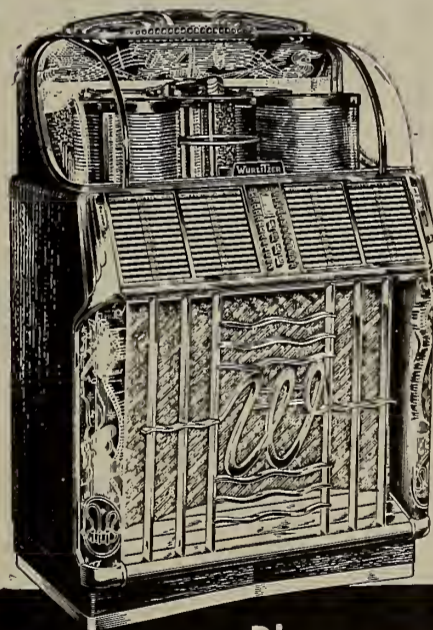
"This was the best 'National Wurlitzer Days' showing we ever ran," smiled Young, happily. "Not only was the interest high among the music operators, and the attendance the largest we've ever had since we've been in New York, but most important to us, is the fact that so many operators placed orders. And some of the individual orders were for large quantities of machines.

"After talking with these many music operators, we are extremely thrilled over the wonderful praise given the new 'Model 1500.' They liked the beautiful appearance; they complimented Wurlitzer on the new innovations, particularly the mechanism that permits the playing of 78 and 45 rpm records intermixed; and finally, the acid test of approval, placed orders in substantial quantity.

"I only hope," concluded Joe, "that the factory can give us deliveries in the quantity and speed we are asking for."

MAY WE HUMBLY AND SIMPLY SAY . . .

**"THANKS"**



. . . because we never, in all of our history in this industry, ever expected such tremendous crowds to see the new WURLITZER 1500 SERIES. This was, without any parallel in all our career, the most impressive and most outstanding showing. Every operator agreed that: "This new WURLITZER is THE ANSWER to the Operators' Prayers". If you haven't closely investigated what a tremendously outstanding achievement the New WURLITZER 1500 is—better call on us TODAY—FOR THE BIGGEST THRILL OF YOUR LIFE-TIME.

Carl Angott

**Plays more than 100 Selections**

**Plays 45 and 78 RPM records mixed**



**See the WURLIMAGIC BRAIN in action**

**ANGOTT DISTRIBUTING COMPANY, INC.**

2616 PURITAN AVENUE, DETROIT, MICHIGAN

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

*You are cordially  
invited to*

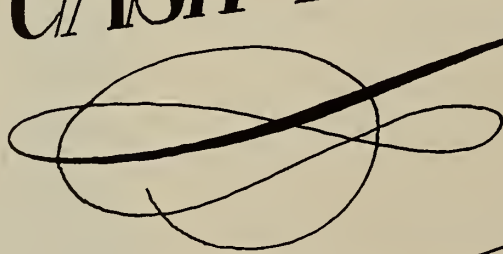
*participate in the*

*10<sup>th</sup>*

**ANNIVERSARY**

*of*

**THE CASH BOX**



# SPECIAL HISTORICAL ENCYCLOPEDIA 10th Anniversary Issue

Dated JUNE 21, 1952

Innumerable pages will be devoted to the history of the Coin Machine Industry of the past 10 years—Special Features—Articles—Statistical Information—Important Lists needed in the every day course of your business. This special historical issue will be the most outstanding ever published devoted to the coin machine business.

*Here's only a sample tasting of what to expect—*

- Chronological history of events of the past 10 years
- Listings of all manufacturers—Music, Games and Automatic Merchandisers
- Listing of all distributors
- Reprints of important legal decisions
- Reprints of outstanding feature articles
- Special feature stories
- Many, Many more

Due to Greatly Increased Size  
The 10th Anniversary Issue

## STARTS ON THE PRESSES MAY 12, 1952

(Last Minute Closing Date: JUNE 11, 1952)

The 10th Anniversary Issue will be so necessary to all in the Coin Machine business that your ad will be showcased to those you wish to reach for many, many months.

**RUSH YOUR RESERVATION NOW—OR BETTER  
STILL, SEND IN YOUR AD NOW!**

## THE CASH BOX

(Publication Offices)

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

(Phone: JUdson 6-2640)

### CHICAGO

32 W. RANDOLPH ST.  
CHICAGO 1, ILL.  
Phone: DEarborn 2-0045

### LOS ANGELES

6399 WILSHIRE BLVD.  
LOS ANGELES 48, CALIF.  
Phone: WEbster 3-0347

# Nation - Wide Showings Of Exhibit's "Twin Rotation" Pool Shuffle Game Brings Orders

CHICAGO—Frank Mencuri, sales manager of Exhibit Supply Company, this city, was a smiling man this past week Monday morning and for the days that followed.

As he stepped into his office bright and early Monday morning Frank reported he found wires and letters piled high on his desk.

On opening these he found some very outstanding orders from distributors of the firm who were holding showings on Exhibit's new "Twin Rotation" pool game.

"These", Frank Mencuri stated, "as the letters indicated, were only the first orders taken. The operators were still coming around to see the new 'Twin Rotation'."

In fact, since that Monday morning,



FRANK MENCURI

Frank has been receiving orders in almost every mail as the showings continued.

Distributors of the firm informing him, "We expect to get many, many more orders before our showings are over."

Mencuri also learned, from the letters he received, that ops are most impressed with the fill color array of the pool balls and the shadow effect of the balls under the glass.

"The scattering of the pool balls after the break brought loads of praise", distributors reported to Frank.

The fact that the puck acts as the cue ball and the player's arm as the cue stick, also won much praise for the game.

"In fact", Frank reported, "some of the praiseworthy statements made in the letters received are really out of this world."

"We don't know of any factory that has ever yet been so tremendously praised for the creation of a new type product", he stated.

# Dallas Firm Hosts Ops At Opening



DALLAS, TEX.—Pictured above (Top) is the headquarters of State Music Distributors, Inc., new distributors for AMI phonographs and accessories for this area.

When this Texas firm took over the AMI line, it ran a big open house party, and the center photo shows a part of its showrooms loaded with operators who came to view the AMI "D-40" and "D-80" models.

Bottom photo pictures Abe Susman and Audrey Hunter of the State Music firm, and Ed R. Ratajack, western regional manager for AMI, surrounding the new phono.

## READY

FOR THE NEW SEASON  
America's Finest  
NATIONALLY RECOGNIZED  
FISHING TACKLE  
AT SPECIAL LOW PRICES  
TO BONA FIDE OPERATORS

← **TROUT KING**  
GLASS CASTER FISHING SET  
25-Piece Outfit featuring 4-ft. axis balanced solid glass rod. Packed in individual, wood grain, cellophaned display shipping carton. **\$14.95**

**KING FISHER** →  
BAMBOO FISHING SET  
22-Piece Outfit complete with 12-ft. selected Bamboo Pole. Packed in individual, wood grained, cellophaned display shipping carton. **\$3.60**

← **BARRACUDA**  
STEEL CASTER FISHING SET  
20-Piece Fishing Outfit featuring 4-ft. tempered steel rod. Packed in individual, wood grained, cellophaned display shipping carton. **\$7.50**

25 Other Fishing Sets in Stock: Fly fishing sets, Spin fishing sets, Surf fishing sets. Write us for your needs.

### SHEFFIELD SALES

(Formerly: Ace Premium Sales Co.)  
3198 MILWAUKEE AVE., CHICAGO, ILL.  
(Tel: AVenue 3-9838)

# Rubenstein Reports New Shuffleboard Scoring Unit Brings Acclaim From Ops

## Marvel Starts Delivering New Wall Model

CHICAGO—First shipments of the new Marvel overhead shuffleboard scoring unit brought back letters of praise from the operators who had received them, and caused Ted Rubenstein, head of Marvel Manufacturing Company, to:

"Feel better than I've ever felt in all my life".

According to Ted, "After going thru all those headaches here, the fire which almost put us out of business and which created a tremendous expense for us, as well as a great delay of time to start manufacturing our new scoring units, we were feeling rather low when we made our first shipments."

"But", he continued, "since then we have been happier, and feel better, than we ever did before, because of the letters of praise we have received from the first operators to whom we

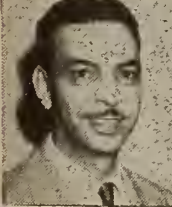
shipped our new Marvel Overhead Shuffleboard Scoring Unit."

With enthusiasm gripping all in the place, the firm has also started deliveries of its new Marvel Wall Model Shuffleboard Scoring Unit.

"This new wall model scoring unit", Rubenstein reported, "is, in our estimation, the finest that has ever been manufactured."


"We are standing back of it one hundred per cent and we have yet to hear, from anyone who has seen it, that it isn't the finest ever in the industry, as well as the simplest mechanically, and the easiest to install."

If present predictions come true, Marvel expects to be a very, very busy manufacturing firm for months and months to come, supplying the demand for its new overhead and wall model shuffleboard scoring units.



## NEVER BEFORE—AND MAYBE NEVER AGAIN—

WILL SUCH OUTSTANDING RECONDITIONED MACHINES BE OFFERED AT SUCH MONEY-SAVING PRICES!



Every Machine Guaranteed Regardless of Price

Bally TURF KINGS	\$174.50	Keeney FOUR PLAYER	189.50
Wms. STAR SERIES	99.50	United 5 & 6 PLAYERS	WRITE
Wms. DOUBLE HEADER	74.50	ChiCoin GOALEE	99.50
Bally BIG INNING	164.50	Seeburg 100 Record Wall Boxes	94.50
Exhibit DALE GUNS	64.50	<b>WANT</b> WILL PAY TOP PRICE FOR: AMI Model "B" Bally Coney Islands, Bally Brite Spots, Bally Bright Lights—WRITE QUICK!	
HEAVY HITTERS	42.50		
QUIZZER with Film	89.50		
ChiCoin BAND BOX Like New	134.50		
Keeney DOUBLE BOWLER	89.50		
ChiCoin TWIN REBOUND	44.50		

**EXTRA!!** SEEBURG M-100A, 78 RPM, late Series . . . **\$774.50 EA**

**MONROE COIN MACHINE EXCHANGE, INC.**  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
(Tel.: Superior 1-4600)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!



# Keeney Distribs Swamp Factory With Orders For New Shuffle Game



PAUL HUEBSCH

CHICAGO—"Happy days are here again", stated Paul Huebsch of J. H. Keeney & Company, Inc., this city, this past week, "because of the fact that the leading distributors have accepted our new legal type, match-the-score, shuffle bowling game."

Leading distributors who visited at the Keeney factory all acclaimed the game.

All asked for more shipments to go out to their places and to continue going out in the largest possible quantity.

Among these distributors were: Abe Green and Barney Sugerman of Runyon Sales, New York and Newark, N. J.

R. F. Jones who has been doing a grand job in Seattle, Portland, Denver, Salt Lake City, and San Francisco; as well as Bill Mashek of Kansas City.

In fact, Bill Mashek was faced with a truck strike in Kansas City, but, needed the games so badly that he flew the first batch in and, since then, the Keeney factory made arrangements to ship to him in such fashion that he was getting the quantities he wanted as fast as possible.

"This", Paul Huebsch reported, "was one of the major incidents since our introduction of our new shuffle game."

"Bill Mashek had orders on hand and, along came the truck strike", Paul stated, "to hold up all deliveries into Kansas City."

"Bill flew here and we worked out a system whereby we could ship to him and he would arrange to get the games to the operators who were waiting for them in his territory."

In addition to the above distributors, Huebsch reports that the Keeney factory has simply been swamped with phone calls and letters from other of their leading distributors.

"And", he concluded, "all acclaiming our new game as 'one of the very greatest' to ever yet appear on the market."



# Williams SLUGFEST

GIVES YOUR LOCATIONS

*Grand Slam Baseball Action!*  
*Play Stimulating—Profit Producing!*

### IN-A-BACKBOARD DIAMOND—

3 Dimension Ball Players actually run bases within the backboard! "Grandstand" view of lighted diamond, colorful ball park, base-running action makes players of spectators!

### HOME RUN BALL TRAPS

—score Home Runs . . . light up Thumper Bumpers and all Base Roll Overs to increase High Score on "Batting Average" Points!

### SPECIAL SCORING—

when Bottom Roll Over is lighted by making all 3 Ball Traps . . . when all 5 Lanes are lighted by 1 to 8 Number Sequence!

**SINGLES • DOUBLES • TRIPLES • HOME RUNS!**  
**REPLAYS FOR RUNS AND HIGH "BATTING AVERAGE" SCORE!**

**A DELUXE GAME WITH COSTLY EXCLUSIVE FEATURES**  
**AT THE REGULAR 5-BALL PRICE!**

SEE — BUY SLUGFEST AT  
YOUR DISTRIBUTOR  
**NOW!**



**CREATORS OF  
DEPENDABLE  
PLAY APPEAL**

4242 W. Fillmore St., Chicago 24, Illinois

## Koeppel Reports Pick Up In Plastic Sales As Ops Set Equipt In Resort & Shore Spots

NEW YORK — Harry and Hymie Koeppel, the brothers who run the Koeppel Distributing firm here, stated that orders for plastics for phonographs have risen noticeably the past few weeks, and at this time they're busier than ever shipping all over the country.

"Many operators are now setting up

## SPECIAL CLEARAWAY SALE!!

Wms. Hayburners	\$375.00
Wms. Spark Plugs	295.00
Wms. Sea Jockeys	340.00
Seeburg Bear Guns	325.00
Bally Big Innings	165.00
Wms. Lucky Innings	65.00

### WANTED!!

GENCO SHUFFLEBOARD SCORING UNITS. WRITE QUICK—GIVE PRICE WANTED AND FULL DETAILS!!

### LAKE CITY AMUSEMENT CO.

4533 PAYNE AVENUE, CLEVELAND, OHIO

(Tel.: HE 1-7577)

in resort and shore locations", explains Harry, "and they use mostly reconditioned phonos. In a great many instances, these machines were left on location thruout the winter. Now that the new season is starting

off, plastics and bubbler tubes are needed to give the machine a clean appearance. And if the operators are setting in equipment, many of the used phonos they're placing in these spots also need plastics."



Ted Bush and Ozzie Truppmann still can't get over the big Wurlitzer showing they held. So many, many music ops attended that the boys ran out of food and even some beverages. The new Wurlitzer clicked big with the music ops and plenty of orders were taken right at the showing. . . . In the meantime many coinmen and visitors got together at the fight, as per usual, and here and there thruout the audience was: Willie (Little Napoleon) Blatt, Dave Friedman, Milty Green, Max Weiss, Herman Gross, Willie Levey, Morris Marder, Whitey Pincus, Joe Mangone, Harry Rosen, Ozzie Truppmann, and many others. . . . Milton Berle was also present and got up in the ring to clown about a bit giving the fight fans a bit of free and unexpected entertainment. . . . Eli Ross and Sam Taran continue among the busiest busy workers in this area. The boys are plugging away with games and doing a very fine job with AMI phonos. . . . Sam Kressberg was seen walking down the street toting a bag of charcoal over his shoulder. When questioned as to "Why?" Sam replied that he was giving a big barbeque party at his home and needed the extra charcoal. What a life? . . . Roy Bazelon and Al Sebring drop around to greet the coinmen here. Roy still saying that, instead of leaving Chicago two years ago, if he would have realized how gorgeous it was here, he would have left Chi ten years ago. . . . Al Sebring said nothing to this for Al still going right ahead with Chicago his hometown. . . . Sam Wo'berg of ChiCoin back in Miami. . . . Ray Moloney and his family back here once again this year enjoying Miami's beautiful sunshine. . . . Irv Sandler in from Des Moines and very happy over the fact he is now Wurlitzer's distributor in his territory. . . . Sam London of Milwaukee here and seen looking over the new Wurlitzer at Ted Busch's showing. . . . Dan Glickman of New Jersey visiting about. . . . Irving Weiner, former Manhattan and Bronx op, now a Miami candy mfr, leaving for a short stay in Noo Yawk. . . . Joe Mangone reports he's been plenty busy with Evans' phonos and sells all he can get. . . . If you haven't been down yet, come on down now, the weather's absolutely gorgeous.

## Acclaim Plan For C. M. Club

### Plans Being Suggested For Permanent Headquarters In Chicago. Ask "The Cash Box" Make Arrangements

CHICAGO—Reaction to the idea of a "Coin Machine Club" was almost instantaneous with the appearance of this suggestion in last week's issue of The Cash Box.

Due to the fact that many coinmen, who arrive late in the afternoon or evening, and then have nothing to do, nowhere to go, and have no place where they can meet others of the industry. The Cash Box was approached to help create a "Coin Machine Club."

In the old days, prior to War II, as these men explained, "We could always drop into the old Celtic Cafe of the Sherman and, without fail, there would always be one or two, and

usually a dozen or more, coin machine people around."

Today there is no meeting place for coinmen. The men who visited the offices of The Cash Box here reported this fact.

Many of them, being old timers in the coinbiz, hoped that this publication, composed of men of many, many years of experience in coin-dom, would "do something about it."

The Cash Box reported the situation with the result that many eagerly urged the creation of a "Coin Machine Club."

All asked that The Cash Box do the job of creating such a meeting place.

## DO YOU WANT A "COIN MACHINE CLUB IN CHICAGO"?

If you do, then tell us what such a Club would mean to you! What it should be like! And where you think it should be located in Chicago!

Bill Gersh  
The Cash Box  
32 W. Randolph St.  
Chicago 1, Ill.

Name \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

### AN EDITORIAL

## Trade Agrees:

# "IT'S NOT THE PRICE"

*But, Instead, Whether The New Machine Will Pay For Itself In Time To Bring The Operator A Decent Return On His Investment!*

Many editorials on "What Price Machines?" have appeared in *The Cash Box* for almost all the years of its existence. There has been a great deal of affirmative comment in regard to the statements which appeared in these editorials.

There was nothing new, or tremendously startling about these editorials, at least not in the minds of the men of this publication.

The fact remains, and many, many years of experience have proved the fact, that:

**"IT ISN'T THE PRICE OF THE MACHINE THAT MATTERS."**

What does count, and count most completely, whether the machine sells for \$2.95 or \$1595.00 is:

**"WILL THE MACHINE PAY FOR ITSELF IN TIME TO ALLOW THE OPERATOR TO ENJOY A DECENT RETURN ON HIS INVESTMENT?"**

That's what REALLY COUNTS.

As pointed out, and what has happened many, many times since, new machines have been presented to the trade at prices that, sometimes, stun those who first hear them quoted.

But, there are always those hardy, pioneering visualists in the industry who will take on any new product, regardless of price, to see whether it will meet the one equation which proves the value of any new machine at any time.

In short: *whether that machine will be able to pay for itself in sufficient time to allow the operator to earn a decent return on his investment.*

And the operator always must consider the trade-in valuation as part of that return.

For, if the manufacturer will halt his production at the right point, then the trade-in value will remain sufficiently high to bring an additional profit.

That, too, is important to the buyer.

It will be recalled, away back when pinball games were selling for about \$87.50, one of the noted manufacturers in the field produced a new type horse race console that was priced at over \$500.00.

In those days, when the industry had just come out of "penny play," the idea of any game costing as much as anywhere near \$500.00 simply stunned those who first heard the price.

It is history now, but, back in those days many believed that this new game could absolutely never, never, never pay for itself.

As some of those men (those who made this very statement) will recall, they said:

"How the hell are you going to get \$500.00 worth of nickels into any machine?"

But, there were, as the editorial explained, those same hardy, pioneering individuals, with sufficient vision to see that, if the public liked the product, there was no question about how much they would spend to play it. These were the first men who tested the game on location.

The result is history.

The game proved itself a sensation in every fashion.

The game was: "Pace's Races."

Therefore, today, when operators hear of games that are selling for \$500.00, or \$700.00, or \$1,500.00, or even more, they musn't at all be phased by the price.

They must simply put this one all-important equation to work:

*"Will the game pay for itself in sufficient time to allow the operator a decent return on his investment?"*

If the game can do that, then THE PRICE JUST DOESN'T COUNT.

But, even if the game is offered to the operator for \$2.95, and it can't bring back that initial investment, plus a decent return, then it just isn't worth one red cent.

It's the old, old story, all over again. Whether the game is built out of cardboard, stapled together, and can bring in big returns, then whatever the price—THIS GAME IS WORTH THAT PRICE.

But, if the game is built with a 14 karat gold cabinet, diamonds for lights, rubies, sapphires and opals for attraction and, IF IT DOESN'T BRING BACK ITS COST PLUS A DECENT RETURN, then it isn't worth one red cent.

Manufacturers have, time and again in past years, mistaken the value of the products they have produced.

Many a hit game could have been priced two, three, four, and even more times above the price originally placed upon it.

That is, if the manufacturers would have known, before he put his price on it, what it would actually do on location.

The average manufacturer, just like the average operator, seeks only a decent return on his investment.

He places a price on his product that takes into consideration his overhead, his cost of production, his expenses and the profit he requires to remain in business so that he can continue to produce new and better equipment.

The operator must think the same way. Regardless of price, he must test the new machine, provided, of course, that he has sufficient faith in making such a test, and then decide, after he sees the returns from the location, whether or not the machine is worth the price that is being asked for it.

**IT ISN'T THE PRICE THAT COUNTS—IT'S WHETHER THE MACHINE WILL BRING BACK ITS COST PLUS A DECENT RETURN ON THE INVESTMENT.**

# Testimonial Dinner For Sidney Levine June 10



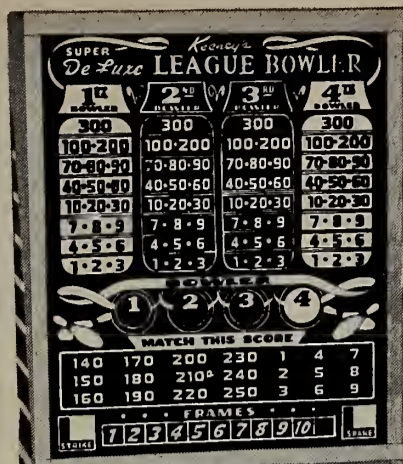
SIDNEY H. LEVINE

NEW YORK — Sidney Levine, the well-liked and highly respected attorney for the Automatic Music Operators Association, as well as for the Music Operators of America (MOA), will be singularly honored with a Testimonial Dinner on the night of Tuesday, June 10.

A committee of the Board of Directors of the Automatic Music Operators Association, headed by its president, Al Denver, has been formed to arrange the necessary details.

The affair will take place in the Modern Room of the Belmont Plaza Hotel, and if Levine's popularity is any indication, this room will be crowded to the rafters.

As Levine has been extremely active in national affairs affecting the welfare of the music machine industry, Denver points out that many of his friends thruout the country may wish to attend. "Just tell them," Denver says, "to get in touch with me at the association offices, and I'll take care of their ticket requests."



**2 SIZES:**  
9 1/2 FT. LONG  
2 FT. WIDE  
8 FT. LONG  
2 FT. WIDE

Order FROM YOUR KEENEY DISTRIBUTOR  
J. H. Keeney & CO. INC.  
2400 W. FIFTIETH STREET, CHICAGO 22, ILLINOIS

IT'S KEENEY AGAIN! **NEW**  
NOTHING LIKE IT BEFORE!  
UP TO 4 PLAYERS CAN SHOOT FOR INDIVIDUAL HIGH SCORES  
WHILE EACH PLAYER PARTICIPATES IN "MATCH THIS SCORE"  
**KEENEY'S SUPER DELUXE LEAGUE BOWLER**  
MEETS EVERY LOCATION REQUIREMENT WITH "MATCH THIS SCORE" EITHER PREDETERMINED WITH FIRST COIN INSERTED OR ON "MYSTERY" BASIS WHEN LAST SHOT IS MADE. SCORE OF 140 TO 259 MUST BE MATCHED EXACTLY BY 1-2-3 OR 4 PLAYERS. A REAL ATTRACTION!

- ★ KEENEY LITE-UP PINS
  - ★ 20-30 Automatic Scoring
  - ★ Up to 4 Players Each Game
  - ★ Plastic EVER-SLICK Silent Playfield
- Install KEENEY'S SUPER DELUXE LEAGUE BOWLER TODAY!

Remember "MATCH THIS SCORE" TAKES IN MORE!

# Phila. Coinmen Head Charity Drive



PHILADELPHIA, PA.—Coins will click merrily for the sake of charity under the leadership of these three leaders in the vending machine industry in the Philadelphia area. Under the chairmanship of Joseph Ash, who heads up the Coin Machines Division, the industry will give all-out support as workers and contributors in behalf of the current combined campaign of the 1952 Philadelphia Allied Jewish Appeal and the Federation of Jewish Charities Building Fund for the Albert Einstein Medical Center. Ash, head of the Active Amusement Machine Company, is shown (center) with Martin Savar (left), who heads the local cigarette vending machine firm bearing his name. Savar is also president of the Automatic Vending Machine Operators Association of Eastern Pennsylvania. Phil Frank (right) is head of the Automatic Vending Corporation in nearby Chester, Pa.

REPLACEMENT PLASTICS and BUBBLER TUBES  
For Wurlitzer and Seeburg Phonographs  
WRITE FOR LIST OF MANY ITEMS! ALL PRICED EXTREMELY LOW!  
SPECIAL: Bubbler Tubes for Wurlitzer 1015... \$3.90 ea.  
KOEPEL DISTRIBUTING CO. 629 Tenth Ave., New York 19, N. Y. (Tel.: Circle 6-8939)

# Hole - In - One

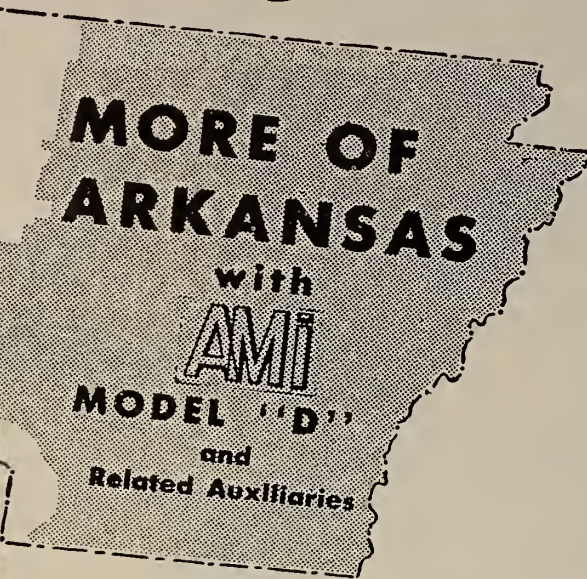
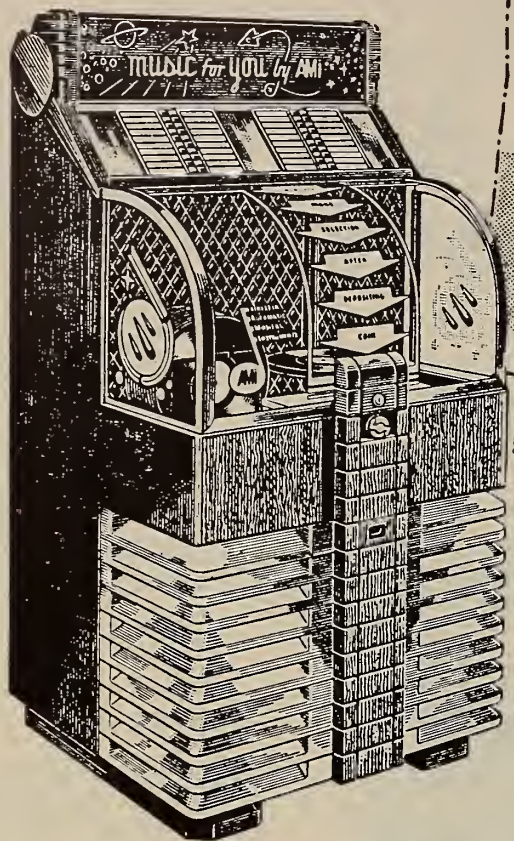


ALLEN WALLACE

MINERAL WELLS, TEX. — Allen Wallace, this city, and distributor for AMI, Inc., thruout this area, reached the pinnacle of perfection a few weeks ago when he scored a "hole-in-one" on the local golf course. His friends poured congratulations on his head, and local merchants poured hundreds of gifts and other honors into his home.

Now Delivering...  
The 2 BEST Shuffle Games  
On The Market  
**KEENEY'S**  
SUPER DeLuxe  
**LEAGUE BOWLER**  
AND  
SIX-PLAYER  
**LEAGUE BOWLER**  
**RUNYON SALES COMPANY.**  
Factory Representatives for AMI Inc. Bally Mtg. Co., J. H. Keeney & Co., Inc Permo Inc  
593 10th Ave., New York 18, N.Y., LO 4 1880  
123 W. Runyon St., Newark 8, N.J. Bl 3-8777

# Now serving...



We are proud to announce the expansion of our territory to include all of Arkansas with the exception of Benton, Washington, Crawford, Sebastian, Little River and Miller counties.

## SOUTHERN AMUSEMENT COMPANY

628 Madison Ave.

Memphis, Tenn.

Phone: 53609

# Would You...

go to a druggist for information regarding a serious stomach ailment?

Or would you, instead, go to a "specialist" in stomach ailments?

The coin operated entertainment industry is one of the most highly specialized industries in the world.

Why direct your advertising to: corner pitchmen, country fairs, burlesk strippers, vaudeville acrobats, circus tumblers, radio soap operas, etc., etc.?

Advertise where you know your ads will be read by the people you want to reach!

Spend your hard-earned advertising money in the one publication that "specializes" in reaching those very people.

The Cash Box is the one and only weekly magazine that concentrates on this industry—and this industry only.

The Cash Box is the one completely exclusive weekly publication in the one industry in which you are most interested.

You wouldn't stand for money to be wasted in your business! Why stand for wasting your hard-earned advertising money by spending it where you do not reach your complete market?

Think! Advertise in The Cash Box—your magazine!

Write For Rates —

## THE CASH BOX

26 W. 47th St., New York, N. Y.

## Angott Distrib. Reported To Be First One-Stop Music Service Spot

Started Serving Ops With Records And Music Accessories As Added Service To New And Used Music Equipt Way Back In 1947



CARL ANGOTT

DETROIT, MICH.—Juke box ops here believe that Carl Angott of Angott Distributing Company, Inc., this city, "Was the first man in the country to create a one-stop music service for music operators."

Their claim, they stated, is based on the fact that, as far back as 1947, Angott was featuring his one-stop music service and that:

"This proved the biggest help that

the juke box ops in this state had ever yet enjoyed."

Questioning Carl Angott himself this reporter learned:

"I don't know whether there was any juke box distributor before me who might have started a state-wide one-stop music service.

"But", he continued, "back in 1947 we saw the need and originated such a service to help the juke box operators.

"At that time we had a very tough job convincing the various record manufacturers that we could handle their records efficiently and that, at the same time, we could sell title strips, lumilines, flourescents, parts and supplies of all kinds, as well as new and used music machines.

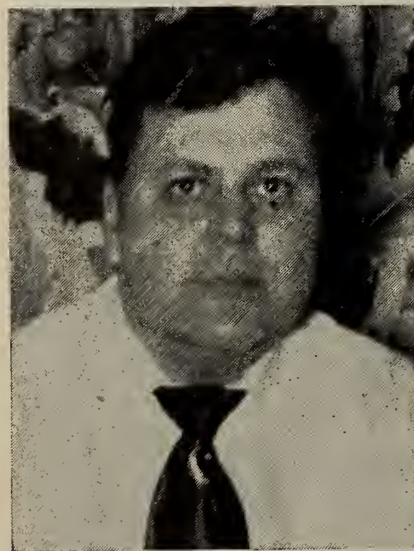
"Believe me" Carl continued, "when I now read *The Cash Box* and learn that others believe that they 'have a great idea' when they create a one-stop music service I get a big kick out of it.

"Here in Michigan", he reported, "everyone of the operators, since 1947, know that they can call at our headquarters and get everything they want and need, all in one spot.

"This saves thousands of dollars' worth of time for the music operators during the year and has won a tremendous number of friends, these past five years, for our organization."

## Sheffield Sales Shows New Large Line Of Fishing Sets

Games Operators Say Item Stimulates Play During Spring And Summer Months



RALPH SHEFFIELD

CHICAGO — Ralph Sheffield of Sheffield Sales, 3198 Milwaukee Ave., this city, is thrilling operators with his display of over \$10,000.00 worth of fishing tackle of every known type and make.

This ranges from small trout to barracuda tackle and, according to reports already received, has created a sensation among operators who have been using fishing tackle each Spring

for high score awards on their games.

Sheffield himself stated, "Due to the fact that we now have over three times the space we formerly had, and also due to the tremendous sales of fishing tackle we made last Spring, we went all out, and are now showing a stock of over \$10,000 worth of the finest fishing tackle, featuring the most famous and outstanding makes in the nation.

"This is but the first big shipment of the stock we expect to use during the season", he continued, "and we feel that this is just what the operators need and want at this time to assure them peak play action each and every day on all of their equipment.

"The tackle is so beautifully boxed, and so outstandingly displayed that even the most infrequent player", he continued, "is going to want to obtain some of this beautiful, nationally recognized and nationally known fishing tackle."

### WANTED

Stoner — or any other type of Candy Machine. Write us, giving description of condition, make, quantity and price in 1st letter.

Supreme Distributors, Inc.  
3700 N. E. 2nd AVENUE, MIAMI 37, FLA.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

# Ride THE CHAMPION

TRADE MARK REGISTERED

by Bally®

## FOR BIGGEST COIN-HORSE PROFITS

**REALISTIC  
WESTERN PONY**

**STRONG  
AS STEEL**  
REINFORCED PLASTIC HORSE  
BEAUTIFUL, DURABLE FINISH

**REAL SADDLE**  
RICHLY ORNAMENTED  
BOX-TYPE STIRRUP WITH  
EXTRA LEATHER LOOP  
FOR SHORT RIDERS

**SIMPLE, STURDY  
MECHANISM**  
EASILY ACCESSIBLE  
FROM ALL 4 SIDES

**SPEED-CONTROL**  
**LOW SPEED START**  
PULL REINS FOR DESIRED GAIT  
MEDIUM OR FAST TROT-  
LIVELY GALLOP

**OPERATES ON  
1 DIME  
OR  
2 NICKELS**  
•  
**NATIONAL  
SLUG REJECTOR**

**LIFE-LIKE  
ACTION**

**FLOOR  
SPACE  
ONLY  
22 IN.  
BY  
49 IN.**

Factory-tested for 500 lbs., in the saddle, with steel-reinforced body to withstand wear and abuse, The CHAMPION has been carefully designed for proper weight distribution to insure smooth operation. The base is of genuine 1 3/4" laminated maple, equipped with rubber pads to eliminate creeping, and to protect floors. Factory adjusted for average rider, two simple adjustments will change the gait and the speed. Powered by a heavy-duty 1/2 H.P., A.C. motor. Simply plug into any ordinary 110 volt outlet.

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

# Munves Shows Exhibit's "Twin Rotation" At 2 Day Party

NEW YORK—It's been a long time since Mike Munves ran a party with the intention of showing the trade a new game, but, as Mike put it "This Exhibit 'Twin Rotation' pool shuffle game is so sensational, and I am so excited over its great money-making possibilities, that I just had to invite my friends and customers to come in and see it."

And Munves was completely right. Large numbers of operators, arcade owners and distributors flocked into Munves' showrooms on Saturday and Sunday, April 5 and 6. Those who couldn't attend on these days, continued to visit him thruout the balance of the week.

Enthusiasm ran high, with coinmen intrigued by the amazing performance of this new Exhibit game. The table simulates exactly the play of regulation rotation pool, except that the player shoots a puck at the balls. The player first breaks the stacked balls, and then shoots to "pocket" the balls in numerical order, starting with the number 1 ball. If the object ball is hidden by other balls, the player must bank his shot. Either one or two players can participate in the game. For

skill shooting, player runs up a high score, which is augmented by bonus scores for high skill. Just watching the game in action is a thrill.

"While I was most enthusiastic over 'Twin-Rotation'" stated the ever-smiling Mike, "I was overwhelmed by the wonderful exceptance of the operators. They crowded into our showrooms for the two days, from early morning until late at night. Then for the rest of the week, coinmen kept visiting us to look the game over. The over-all result, and which is so pleasing to us, naturally, is the number of coinmen who placed orders. The factory is now in production, and our customers will get deliveries as quickly as I receive them from Exhibit."

Munves, who celebrates his 40th year in the coin machine business this year, has such a wide following among operators and arcade owners who buy equipment on his recommendations, and are completely satisfied that any machine that has his approval will make money for them, signed orders for this latest game without a moment's hesitation.



Group of operators, their wives and children all try to get into camera range around the new Exhibit machine. Some did—some didn't.

## 2 "Toppers"—Lieberman & Wurlitzer Phono



MINNEAPOLIS, MINN.—Harold Lieberman, Lieberman Music Co., this city, (with top hat) tells Don Hazelwood and Dick Hassman, both of Aiken about the new Wurlitzer Model 1500.



With Joe Young, Young Distributing, showing the new Wurlitzer Model 1500 phonograph, and Mike Munves displaying Exhibit's new wonder pool shuffle game "Twin Rotation", practically every operator in the metropolitan area was on coinrow some time or another this week. Munves' show started on Saturday, April 5, and Young's National Wurlitzer Days' showing started Sunday, April 6. Those operators who couldn't attend these official showings, continued to flock in the balance of the week. And we're most happy to report both machines met with the unqualified approval. The Wurlitzer Model 1500, with its new beautiful chassis, plus the new mechanical features, particularly that of playing 78 and 45 rpm records intermixed, intrigued the music operators. Most important proof of the acceptance of the Model 1500 is the unusually large number of ops who placed bona fide orders—for a record quantity of phonos taken by Young at any Wurlitzer showing going back a number of years. And Mike Munves reports a similar situation with Exhibit's "Twin Rotation". Games operators were amazed at the ingenuity embodied in the construction of this pool game, and kept playing it continually. The game, which can be played by either one or two players, follows the principal of rotation pool exactly, and it's amazing to see the game in action. Munves had a flock of orders on his books before the week was over.

\* \* \* \* \*

Barney (Shugy) Sugerman, Runyon Sales Company, returned with Abe Green of the Newark, N. J. offices, from their trip to Chicago, where they placed a large order with Paul Huebsch of the J. H. Keeney & Company for "Super DeLuxe League Bowler" and the "Six-Player League Bowler." "Paul, who is one of the grandest fellows in the coin business" stated Shugy, "can be happy over the success of these two shuffle games. We're selling good quantities of them, and operators tell us that they are the best money-making shuffle games on the market today." Reporting on the AMI phono, Shugy stated "The situation remains the same. We've got a great hit phono in the 'Model D' both 40 and 80, and it's just a question of getting enough deliveries to fill the many orders we have on our books." . . . A committee of the Board of Directors of the Automatic Music Operators Association, headed by its president, Al Denver, has been formed for the purpose of arranging a "Testimonial Dinner" in honor of Sidney Levine, attorney for the local group, as well as for that of Music Operators of America (MOA). Dinner will be held on Tuesday evening, June 10, in the Moderne Room of the Belmont Plaza Hotel. . . . Sol Tabb and Jack Semel, ops, in a huddle on Tenth Avenue. Both report biz, while not sensational, is good. . . . Ben Robbins, ex-op, visits coinrow—and would like to get back if he can get the right deal. . . . Harry and Hymie Koeppe!, Koepfel Distributing Co., taking turns chasing around buying used music which they need to fill orders mainly for resort and shore locations and export.

\* \* \* \* \*

Al Simon, Albert Simon, Inc., who has been moving gradually into his new building on coinrow, will be completely set up before the week is over. . . . The coin machine industry drive for the United Jewish Appeal of Greater New York, originally scheduled for May 27, with a dinner honoring Harry Rosen, has been postponed until sometime in September. . . . Mrs. Alma Young, wife of Joe Young, takes off for Townley, Ala., to visit with her family for a month. . . . The Music Guild of New Jersey holds its 15th Anniversary Celebration on Tuesday, April 29 in the Oxford-Cambridge Room of the Hotel Essex House in Newark, N. J. . . . Congrats to Eddie Burg, Runyon operating division, on his election as vice-president of the Jersey association. . . . "Senator" Al Bodkin goes all out on Eddie Howard's recording of "Be Anything" which he claims is bound to be a big hit. . . . Sale of used shuffle games picking up considerably, as evinced by the happy smiles of Dave Lowy, Dave Lowy & Company, and Teddy Seidel of American Vending Co.



The new Wurlitzer, Model 1500, the "Topper," got a royal introduction to Texas Coin machine operators this week at an open house given by Commercial Music Company. The Sunday and Monday affair was elaborate enough to do justice to any debutantes coming out ball. The feature, besides the Wurlitzer phonograph, was the snack bar. The boys over at Commercial use that word snack loosely. It looks more like a table set for a royal feast. It was laden with every conceivable type of food and did the operators go for it. . . . Incidentally, the "Snack Bar," is going to remain at Commercial year around. Customers won't have to wait for future open houses, they can treat themselves to sandwiches, coffee, milk, soft drinks and desserts whenever they come in. Designed and executed by Gardner Hotel Service, the bar has a big red neon sight that reads—WurliMagic Snack Bar. . . . But back to the open house. Operators, distributors and friends flocked in from all points in Texas. Among those present was Ed Wurgler, general sales manager for Wurlitzer. He was in Dallas Sunday then went to San Antonio for Commercial's branch office open house. . . . In addition to the Wurlitzer, two new amusement machines were on display. The Williams "Deluxe World Series" and the United "Super Shuffle Alley." Said Raymond and B. H. Williams of the new Wurlitzer, "The magic brain device in the machine permits the inner mixing of any speed record. Besides that it is the only multi-section machine that plays records flat." He thinks it will be a great seller.

Over at Walbox Sales, Fred Barbar says that with the Commercial open house and the State Music Distributing Inc. opening recently all the folks over there do is send flowers. . . . Ray Barnes of Palestine was in town over the weekend. . . . Phil Weinberg, regional manager of Bally, is on a trip to the west coast to see how things are going. . . . Mrs. Tom Williams of Automatic Novelty Sales Company in Mineola was in town this week. . . . Abe Susman and Audrey Hunter, State Music Distributors, (see photos elsewhere in this issue) who only recently took over the distribution of the AMI phono line, already find that they have one of the most popular music machines to hit this area, with ops loading them up with orders.

# THRU THE COIN CHUTE

## CHICAGO CHATTER



Biggest laugh of the week here was that weekly tabloid's sudden (and very inconsistent) refutation of its own front page statement that the Bryson Bill had not been shelved by stating, in their very next week's (last week's) issue, page 16, that it was now a dead issue. How inconsistent can you get? . . . One of the very first callers regarding a "Coin Machine Club" was Vince Shay. Stated this sure was a terrific necessity. Many of the boys who pull into town just haven't anything to do or anywhere to go whereas, in days prior to War II, there was always the Celtic where coinman met coinman, every nite of the year. Vince 100% for the idea. Suggests The Cash Box get the plans together and set up the dues for all members. . . . Ben Coven still weary from what turned out to be the most crowded showing of his entire career in this industry. His men Carl Christiansen, Mac Brier, Dave Bender, Harold Saul and Wurlitzer's Gary Sinclair, and all the others, were just limp after the first day, and practically K.O.'d after the second. In addition to the new Wurlitzer, Coven showed the new Bally "Atlantic City" and received more orders for this great game than he has for all the last three Bally games combined. Which, as Coven termed it, proves "Atlantic City" is the greatest game built in the coinbiz.

Frank Mencuri, who was busier than busy over at Exhibit all week long, suddenly picked himself up and went back on the road. All because the demand for "Big Bronco" and their new game, "Twin Rotation" keeps getting bigger and bigger and many want him to call around. . . . J. A. (Art) Weinand of Rock-Ola gone for almost two weeks now covering the far Northwest and holding regional meets with his distribs thruout that big area. . . . Mfrs here were plenty worried when steel strike started because of fact they only have about 30 days steel in reserve according to CMP regulations. When strike called off, after Gov't seizure of mills, all breathed lots easier. . . . Mrs. Sidney Parker of Nashville, Tenn. visiting Our Town and Bill O'Donnell of Bally showing her about the big Bally plant. . . . Hear that Jake Friedman of Atlanta, Ga. who just returned to his offices from a trip plenty happy with the business he got.

As Jack Nelson put it this past week: "Money isn't everything—just about 99%". . . . Carl Angott advising that he believes he instituted the nation's first one-stop music service. That was back in 1947. . . . Jack Mulligan of Sharon, Pa., claims that the 10% of the gross collections in ordinance demanded by small Pennsy town, if not stopped, will spread thruout the state. Jack's hoping all of Pa.'s coinmen will back up their fight to kill this ordinance. . . . There's no new "gin" champ at United, regardless of rumors. Herb Oettinger still reigns supreme. Bill DeSelm, Swede Hellstrom, Joe Kuss, Ray Riehl, Johnny Casola and all the others won't challenge anymore. . . . Art Garvey in from Cleveland to enjoy the Easter holidays with his family. . . . Changes have taken place at the R. F. Jones offices in Denver (as well as in Salt Lake City). Marshall Pack is new ass't mgr. to Bill Erskine in that office, according to reports. . . . Phil Weinberg in town for a flick of an instant and then out on a western tour to talk about Bally's new products.

Sam Stern over at Williams Mfg. Co. is a very busy man these days. Sam is figuring out how they can add on about 30,000 to 40,000 square feet to their present plant to handle the big U.S. Gov't defense work order the firm has just received. . . . Harry Denenberg of Our Town has taken on the Ben Hogan practise putter and believes that many an op might be interested. . . . What thrills Paul Huebsch over at Keeney the most are those nice letters he's getting from ops all over the country who are now featuring the firm's new shuffle game. "Some of the collection reports are absolutely amazing," is the way Paul puts it. . . . Ray Mooney beat the snow that came over Our Town by just 24 hours. He left for Miami the day before the storm. . . . Ted Rubenstein is, at long last, getting his new Marvel factory going, after that fierce fire. Still hasn't the new telephones in, but is getting along with the temporary phone setup he has. In the meantime he is shipping the new Marvel overhead scoreboard and has started shipping the new wall model this week. The fire delayed shipments by over three weeks. "But," as Ted reports, "we're in action at long last and shipping every day."

Bill Mashek of Central Music Distribs, K.C., Mo. who was confronted with a truck strike in his town, just when he had plenty of advance orders for the new Keeney shuffle game, flew into town where he and Paul Huebsch worked out a system whereby games were shipped to Bill—and picked up. . . . Dom Pigati sends us a copy of that 15th anniversary ad he ran for his firm in Highland Park's paper. It's grand copy. Same idea should be used by all ops thruout the country. . . . Lou Casola pulls in with six boys from Rockford, some of them sporting full beards, which is part of Rockford's 100 year celebration, and all have a great time here cnecking over the new games at the various factories. . . . Some mfrs in town grumbling about some distribs who just "won't go out and sell" but will "simply continue to sit in comfortable easy office chairs and use telephone calls and letters." "You've gotta get out," as one leading mfr put it, "to sell machines today." . . . As some of the ops who saw the new Wurlitzer stated: "Many times we can't get the 45's we want. We can now mix the 45's with the 78's and give 'em the music they want."

Rumor in from Los Angeles that one large mfr here had his plant up for sale. As yet nothing confirmed or any mention made of who, what, when, why, etc. . . . Was the deal for the Permo mechanism closed last week? . . . Clarence Camp makes a date with us to meet him at the Chase Hotel in St. Louis. . . . In the meantime Charley Kagels, Norman Veatch and Pete Brandt also expecting to say "hello" for the city of cheery beer (where biggest brewery now on strike). . . . Ralph Sheffield created quite a sensation this past week when he announced that he now had over \$10,000 worth of latest type fishing tackle. Fishing items proved terrific for stimulating play. . . . Thanks to Wally Finke and Joe Kline for that pic taken in Omaha. . . . Is Ristaurat up in Appleton, Wis. experimenting with more selections on its counter model phono?

We'd sure like to hear from all of you who read this column as to whether you, too, believe there should be a "Coin Machine Club"? Perhaps a large suite in one of the Loop hotels where everyone can drop in at any hour of the day or nite. A regu'ar club room. Suite to be paid for by membership dues. All charges to be to individuals who order. No one allowed except members, their wives and families, and guests. No tomfoolery (if you get what we mean). Just a nice suite of club rooms with card tables and chairs where the people who pull into town can drop up and visit with other coinmen. Exchange ideas. Get new angles. Hear the gossip. Know what's going on. Enjoy an ice cream soda or a glass of beer or even a sandwich or two with congenial gentlemanly company. What do you think about such club rooms right here in Chicago at one of the Loop hote's? To be known, either as the "Coin Machine Club" or the "Automatics Boosters Club."

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104 SELECTIONS  
45 & 78's INTERMIXED

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# A Washington, D. C. Operator Writes:

The Cash Box,  
New York, N. Y.

Gentlemen:

I would appreciate it very much if it would be possible for you to send me a copy of "The Cash Box" dated the last week in June or the first week in July of this year.

We base our Inventory for Personal Property Tax on "The Cash Box", and we are having some trouble with the tax people.

Very truly yours,  
J. H. Phillips  
Phillips Novelty Co., Inc.  
Washington, D. C.



## Are YOU Faced With The Problem Of "Personal Property" TAXES?

IS IT WORTH \$15 A YEAR TO YOU TO GET FAIR AND EQUITABLE, COURTEOUS AND UNDERSTANDING TREATMENT FROM YOUR "Personal Property" TAX COLLECTOR... AND KNOW, AT THE SAME TIME, THAT HE BELIEVES YOU BECAUSE YOU CAN PRODUCE OFFICIALLY-ACCEPTED, BONAFIDE VALUATION RECORDS?

Why endure sleepless nights? Why suffer worry headaches? Why have the "Personal Property" tax collector become the boogyman in your nightmare dreams?

Why have him TELL YOU what HE THINKS your equipment is WORTH! And then TAX YOU ON THAT WORTH!

YOU show him exactly WHAT THE EQUIPMENT YOU OWN IS WORTH! In that way you obtain courteous, equitable treatment and completely better understanding.

THE ANSWER IS: "The Confidential Price Lists" which appear in each and every week's issue of The Cash Box—and which are an

integral part of The Cash Box—"The Operator's Bible"! The One Magazine The Operator Can Believe In and That He Can Trust!! The One Magazine that is Exclusively, Completely and Solely dedicated to the Operator! And Printed For The Operator's Best Interests!

It costs you only \$15 a year to have the "OFFICIAL" prices. Prices that are accepted by Canada—by U. S. Government departments—by States thruout the entire nation—for valuations which you present to your Collector of "Personal Property Taxes". These prices are authentic and meet his standards.

Be a HAPPY, SMILING OPERATOR—subscribe to THE CASH BOX today. All for only \$15 per year—just about 25¢ per week!

TEAR OUT AND MAIL TODAY TO . . .

THE CASH BOX  
26 WEST 47th STREET,  
NEW YORK 19, N. Y.

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



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Individual's Name.....

## THRU THE COIN CHUTE CALIFORNIA CLIPPINGS

With spring definitely in the air and summertime tagging right along behind, music seems to be the thing on the L. A. Row. . . . Wurlitzer really got its licks in right and proper with the new 104-selection 1500 Series bowing in at Paul Laymon's April 6 and 7 in the fine style that Paul, Lucille and staff specialize in. Along with Lucille's home-cooked turkey, ham and all the trimmings plus the steady arms of Charlie Daniels and Ed Wilkes, several of the record companies went all out in lining up a record turnout of top artists. Among those scheduled to show before the two days were up: Kay Starr, Harry James, Doris Day, Ben Light, Les Baxter, Mickey Katz, Mel Blanc, Bob Crosby, Stan Freberg, Dorothy O'Brien, Jimmy Wakely, Helen O'Connell, Johnny Bond, Pete Daley, Walter Schuman, Frank Duval, Dick Beavers, Paul Nero, Jeanne Gayle and Buddy Cole. The new Wurlitzer, with its Wurlimagic Brain mixing 78s and 45s, looks like the answer to any operator's or location's demand for an automatic phonograph with maximum selection, proved quality mechanism and attractive design. Paul and the gang are real excited about it, and from all indications music ops are too.

Lyn Brown's showing of Exhibit's new "Twin Rotation" game can now be reported as a fine shebang, what with the secret out of the bag that this is a very new and different type game, combining the excitement of rotation pool, with shuffleboard skill and technique, along with an appeal to everyone and the ability to go anywhere. . . . One of the game's most interesting features is its illusion effect as to the racked balls. . . . From the Nickabob we hear that Nick Carter now has a slow but steady stream of AMI 80s coming in, and going out soon as they arrive. Even without a formal showing, the new box is well known to local ops and has caught on in a hurry.

Stopped in at Bill Leuenhagen's to learn that Mary Solle has been keeping the customers happy with a steady stream of visiting artists. Among the recording stars who have been in lately are Capitol's Stan Freberg, Mercury's Kay Brown and Rusty Draper, and Intro's Doye O'Dell, whose "Diesel Smoke" is smoking up a storm of interest out this way. . . . Badger Sales is still waiting on the new Evans phonograph while Dan Stewart and company are continuing to sell the current Rock-Ola model in good quantities. . . . In the equine department, Lyn Brown is still several noses ahead of the competition with Exhibit's "Big Bronco" in local sales. . . . Jack Simon tells us he and Abe Chapman are still having a time in stepping up production to meet demand for their "Buccaroo" and Bob Milkman expresses confidence that he has just that in his "Winner."

On the Row: Just about every operator who regularly calls on Paul Laymon's and some others to boot were expected in for the Wurlitzer Days showing. . . . Already clocked in there and elsewhere were S. W. Ketchersid, I. B. Gayer and Dick Grey of San Bernardino. . . . Merced's J. W. Buckin. . . . E. E. Peterson and Walt Schinkel of San Diego. . . . Henry Van Stelton from La Habra. . . . H. D. MacClure of San Luis Obispo. . . . Mac McGlone and Doc Dockins of Santa Ana. . . . Laguna Beach's Bob Chacon. . . . T. H. Loo from El Centro. . . . Raymond Anderson and Bill Black of Bakersfield. . . . Carl Honeyman of Long Beach. . . . Fontana's Dick Harrison. . . . Johnny Lantz and Pete Shupp of South Gate. . . . Inglewood's Warren Clemmons. . . . H. L. Smith and Joe Maggert of Porterville. . . . Brawley's Bill Gordon.

## THRU THE COIN CHUTE MINNESOTA MUSINGS

Operators made the trip into the Twin Cities who haven't been in for some time due to the bad roads and the weather conditions also due to the fact that they came in to get equipment to get their routes in shape. . . . In from Sioux Falls were Floyd Carlon and Roy Foster and in from the Wisconsin territory was Leo DeMars of Ashland; Leo Berkowitz of the B and B Novelty Company, Superior. . . . In from North Dakota were Morey Gillerstein of the Novelty Sales Company in Fargo, and Art Hagness and his wife from Grand Forks. Pershing Gulden of Enderlin, N. D. is back on the job again after a two month vacation in California. . . . Also on the vacation list is Wes Smith of Minneapolis, who at the present time is vacationing in Florida. . . . We have word that Charlie Sersen of St. Cloud is a grandfather. Congratulations, Charlie! . . . Morey Morosnik of Winnipeg, Canada, stopped in the Twin Cities on his way back to Canada and while he was in the Twin Cities stopped in to look at the new 1500 Wurlitzer phonograph shown at the Lieberman Music Co.

Because of the exceptionally fine weather the Lieberman Music Company reported a very large turn-out for the unveiling of the new 1500 Wurlitzer phonograph. The operators are favorably impressed and have informed your reporter that the feature that is really outstanding besides the good looks of the phonograph is the intermixing of the 78 and 45 R.P.M. records on the same phonograph. Those operators who attended the two day showing held on National Wurlitzer Days, April 6th and 7th, were: Joe Blenker, Junction City, Wis.; Mr. and Mrs. La Beau, St. Paul; Lawrence Sieg, August, Wis.; Ben Weis, Bemidji; George Backus, Pipestone; George Maley, Minneapolis; Hurst Bros., Aberdeen; Ed Kubes, New Prague; on Hazelwood, Aitken; Gil Hanson, Winona; Al Eggermont, Marshall; J. C. Weber, Blue Earth; Les Bruning, St. Paul; Fred Dahlin, St. Paul; Marty Kantor, Mpls.; Amos Heilicher; Clayt Norberg, Mankato; John Galep, Menominee, Wis.; Gordon Wornson, Mankato; Harry Nodl, Cambridge; Earl McFarland, Mpls.; Arnold Tessmer, St. Paul; Gordon Stout, Pierre, S. D.; Meyer Schwartz, Mpls.; Phil Smith, Mpls.; Willard Graves, Prior Lake; Millard Bruder, St. Paul; Bernard Misch, La Crosse, Wis.; Charles Nelson, Mpls.; Al Redding, La Crosse; T. J. Fischer, Waconia; Don Carmichael, Mpls.; Charles Rose, Fargo, N. D.; Frank Mager, Grand Rapids, Pete Vanderhyde, Dodge Center; Frank Phillips, Winona; John Seglem, Duluth; Esther May, Eau Claire, Wis.; Glenn Bischell, Chippewa Falls; O. L. Coefield, Annandale; Richard Jones, Mpls; Gabby Clusieu, Grand Rapids; Earl Houseour, East Grand Forks; Leo Bearth, St. Paul; Merle Stoddard, Zumbrota; Robert McGowan, Mpls; Oscar England, Alexandria; Harry Aitken, Mpls; Eugene Hoerth, Herreid, S. D.; Bill Averbeck, Mpls; Chet La Doux, Virginia; Al Plotnick, Mpls; Mark Coughlin, Mankato; Dick Grant, Mound; Al Eggermont, Marshall; and Al Redding, Houston.

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ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT The Cash Box, 26 W. 47th St., New York 19, N. Y.

## WANT

WANT—Will pay top price for AMI Model B; Bally Coney Islands; Bally Bright Lights; Bright Spots. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

WANT—Bally Bright Lights; Bright Spots; Coney Island; Seeburg M-100A; AMI Model A, B or C; Wurlitzer 1250 or 1100. State price, condition in first letter. J. ROSENFELD CO., 3220 OLIVE ST., ST. LOUIS, MO.

WANT—Used 1428 Rock-Olas. State best price and general condition. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

WANT—Panorams; Coney Islands; Bright Spots; Bright Lights; Williams Super World Series; Keeney Four Way long and short board conversions; also 12 ft. Shuffleboards. MONARCH COIN MACH. INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Lincoln 9-3996.

WANT—We are paying the highest market price on United Twin Rebounds and Q-Balls. As is. Quote price, condition and quantity. DAVE LOWY & CO., 594 TENTH AVE., N. Y. C., N. Y. Tel.: Chickering 4-5100.

WANT—Will pay highest prices for: Broadways 3-4-5's and 100 record Seeburgs; Universal 5 Stars. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF.

WANT—Music Operators—to send us their list of top ten tunes, each week. Have good deal for you in exchange. Write: BOX # 119, c/o THE CASH BOX, 26 W. 47th St., NEW YORK 19, N. Y.

WANT—Used Bright Lights; Coney Islands; Bright Spots and Leaders. Also 100 record Seeburgs and boxes. Best price. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

WANT—Seeburg Shoot The Bear Guns. Any quantity. Give price and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyant 9-6677.

WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; \$150 to \$300 per thousand; will make trip to inspect if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 128 W. 66th STREET, NEW YORK CITY, N. Y.

WANT—Wurlitzer 800's and 1015's, all you have and receive. LAREDO EXPORTING COMPANY, LAREDO, TEXAS.

WANT—AA-1 Equipment only at wholesale prices for export: Seeburg 100's; Solotone Selective; Steeple Chase; County Fair; Spark Plug; Hayburners; Double Feature; Arcade Equipment; Coin Counters; Coin Changers. LIEBMAN, 12 BABY POINT RD., TORONTO, CANADA.

WANT—All types Arcade Equipment, Seeburg Bear Guns, Seeburg M100s. Quote lowest prices or will trade New Turf Kings in original crates. Write, Wire Phone: C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: DUnkirk 3-1810).

WANT—Close Outs: Late model phonographs. ACTIVE AMUSEMENT CO., 501 NO. GOSSET STREET, ANDERSON, S. C. Tel.: 2310.

WANT—Tubes: 2051; 70L7; 6SN7; 75; 6SC7; 2A3; 5V4; 6L6; 6K7 Metal; 6N7 Metal; 6L7 Metal. Will pay \$40.00 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO 13, ILL.

WANT—Now, surplus stock of new major labels. Mail us quantity of brands available—inventory if possible. We will mail you top quotation on your stock. GALGANO DIST. CO., 4142 W. ARMITAGE AVENUE, CHICAGO, ILL. Tel.: DICKens 2-7060.

WANT—Turf Kings; Spark Plugs; Jalopies; Globetrotters; Packard Pla-Mor Boxes; Scales, 1217, 1017, 1400, 1250; AMI C & D; Seeburg M-100's, 78 and 45. Write stating condition and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—Will pay \$\$ for Metal Typers; Photomatics; Panorams; Voice Recorders; Quizzers; Hayburners; Dale Guns; Six Shooters; AMI Phonographs; Bally Bright Lights; Bally Bright Spot and Coney Island. REDD DIST. CO., INC., 298 LINCOLN ST., ALLSTON, BOSTON 34, MASS. Tel.: ALgonquin 4-4040.

WANT—Your used or surplus records. We buy all year round and pay top prices up to 5% blues and race. No lot too large or too small. We also buy closeout inventories complete. BEACON SHOPS, 821 NO. MAIN ST., PROVIDENCE, R. I. Tel.: UNion 1-0320.

WANT—Operator's Attention! Want to buy complete music routes also post-war phonographs for cash. Give complete details first letter stating models, quantity, condition and prices. We also sell complete line of premiums. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J.

WANT—Used Records from 500 to 50,000, we buy them all. Special prices paid for rhumbas. Used 45 RPM bought in quantities. We pay freight. State price to save time. C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. I., N. Y.

WANT—Used records. We pay more. We pay freight and furnish shipping labels. Operators with more than 50 machines will be contacted by phone. Please state number of machines operated. JULIAN BROWN ENTERPRISES, 9106 SO. WESTERN AVE., LOS ANGELES 47, CALIF.

WANT—Coney Islands; Bright Spots; Bright Lights; United's Leader; 100 Record Seeburg Phonographs & Bar Boxes & Late Model Phonographs; Chicago Coin & Exhibit Guns; Seeburg Bear Gun; Hobby Horses. Give best price and quantity in first letter. VALLEY DISTRIBUTORS, 401 NO. 16 STREET, SACRAMENTO, CALIFORNIA.

WANT—Bingo Rolls. State price and condition first letter. SYSTEM AMUSEMENT CO., 810 WEST 2nd AVE., SPOKANE, WASH.

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT—Wurlitzer Model 1250's; Seeburg M 100's (78's or 45's). Will pay cash or trade late Pin Games; Alleys or Arcade Equipment. Also can use Universal Shuffle Tournament Heads or Keeney Bowling Champ Two and Four player Heads. Write, Wire or phone: BUSH DIST. CO., 286 N. W. 29th ST., MIAMI, FLA. Tel.: 3-4623.

WANT—Will pay top dollar for A.B.C.'s; Brite Lites; Brite Spots and Coney Islands. Write or phone: CLEVELAND COIN MACHINE EXCHANGE, INC., 1827 ADAMS, TOLEDO, OHIO.

## FOR SALE

FOR SALE—United Skee Alley \$50; United Twin Shufflecade \$65; Bally Champion \$65; Rock-Ola Phonograph Model Sup 40 \$20. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—Coin Operated Pool Tables. 3 1/2' x 7'. Patented—Feature returns Q-Ball and Scratch Balls. Q-Ball and other balls same size. Price \$585 f.o.b. Pensacola, Florida. F. A. B. DISTRIBUTING CO., INC., 1019 BARONNE ST., NEW ORLEANS, LA., 911 GERVAIS ST., COLUMBIA, S. C., 304 IVY ST., N. B. ATLANTA, GA. Write for details.

FOR SALE—Clean, ready for location: Wurlitzer 1015's \$165; Wurlitzer 1080's \$175; Seeburg 146's \$110; Seeburg 147's \$150; Rock-Ola 1422's \$85; Wurlitzer 3031 Wall Boxes \$8.50; Seeburg 3-Wire 5-10-25c Wall Boxes \$10; Seeburg Wireless 5c Wall Boxes \$7.50; Packard Wall Boxes \$7.50. CAIN-CAILLOUETTE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

FOR SALE—United Twin Rebound \$175; United Four Player \$225; United Five Player \$275; United Six Player \$325; C.C. Trophy Bowl \$75; Genco Shuffle Target \$100; United Twin Shufflecade \$175; Canasta \$75. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN RD., SCHENECTADY 2, N. Y.

FOR SALE—Will accept best offer on 40,000 new and used records in good condition and crated. "Radio" JOE WARRINGTON, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

FOR SALE—Or will trade some of the following for overhead Shuffleboard Scoreboards. Terms 1/3 deposit, balance C.O.D. 2-1422 Rock-Ola @ \$90; 1-1015 Wurlitzer @ \$160; 2-750E Wurlitzer @ \$85; 1-750 Wurlitzer \$75; 3-850 Wurlitzers @ \$40; 4-700 Wurlitzers @ \$75; 5-800 Wurlitzers @ \$60; 4-5c 3-wire Seeburg Wall Boxes \$12.00; 4-Wireless 5c Seeburg Wall Boxes \$9; 2 8-foot Genco Shuffle-targets @ \$125; Ali-Baba pin game \$40; Tennessee \$20; Trade Winds \$30; Bally Hi-Roll \$25; 39 and 40 Rockolas \$30. BRYAN BROS. MUSIC CO., 705 WASHINGTON ST., CADILLAC, MICHIGAN.

FOR SALE—A.B.T. Electric Skill Guns, very good condition \$29.50 ea. Beautiful Chrom stands, fit all A.B.T. Counter Guns \$16.50; 1/2 cash with order. ACE MUSIC CO., WAUKON, IOWA. Tel.: 223-Y.

FOR SALE—Coney Islands \$450; ABC Bingo \$275; Zingo \$325; Total Rolls \$50; High Rolls \$75; 3020 Wall Boxes \$39; Grand Award Pin \$40; One Two Three \$50; Barnacle Bill \$40; Ballerina \$35; WIL56 Wall Boxes \$14. V. YONTZ, BYESVILLE, OHIO. Tel.: 5781.

FOR SALE—Coin machine route in southern Arizona. Over 250 pieces. 98 phonographs; 78 pins; 24 one-balls; 10 shuffleboards; 23 bowling games; 14 pokerino; 3 six-shooter; 1 jet gun. Also 350 wall boxes; 84 speakers. Record shop. Very large store and work shop. Completely equipped office. Approximately \$15,000; in parts and supplies. Route established many years. Very little competition. Owner retiring. Guarantee \$800 to \$1000 week net profit. \$50,000 cash required. Balance can be arranged for reliable party. None other need apply. BOX #2238, c/o THE CASH BOX, 26 W. 47th ST., N. Y. C., N. Y.

FOR SALE—Hayburner, like new, \$245; Jalopy \$265; King Pin (new) \$275; 1080 Wurlitzer \$169.50; 1015 Wurlitzer \$135; 1946 Seeburg \$135; 1017 Hideaways \$139.50; Rockette \$129.50. ROANOKE VENDING MACH. EXCH., INC., 118 W. WASHINGTON ST., CHARLESTON, W. VA.

FOR SALE—Reconditioned Wurlitzers: 1250's \$500; 1100's \$350; 1015's \$225; 1080's \$200. Seeburgs 146M \$187; 147M \$225; 148ML \$325; Wall Boxes 3W2-L56 \$18.50; W1-L56 \$15 less tubes. Packard Manhattan's \$169.50. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, VA.

FOR SALE—3 Seeburg Bear Guns \$295 ea.; 1 Chico Ace Bowler, F.P. \$125; 7 Packard Wall Boxes, Chrome, \$12.50 ea.; 2 Chico Thing \$59.50 ea.; Genco Canasta \$69.50 ea. AUTOMATIC AMUSE. CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE—Bally Citations, Champions, Turf-Kings; Universal Winners, new and used Consoles and slots. We now have in stock Bally's Futurity and other games. West Virginia Bally Distributors. ALLAN SALES, INC., 928-30 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—Reconditioned Wurlitzer Phonographs ready for location: 5 Model 1250 \$475 ea.; 3 Model 1100 \$325 ea.; 1 Model 750 E \$90; 1 Model 1432 Rocket 51 Rock-Ola \$500. 1/3 deposit, balance C.O.D. WINTERS DIST. CO., 1713-15 HARFORD AVENUE, BALTIMORE 13, MD. Tel.: LExington 8820.

FOR SALE—Just off our route: Wurlitzer 1250 adaptor and 48 Selection Wall Box \$125; Gottlieb Bowlette \$45; Seeburg Chicken Sam converted to Swing Monkey \$50. 1/2 deposit with order. FRENCHY & CO., 7624 N. E. 2nd AVENUE, MIAMI, FLA. Tel.: 72767.

FOR SALE—New and used Scales. Send for our special price list on new Scales and bargain list on used ones. SPARKS SPECIALTY CO., SOPERTON, GA.

FOR SALE—Phonographs with famous Dixie six point guarantee: Seeburg 148ML \$299; Seeburg 147M \$199; Seeburg 146M \$169; Seeburg H148M \$219; Seeburg H246M \$179; Seeburg H146M \$159; Wurlitzer 1080 \$189. DAVIS DIST. CORP., 738 ERIE BLVD. E., SYRACUSE 3, N. Y.

## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Williams All Stars \$79.50; Star Series \$99.50. Rock-Ola (Deal) 1 Imperial 20 Remote Control with 9-1501 D Dial-a-tone, 1-1502 Bar, 1-Lite Transformer \$79.50. Terms 1/2 deposit. WATERBURY AMUSEMENT MACH. CO., 453 WEST MAIN ST., WATERBURY 35, CONN.

**FOR SALE**—Shooting Gallery complete with water tank and motors, live ammunition now in operation; size 11 ft. wide—25 ft. long. RELIABLE COIN MACHINE CO., 184-188 WINDSOR STREET, HARTFORD, CONN.

**FOR SALE**—Beat this if you can. Every phonograph rebuilt and renewed ready for location. Wurlitzer 750 \$79.50; Rock-Ola 1422 blonde refinished \$109; Seeburg 146 \$139; Aireon Motors \$4.95; 3-6 and 10 Amp plug fuses \$4.00 hundred. 1/3 with order, balance C. O. D. GAYCOIN DISTRIBUTORS, INC., 4866 WOODWARD AVE., DETROIT 1, MICH.

**FOR SALE**—See us for your conversions on United's Twin, 4-Player and 5-Player—also ChiCoin's Classic and Trophy. Have them rebuilt with screened Formica and large pins. Priced reasonable. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel.: CH 4-5100.

**FOR SALE**—Six Shooter like new, \$225; Bally Hi-Rolls \$49.50; Play Ball \$49.50; Chicoin Goalee \$69.50; Seeburg Bear Gun \$349. All machines A-1 condition, no charge for crating. Will trade for 100 selection Seeburgs; Bright Spots; Bright Lights and Coney Islands. STANLEY AMUSEMENT CO., 5225 SO. TACOMA WAY, TACOMA, WASH. Tel.: HI. 5110.

**FOR SALE**—20 Wise Owl Quizzettes (like new) \$5 ea.; 4 Grippers \$9.50 ea.; 3 ABT Challengers \$12 ea.; 2 Pop Ups \$10 ea.; 2 Electric Shockers \$10 ea.; 1 Shipman Select-A-Bar (like new with stand) \$20. 1/3 deposit, balance C.O.D. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3992.

**FOR SALE**—To highest bidder, all offers considered: Automatic Phonographs—Wurlitzer: (2) 750E; (4) 500; (2) 800; (1) 700. Seeburg: (1) 9800; (2) Envoy. Additional equipment—Wurlitzer: (3) 145 Stepper; (2) 219 Stepper; (1) 320 5c Wall Box; (1) 125 5-10-25c Wall Box—Rockola: (6) 5c Wall Box—Buckley: (15) 5c Wall Box. Other equipment — International Mutoscope Photomat and Supplies: (2) Rockola Shuffle Jungle; Chicago Coin Hockey; Genco Playball; Penny Punching Bag; (2) United Double Shuffle Alley; United Shuffle Alley; Universal Twin Bowler; Universal Super Twin; United Shuffle Alley Express; Pitch 'Em and Bat 'Em; Ten Strike; Pistol; Jack Rabbit; Mountain Climber; Radar Rocket; Undersea Raider; Shoot Your Mother-In-Law; Heavy Hitter (1c); (50) Silver-King Nut Vendors. TRI-STATE AMUSEMENT CO., 149 18th STREET, WHEELING, W. VA.

**FOR SALE**—Cue-Ett Tables. New Game—Low First Cost. No operating expense. Holds player's interest. Something new and different. Price \$279.50. Write for circular. PASCO MUSIC CO., BOX 38, NEW PORT RICHEY, FLA.

**FOR SALE**—Spring Special. 100A Seeburgs \$725; AMI Model C's \$500; 1250 Wurlitzers \$450. Prices include crating and thorough reconditioning. \$100 deposit per machine required. Contact: SHELDON SALES, INC., (Formerly Alfred Sales, Inc.), 881 MAIN ST., BUFFALO 3, N. Y.

**FOR SALE**—Turf Kings \$174.50; Williams Star Series \$99.50 ea.; Williams Double Header \$74.50; Bally Big Inning \$164.50; Dale Guns \$64.50; Heavy Hitters \$42.50 ea.; Quizzer with Film \$89.50; Chicago Coin Bank Box, like new \$134.50; Keeney Double Bowler \$89.50; Chicago Coin Twin Rebound \$44.50; Keeney 4 Player \$189.50; United 5 & 6 Players, write; Chicago Coin Goalee \$99.50; Seeburg 100 Record Wall Boxes \$94.50 ea.; Seeburg M-100A 78 R.P.M., late Series \$774.50. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

**FOR SALE**—Wurlitzer 1080 \$179.50 ea.; Wurlitzer 1100 \$375 ea.; Aireon DeLuxe (with Wurlitzer mechanism) \$109.50 ea. Plus \$10 for crating. Many others—write for list. YOUNG DISTRIBUTING, 599 TENTH AVE., NEW YORK, N. Y. Tel.: CHickering 4-5050.

**FOR SALE**—"America's Finest One-Stop Music Service" can supply you with all the records you need. Every major and independent label in stock. We ship anywhere. Cost you only a few pennies above absolute wholesale price. COVEN DISTRIBUTING CO., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: INdependence 3-2210.

**FOR SALE**—Chicoin Bowling Alleys \$55; Seeburg Guns \$75; Lite League \$49.50; DeLuxe Bowler \$34.50; and many other values. COIN AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL.

**FOR SALE**—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation first. COMMERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: RIVERSide 4131.

**FOR SALE**—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40 word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box, "The 'Bible' of the Coin Machine Industry." Send your check for \$48 today plus your first 40 word ad to: THE CASH BOX, 26 W. 47th ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

**FOR SALE**—Shipmans brand new triplex Postage Stamp Machine Plus 20,000 folders—Special \$39.50 complete. Shipman Folders \$10 carton 20,000 Victory Folders \$6.00 carton 10,000. Mail check to: SCHWARTZ DISTRIBUTING CO., 1800 S. W. 17th ST., MIAMI 45, FLA.

**FOR SALE**—Special Sale: Keeney Double Bowler \$69.50; Universal Super Twin Bowler \$29.50; Chicago Coin Bowling Alley \$19.50; United Shuffle Alley Express \$19.50; Bally Champ \$19.50; Bally Speed Bowler \$15.00. No crating. AMERICAN VENDING CO., 615—10th AVENUE, NEW YORK CITY, NEW YORK.

**FOR SALE**—2 Bright Lights, Drop Chute @ \$375 ea.; Turf Kings, refinished @ \$195 ea.; Champions, refinished @ \$95 ea. SAM SOLOMONS, UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH STREET, COLUMBUS, O. Tel.: UNiversity 6900.

## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Packard Wall Boxes ready for location \$12.50, satin or chrome. Seeburg Bear Games \$299.50. WANTED—Advance Scoring Units. WESTERN DISTRIBUTORS, 1226 SW 16th AVE., PORTLAND 5, OREGON.

**FOR SALE**—Coney Islands \$445; United Leader \$400; United 3-4-5 \$275; A.B.C. \$250. Have arcade equipment; write: MERIT INDUSTRIES, 542 W. 63 ST., CHICAGO 21, ILLINOIS. Tel.: Englewood 4-9202 and 4-9204.

**FOR SALE**—Brand new, never used: 1 Wurlitzer 1217 Hideaway; 3 brand new wall boxes complete \$650. 1/3 deposit, balance C.O.D. or S/D KOEPEL DIST. CO., 629 TENTH AVENUE, NEW YORK CITY 19, NEW YORK.

**FOR SALE**—Happy Go Lucky; Harvey; Mermaid; Shoo Shoo; Snooks; Quartette; Sportsman; Deluxe World Series. Call or write for price: LEHIGH SPECIALTY CO., 826 NO. BROAD ST., PHILADELPHIA 30, PENNA.

**FOR SALE**—Cigarette Machines: Du-Grenier Model S, Rowe Imperial, U-Need-A-Pak E & A, 6 & 8 cols.—\$99.50 ea.; 25c Operation equipped with King Size beautifully re-sprayed in two-tone job. Completely overhauled. 1/3 Deposit, balance C.O.D. DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-5100.

**FOR SALE**—Largest headquarters for arcade equipment. Batting Practice \$75; Boomerang \$45; Big Inning \$185; Heavy Hitters \$69.50; Chi Coin Hockey \$75; Chi Coin Basketball Champ \$225; Goalee \$125; Dale Gun \$75; Pop Sez \$69.50; Pitchem & Batem \$185; Quizzer & Film \$100; Silver Bullets \$150; Seeburg Bear Gun \$325; Western Baseball \$85. Terms: 1/2 deposit with all orders, balance C.O.D. CLEVELAND COIN MACH. EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND, OHIO.

**FOR SALE**—100A Seeburg \$725. Model 146M Seeburgs \$165; 1250 Wurlitzers \$465; 1100 Wurlitzers \$356; 1080 Wurlitzers \$175; 1015 Wurlitzers \$165. All shopped and in clean condition—guaranteed. 1/3 deposit, balance C.O.D. CENTURY MUSIC DISTRIBUTORS, 1221 MAIN ST., BUFFALO, N. Y.

**FOR SALE**—Bingo Games including six Spotlights used 8 weeks and four Coney Islands, all guaranteed in A-1 mechanical condition and a good outward appearance. Write or phone for prices. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: Main 8751.

**FOR SALE**—Clean used equipment all perfect ready for location: 5 Balls: Tucson \$65; Georgia \$140; The Thing \$69.50; Trade Winds \$30; Screwball \$30; Barnacle Bill \$40; Knockout \$115; Spot Bowler \$135; Harvest Time \$90; College Daze \$89; Champion \$70. One-Balls: Turf Kings (new) \$395; Turf Kings (used) \$195; Champions \$75; Winners \$99; Citations \$49. Music: Rock-Ola—1422 \$99.50; Rock-Ola—1426 \$149.50; Seeburg 46 \$125; Seeburg 48 Blonde \$275; Seeburg M 100 \$725; Wurlitzer 1015 \$175; Wurlitzer 1100 \$315. Will trade Music, One Balls, 5 Balls or any other type coin machine equipment for Seeburg 3W2-L56 Wall Boxes—3 Wire 5c—Need 200 Wall Boxes. For new Mechanical Ponies we can offer the best deal in town. Call or write for prices. Exclusive Distributor for Rock-Ola Phonographs and Thunderbolt Pony and other leading manufacturers. EASTERN VENDING SALES CO., INC., 940-942 LINDEN AVENUE, BALTIMORE 1, MD. Tel.: Mulberry 2110.

(Continued on next page)

**FOR SALE**—Perfect condition, look like new: Coney Islands \$475; Leaders \$400; Bright Lights \$350; Turf Kings \$195; Citations \$49; Various Flipper Pins (write), Hot Rods \$65. 1/3 deposit, balance C.O.D. W. E. KEENEY MFG. CO., 5229 SO. KEDZIE AVE., CHICAGO, ILL. Tel.: Hemlock 3844.

**FOR SALE**—We have on hand the largest stock of new and used pin and amusement games, phonographs, parts and shuffleboard supplies in Michigan. We are distributors for AMI, Keeney, Genco, Exhibit, Williams & Victor. See us first. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Tel.: 9-8632; 5743 GRAND RIVER AVE., DETROIT, MICH. Tel.: Tyler 8-2230.

**FOR SALE**—Complete Shuffleboard Refinishing Equipment. Two special shuffleboard equipped trucks. We will install entire equipment in any part of the country, and show you our formula for refinishing. Four years experience in refinishing and manufacturing of shuffleboards. Reason for selling, present owners going in government work. BOX HOLDER, 14806 BENTLER AVE., DETROIT, MICH.

**FOR SALE**—Seeburg 100-A's in perfect condition \$749 ea. AMERICAN AMUSEMENT COMPANY, 209 DANFORTH ST., SYRACUSE, N. Y.

**FOR SALE**—Pin games off of our own route, beautifully refinished and made mechanically perfect: Futuritys \$349.50; Bright Spots \$435; late model Photomatics \$575; Genco Shuffle Targets \$85. NEW ORLEANS NOV. CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: Canal 8318.

**FOR SALE**—Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don't sell stores. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND RD., MILWAUKEE 13, WIS. Tel.: Bluemound 8-7600.

**FOR SALE**—New and used Turf Kings, write. Bally Champions and Citations, write. New Music Mite, surprising price, write. Rock-Ola '46 and '47; Wurlitzer 1015; Seeburg 46M and 47M, write. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, OHIO. Tel.: Henderson 1-7577.

**FOR SALE**—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: West 3-3224.

**FOR SALE**—Needles. All type needles for juke boxes and home machines. Every needle a precious metals point. Give our needles a test and become the distributor for your area. Write: ELDEEN MANUFACTURING COMPANY, 621 WEST NATIONAL AVE., MILWAUKEE 4, WIS.

**FOR SALE**—Exhibit Pistol \$45; Thing \$95; Three Musketeers \$85; Bowling Champ \$85; Tri-Score \$100; Just 21 \$60; Buffalo Bill \$60; South Pacific \$80. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: Tyler 4-3810.

**FOR SALE**—Chicago Coin Classic \$115; Universal Super Twin Bowler \$115; Bally Speed Bowler \$50; Shuffle Alley with fly-away pins \$25. ALLIED COIN MACHINE CO., 786 MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: Canal 6-0293.

**CLASSIFIED ADVERTISING SECTION**

**THIS WEEK'S USED MACHINE QUOTATIONS**

13th Year of Publication  
706th Consecutive Week's Issue

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

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

**EXPLANATION**

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



**WURLITZER**

**SEEBURG**

2. 24	25.00	39.00	4. Plaza	25.00	34.50
4. 600R	39.50	50.00	6. Royale	25.00	39.50
4. 600K	49.00	69.50	4. Regal	39.50	49.00
4. 500A	49.00	69.50	4. Regal RC	39.50	49.00
4. 500K	39.50	59.50	2. Gem	29.50	44.00
4. 41 (Counter)	24.50	50.00	4. Classic	49.00	60.00
6. 51 (Counter)	30.00	45.00	4. Classic RC	49.00	60.00
4. 61 (Counter)	24.50	50.00	6. Maestro	44.00	65.00
4. 71 (Counter)	59.50	75.00	4. Mayfair	44.00	59.50
6. 81 (Counter)	49.50	75.00	1. Mayfair RC	44.00	59.50
4. 700	75.00	89.50	6. Melody King	49.50	79.50
4. 750M	79.50	89.00	6. Crown	39.50	59.50
1* 750E	90.00	100.00	6. Crown RC	49.50	79.50
4. 780M Colonial	79.50	99.50	6. Concert Grand	39.50	59.50
2. 780E	79.00	89.50	4. Colonel	29.50	49.00
4. 800	69.50	98.00	4. Colonel RC	29.50	49.00
4. 850	44.50	59.00	6. Concert Master	49.50	69.50
1. 950	59.00	74.50	6. Concert Master RC	59.50	89.00
4* 1015	135.00	295.00	6. Cadet	35.00	65.00
2* 1017 Hideaway	135.00	200.00	4. Cadet RC	39.50	65.00
2* 1100	300.00	425.00	4. Major	39.50	59.00
4* 1080	145.00	225.00	4. Major RC	39.50	59.50
2* 1250	450.00	500.00	4. Envoy	39.50	59.00
6. 300 Adapter	10.00	15.00	4. Envoy RC	39.50	59.00
6. 320 Wireless Wall Box	3.50	5.00	4. Vogue	39.00	59.50
6. 310 Wall Box 30 Wire	4.50	5.00	6. Vogue RC	49.50	69.50
4. 320 2 Wire Wall Box	4.00	5.00	6. Casino	35.00	59.50
6. 332 2 Wire Bar Box	5.00	9.50	6. Casino RC	49.50	79.50
6. 331 2 Wire Bar Box	5.00	10.00	6. Commander	39.50	59.50
6. 304 2 Wire Stepper	3.50	5.00	6. Commander RC	50.00	69.00
6. Wireless Strollers	19.50	25.00	4. Ti-Tone 9800	45.00	60.00
6. 430 Speaker Club with 10, 25c Box	69.50	75.00	4. Hi-Tone 9800 RC	45.00	60.00
6. 420 Speaker Cabinet	40.00	49.50	4. Hi-Tone 8800	49.50	59.00
4. 3031 Wall Box	8.00	15.00	4. Hi-Tone 8800 RC	49.50	59.00
4. 3045 Wall Box	9.95	20.00	4. Hi-Tone 8200	49.50	59.00
4. 3020 Wall Box	34.50	40.00	4. Hi-Tone 8200 RC	45.00	59.00
4. 3025	12.50	19.50	2* 146S	110.00	169.50
4. 2140 Wall Box	19.50	24.50	4* 146M	110.00	187.00
2. 219 Stepper	22.50	35.00	4. 147S	149.00	179.50
4. 100 Wall Box 5c 30 Wire	3.50	5.00	4* 147M	150.00	225.00
6. 100 Wall Box 10c 30 Wire	12.50	17.50	2. 148S	275.00	350.00
6. 111 Bar Box	3.00	10.00	4. 148M	275.00	350.00
4. 120 Wall Box 5c Wire	2.00	4.50	4* 148ML	265.00	325.00
6. 305 Impulse Rec.	2.50	10.00	1* M-100-78	725.00	775.00
6. 350 WIs Speaker	17.50	29.50	6. Remote Speak Organ	7.50	17.50
6. 115 Wall Box Wire 5c - Wireless	5.00	7.50	6. Multi Selector 12 Rec.	12.50	35.00
6. 135 Step Receiver	14.50	19.50	6. Melody Parade Bar	4.50	6.00
6. 145 Imp. Step Fast	4.50	7.50	6. 5c Wallomatic Wireless	3.00	8.50
6. 306 Music Transmit	7.50	9.50	6. 5c Baromatic Wireless	4.50	5.00
6. 130 Adapter	15.00	19.50	6. 5c Wallomatic 3 Wire	2.00	8.00
6. 580 Speaker	25.00	49.50	6. 30 Wire Wall Box	2.00	9.50
6. 123 Wall Box 5/10/25 Wireless	9.00	15.00	6. 5, 10, 25c Baromatic Wire	3.00	6.95
6. 125 Wall Box 5/10/25 Wire	2.50	6.00	4. 5, 10, 25c Wallomatic 3 Wire	7.50	9.95

**FOR SALE**—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Genco and others. **TARAN DISTRIBUTING, INC.**, 2820 N. W. 7th AVE., MIAMI 34, FLA. Tel.: 3-7648.

**FOR SALE**—Your price? 3 Shuffle Skill; 1 Super Shuffle; 1 Shuffle Skee Alley; 1 South Pacific; 4 Wurlitzer 500K; 3 600K; 1 Star Series Baseball; 2 Howard Metal Typers; Picture Booth with double unit camera. **S & W MUSIC CO.**, 115 EAST 15th ST., ANNISTON. ALA.

**FOR SALE**—5 Turf Kings \$175 ea.; 2 Citations \$40 ea.; 1 Chicago Coin Shuffle Baseball \$35. All machines A1 condition. **NASTASI DIST. CO.**, 1010 POYDRAS, NEW ORLEANS 12, LA. Tel.: MA. 6386.

**FOR SALE**—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. **ANGOTT DISTRIBUTING CO., INC.**, 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

**FOR SALE**—Emperors; Thrones; '39 and '40 Standards and DeLuxes; Classics; WIL56 Wall Boxes; 600's; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misc. Pinballs. **SOUTHSIDE VENDING**, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.

**FOR SALE**—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. **WILLIAMSPORT AMUSEMENT CO.**, 233 W. 3rd STREET, WILIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

**FOR SALE**—New Shoot The Moon F.S. \$199.50; Used Shoot The Moon \$169.50; New Horse Shoes \$244.50; New Williams Sportsman \$199.50. New Horse Feathers \$375; Used United County Fair \$300; Rabco Foot Vibrators 1c and 5c special \$69.50; Used Keeney 2 Player League Bowler rebound \$99.50; floor sample United 2 Player Hockey \$99.50; floor samples Mutoscopes Flying Saucers \$100; clean Seeburg Low Boy perfect, each \$50; New Williams Sea Jockey \$375. **K. C. SPECIALTY CO.**, 410 MARKET ST., PHILA. 6, PA. Market 7-6865 or 7-6391.

**MISCELLANEOUS**

**NOTICE**—These 3 telephone numbers are important to you: The Cash Box, New York City, JUDSON 6-2640; The Cash Box, Chicago, Ill., DEARBORN 2-0045; The Cash Box, Los Angeles, Calif., WEBSTER 3-0347.

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

**NOTICE**—Change to dime play. Hawley Convertor Kit for old style and new style Packard boxes. Lots of 25, \$1 each; Samples \$1.25. Contains new glass, dime bushings, parts for rejector. Kits also available for other five-cent boxes. Specify your needs. **J. R. HAWLEY DISTRIBUTING CO.**, 2720 W. PICO BLVD., LOS ANGELES, CALIF.

**NOTICE**—Carolina Operators—One stop record shop. All labels in popular, race, hillbilly and old favorites, 78 or 45's only 70c ea. with title strips. Send for our coin machine Bargain Sheet. **DARLINGTON MUSIC CO.**, 132 NO. MAIN ST., DARLINGTON, S. C. Tel.: 500.

**Here's How You Can Get 40 Classified Ads Absolutely FREE!**

If you plan to use but one classified ad every so often. Let's say only one classified ad per month. Just 12 ads during the entire year. Each ad of 40 words. (40 words has been found to be the size of the average classified ad.) These 12 classified ads would cost you \$48.

Each classified ad of 40 words, at the regular rate of 10c per word, would cost you \$4.00. Multiply the \$4.00 by 12 such ads during the year, and you arrive at the total of \$48.00.

For this very same \$48 you can get an additional 40 classified ads, also of 40 words each, absolutely FREE.

In short, by taking immediate advantage today of *The Cash Box* "Special Classified Advertising Subscription" you can get 52 ads of 40 words each (one ad for each week's issue of *The Cash Box* for the full year of 52 weeks' issues) for the very same price of \$48. You are actually getting a \$223.00 value for only \$48. A tremendous savings to you of \$175.00 if you act quick.

Here's how you save that \$175.00: You get 52 classified ads of 40 words each (actual cost of each ad is \$4.00 at regular rate of 10c per word). This gives you a 40 word ad each week during the full year of 52 weeks' issues (52 times \$4.00) that is worth \$208.00. But, that isn't all, you also get a complete issue of *The Cash Box* each week (not just a tear sheet or a proof showing your ad only) which is worth \$15.00, the regular full year's subscription rate. A grand total value of \$223.00—All for only \$48.

You save \$175.00 and, at the same time, you get 40 more classified ads of 40 words each absolutely FREE—all for the same \$48 that only 12 ads would cost you at regular rate. Take advantage of *The Cash Box's* "Special Classified Advertising Subscription" today! (Remember: *The Cash Box* publishes more classified ads each week than all the other magazines in the industry combined print in a month.)

Think! as materials grow shorter in supply. As merchandise and machines grow more and more scarce. You will want to buy merchandise and equipment you will need to continue profitably in business. Likewise, you will want to turn dead merchandise that is gathering dirt, dust and rust into cash. *The Cash Box's* "Special Classified Advertising Subscription" gives you the opportunity to both buy and sell each and every week for the full year of 52 weeks' issues.

\* Enclose your first 40 word classified ad with your check for \$48 and mail right now to:

**THE CASH BOX**  
26 W. 47th STREET  
NEW YORK 19, N. Y.

\* If you already have a \$15 subscription you will be given credit for the unused portion toward *The Cash Box's* "Special Classified Advertising Subscription."

Table listing various electronic products like Wall-a-Matic, WIL-56 Wall Box, and Tear Drop Speaker with prices.

ROCK-OLA

Table listing Rock-Ola products such as Imperial 20, Windsor, and various Counter models.

Table listing BUCKLEY products including Wall & Bar Box O.S., Wall Bar Box N.S., and PACKARD products.

Table listing various electronic products including Manhattan, Model 7 Phono, and various Adaptor models.

MILLS

Table listing Mills products such as Do Ri Mi, Panoram, and Constellation.

AMI

Table listing AMI products including Hi-Boy, Singing Towers, and Model A/B/C.

AIREON

Table listing AIREON products such as Super DeLuxe, Blonde Bomber, and Fiesta.

MISCELLANEOUS

Table listing miscellaneous products like Chicago Coin Hit, Ristaurat, and Williams Music Mite.

Large table listing numerous products including Football, Horsemen, Freshie, and many others with prices.

Large table continuing the list of products such as St. Louis, Sally, Samba, and many others with prices.



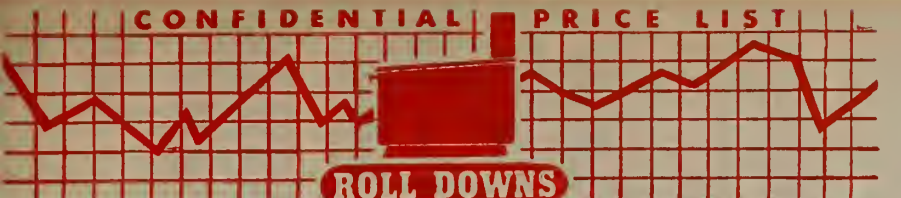
Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ke) Keeney; (Un) United; (Wm) Williams.

Table listing pinball games like ABC Bowler, A.B.C., Ali Baba, and many others.

Table listing pinball games like Carolina, Carousel, Catalina, and many others.

Table listing pinball games like Leap Year, Line Up, Lite-A-Line, and many others.

Table listing pinball games like Stardust, Starlite, State Fair, and many others.



**ROLL DOWNS**

ABC Roll Down	24.50	49.50	1. Genco Total Roll	25.00	39.50
Bermuda	20.00	35.00	6. Hawaii Roll Down	10.00	24.50
Big City	10.00	35.00	1. Hy-Roll	49.50	75.00
Bing-A-Roll	69.50	75.00	6. Melody	20.00	35.00
Bonus Roll	25.00	49.50	4. Pro-Score	39.50	45.00
Buccaneer	49.50	64.50	4. Singapore	10.00	39.50
Champion Roll	15.00	29.50	6. Sportsman Roll	10.00	20.00
ChiCoin Roll Down	19.50	49.50	6. Super Score	35.00	49.50
Genco Advance Roll	39.50	69.50	4. Super Triangle	25.00	35.00



**SHUFFLES - REBOUNDS**

Bally Shuffle-Line	179.50	185.00	2* Keeney League Bowl	195.00	245.00
Bally Hook Bowler	150.00	250.00	4. Keeney Duck Pins	95.00	125.00
Bally Baseball	75.00	89.50	4. Keeney Big League Bowl	255.00	310.00
Bally Shuffle Champ	45.00	79.50	2. Keeney 4-Way Bowl	190.00	239.50
Bally Shuffle-Bowler	24.50	39.00	4. Rock-Ola Shuffle Jungle	29.50	59.50
Bally Speed Bowler	39.50	69.50	4. Rock-Ola Shuffle-Lane	24.50	30.00
California Shuffle Pins	25.00	40.00	4. Un. Dbl. Shuffle	50.00	79.50
ChiCoin Bango	15.00	49.50	1* United Shuffle Alley	24.50	79.50
ChiCoin Beacon	35.00	49.50	4. Un. Shuffle w/con.	29.50	49.50
ChiCoin Bowling Alley	35.00	59.00	3* Un. Shuffle Alley Exp.	45.00	70.00
ChiCoin Alley w/con.	49.50	79.50	1* Un. 2-play Express	75.00	175.00
ChiCoin Ace Bowl	95.00	160.00	2. Un. Sin Rebound	75.00	129.50
ChiCoin Bowl Classic	75.00	130.00	3* Un. Twin Rebound	175.00	215.00
ChiCoin Rebound	35.00	45.00	6. United Shuffle Skill	19.00	44.50
ChiCoin Baseball	35.00	95.00	4. United Super-Shuffle	24.50	39.50
ChiCoin Trophy	75.00	140.00	1. United Slugger	95.00	129.00
Exhibit Strike	45.00	89.50	4* United Skee Alley	50.00	139.50
Genco Shuffle Target	85.00	199.50	2* Un. 4-Player	225.00	275.00
Genco Bowling League	24.50	45.00	2* Un. 5-Player	250.00	305.00
Genco Glider	30.00	39.50	7* Un. 6 Player	285.00	335.00
Genco Baseball	49.50	79.50	4. Un. Shuffle-Cade	179.50	189.50
Gottlieb Bowlette	24.50	59.50	4* Un. Twin Shuffle-Cade	175.00	250.00
Keeney ABC Bowler	39.50	60.00	2* Univ. Super Twin	99.00	135.00
Keeney Line Up	22.50	34.50	4. Universal Twin Bowler	49.50	65.00
Keeney King Pin	55.00	85.00	2* Univ. HiScore Bowler	155.00	175.00
Keeney Pin Boy	24.50	39.50	4. Williams DeLuxe Bowler	34.50	49.50
Keeney Ten Pins	24.50	45.00	4* Williams Twin Shuffle	24.50	35.00
Keeney Lucky Strike	35.00	75.00	4. Williams Single Bowler	25.00	28.50
Keeney Dbl. Bowler	75.00	139.50	4* Williams Dbl. Head	59.50	115.00



**ARCADE EQUIPMENT**

Allite Strike 'N Spares	39.50	149.50	4. Jack Rabbit	95.00	109.50
Boomerang	45.00	85.00	4. Keeney Air Raider	95.00	125.00
Bally Big Inning	165.00	185.00	6. Keeney Anti Aircraft Br	15.00	25.00
Bally Bowler	175.00	189.50	6. Keeney Anti Aircraft Bl	15.00	50.00
Bally Convoy	47.50	95.00	4. Keeney Sub Gun	49.50	125.00
Bally Defender	95.00	125.00	4. Keeney Texas Leaguer	40.00	50.00
Bally Eagle Eye	39.50	49.50	4. Kirk Night Bomber	75.00	150.00
Bally Heavy Hitter	42.50	69.50	4. Lite League	49.50	75.00
Bally King Pin	35.00	45.00	4. Mutoscope Ace Bomber	95.00	110.00
Bally Lucky Strike	45.00	79.50	4. Mnto. Atomic Bomber	100.00	150.00
Bally Rapid Fire	75.00	125.00	4. Mntoscope Dr. Mobile	95.00	150.00
Bally Sky Battle	49.50	95.00	4. Mutoscope Photomatic		
Bally Torpedo	49.50	75.00			
Bally Undersea Raider	85.00	95.00	4. Mutoscope Sky Fighter	85.00	125.00
Bank Ball	59.50	150.00	6. QT Pool Table	89.50	100.00
Bowling League	35.00	49.50	1* Quizzer	79.00	100.00
Buckley DeLuxe Dig	119.50	149.50	6. Rockola Ten Pins LD	19.50	49.50
Buckley Treas Is Dig	95.00	110.00	6. Rockola Ten Pins HD	25.00	49.50
Champion Hockey	50.00	69.50	4. Rockola World Series	69.50	75.00
Chi-Coin Basketball			6. Scientific Baseball	49.50	75.00
Champ	225.00	275.00	6. Scientific Basketball	59.50	75.00
ChiCoin Goalee	69.50	125.00	4. Scientific Batting Pr.	45.00	75.00
ChiCoin Hockey	69.50	79.50	4. Scientific Pitch 'Em	125.00	185.00
Chi Midget Skee	185.00	229.50	3* Seeburg Bear Gun	239.00	350.00
ChiCoin Pistol	69.00	149.50	4. Seeburg Chicken Sam	75.00	109.50
ChiCoin Roll-A-Score	39.50	75.00	4. Seeburg Shoot the Chute	49.50	75.00
Edelco Pool Table	49.50	75.00	6. Skee Barrel Roll	25.00	49.50
Evans Bat-A-Score	100.00	225.00	6. Skill Jnmp	25.00	39.50
Evans In The Barrel	30.00	52.50	6. Snper Torpedo	25.00	79.50
Evans Snper Bomber	50.00	100.00	4. Supreme Bolascor	40.00	100.00
Evans Play Ball	65.00	75.00	6. Supreme Skee Roll	20.00	75.00
Evans Ten Strike '46	65.00	99.50	6. Supreme Skill Roll	20.00	69.50
Evans Tommy Gun	49.50	100.00	4. Snpreme Rocket Bnster	45.00	75.00
Exhibit Dale Gun	49.50	89.50	6. Tail Gnnner	49.50	89.50
Exhibit Gun Patrol	225.00	249.50	1. Telequiz	89.50	139.00
Exhibit Pony Express	375.00	395.00	4. Un. Team Hockey	99.50	115.00
Exhibit Rotary Mder.	175.00	275.00	6. Warner Voice Record	49.50	69.50
Exhibit Silver Bullets	110.00	165.00	4. Western Baseball '39	40.00	50.00
Exhibit Six Shooter	150.00	225.00	4. Western Baseball '40	60.00	85.00
Exhibit Merchantman			6. Whizz	15.00	29.50
Roll Ch Digger	85.00	99.50	4. Wilcox-Gay Recordio	119.50	150.00
Exhibit Vitalizer	75.00	95.00	4. Williams All Stars	79.50	109.50
Genco Bank Roll	24.50	65.00	6. Williams Box Score	39.50	65.00
Genco Play Ball	29.50	65.00	4* Williams Star Series	85.00	139.50
Groetchen Met. Typer	79.50	149.50	1. Williams Quarterback	79.50	100.00
Hoop-A-Roll	24.50	49.50	4. Wurlitzer Skee Ball	125.00	150.00

## This Week's Used Market

This week's used machine market recorded some of the heaviest action in some time. The activity can be attributed to many factors which would include the usual heavy Spring buying. However, the trend during the past few months has created a definite upswing in the action of all of the used equipment and the current buying spree represents only part of the increase in quotations. Though this action proved to be extremely heavy the price ranges did not react in a similar pattern. Prices showed up with slight decreases which did not reflect any serious condition.

The pin section of the market as it often does, shared to a large extent in the increased action. Nearly all machines received many askings with the newer games

once again leading the field. One important feature of the week's trading was the influx of games into the listing for the first time.

The music section did not respond proportionately to the increase as did the other divisions, however, there was a noticeable rise in action. The usual big movers continued along at the same clip.

The shuffle section of the market was the second largest partaker in the week's heavy activity and it was shared by most of the pieces. The price ranges here developed slight decreases which can readily be expected with such a spiral in activity. The arcade division behaved in a normal manner with little change taking place as far as activity and price is concerned.

*The following was the most active equipment in this week's used market:*

**Most Active Used Music**

Held—Wurlitzer 1015	\$135.00-\$295.00
Down—Wurlitzer 1017	
Hideaway	135.00-200.00
Down—Wurlitzer 1100	300.00-425.00
Held—Wurlitzer 1080	145.00-225.00
Down—Wurlitzer 1250	450.00-500.00
Down—Seeburg 146S	110.00-169.50
Held—Seeburg 146M	110.00-187.00
Held—Seeburg 147M	150.00-225.00
Up—Seeburg M-100-78	725.00-775.00
Up—Rock-Ola 1422 Phono	
(46)	99.50-145.00
Down—Rock-Ola 1426	
Phono (47)	149.50-179.50
Held—Pla Mor Wall &	
Bar Box	7.95-22.00
Up—AMI Model B '48	399.50-475.00
Up—AMI Model C	485.00-545.00

**Most Active Used Shuffles**

Down—Bally Hook Bowler	\$150.00-\$250.00
Up—Bally Shuffle Champ	45.00-79.50
Held—Bally Shuffle-Bowler	24.50-39.00
Down—Bally Speed Bowler	39.50-69.50
Down—Chicooin Bowling	
Alley	35.00-59.00
Down—ChiCoin Bowl	
Classic	75.00-130.00
Held—Genco Shuffle Target	85.00-199.50
Held—Gottlieb Bowlette	24.50-59.50
Down—Keeney Dbl. Bowler	75.00-139.50
Down—Keeney League Bowl	195.00-245.00
Up—United Shuffle Alley	24.50-79.50
Up & Down—Un. Shuffle	
Alley Exp.	45.00-70.00
Up—Un. 2-play Express	75.00-175.00
Up & Down—Un. Twin	
Rebound	175.00-215.00
Held—United Skee Alley	50.00-139.50
Down—Un. 4-player	225.00-275.00
Down—Un. 5-player	250.00-305.00
Just added—Un. 6-Player	285.00-335.00
Held—Un. Twin Shuffle-Cade	175.00-250.00
Down—Univ. Super Twin	99.00-135.00
Down—Univ. HiScore	
Bowler	155.00-175.00
Held—Williams Twin Shuffle	24.50-35.00
Held—Williams Dbl. Head	59.50-115.00

**Most Active Used Pin Games**

Held—A.B.C. (Un 5/51)	\$250.00-\$300.00
Held—Bowling Champ	
(Got 2/49)	57.50-89.50
Up—Bright Lights (B 5/51)	324.50-395.00
Up—Bright Spot (B 11/51)	394.50-450.00
Up—Champion (B '48)	55.00-149.50
Held—Citation (B/48)	40.00-109.00
Up—Coney Island (B 9/51)	424.50-475.00
Up—Hayburner (Wm 7/51)	245.00-375.00
Just Added—Holiday	
(K 12/51)	300.00-400.00
Held—Hot Rods (B '49)	65.00-124.50
Down—Jockey Special	
(B '47)	35.00-55.00
Held—Just 21 (Got 1/50)	54.50-79.50
Held—Knockout (Got 1/51)	99.50-149.50
Held—Lucky Inning	
(Wm 5/50)	69.50-99.50
Up & Down—Summertime	
(Un 9/48)	24.50-49.50
Held—Tahiti (CC 10/49)	85.00-109.50
Held—Thing (CC 2/51)	59.50-119.50
Held—Trade Winds	27.50-49.50
Up—Turf King (B 6/50)	169.50-299.50
Down—Winner (Univ.)	99.00-199.50
Held—Zingo (Un. 10/51)	300.00-350.00

**Most Active Used Arcade Equipment**

Held—Bally Big Inning	\$165.00-\$185.00
Held—Bally Heaver Hitter	42.50-69.50
Held—ChiCoin Goalee	69.50-125.00
Held—ChiCoin Pistol	69.00-149.50
Down—Exhibit Dale Gun	49.50-89.50
Down—Exhibit Six Shooter	150.00-225.00
Up—Quizzer	79.00-100.00
Up & Down—Seeburg Bear	
Gun	239.00-350.00
Held—Williams Star Series	85.00-139.50

## Manufacturers New Equipment

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

**AMI, INC.**

Model D-40 Phonograph	\$795.00
Model HS-SM Hideaway	575.00
5c-10c Wall Box (40 Selections)	59.50
5c Wall Box (40 Selections)	53.50
Amivox Speaker	27.50

**BALLY MFG. CO.**

Shuffle Line	\$439.00
Futurity	735.00
Spot-Lite	629.50
Atlantic City	

**CHICAGO COIN**

King Pin	\$399.50
Band Box (New Model)	229.50
4 Player Derby	550.00

**H. C. EVANS & CO.**

Century Phono 100/45	\$1050.00
Jubilee Phono 40/45	825.00
Jubilee 40/78	795.00
Push-Over	385.00

**THE EXHIBIT SUPPLY CO.**

Jet Gun	\$379.50
Big Bronco	997.50
Silent Salesman (Card Vendor)	79.50

**D. GOTTLIEB & CO.**

Hit 'n' Run	\$329.50
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**INTERNATIONAL MUTO. CORP.**

Photomat '52	
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**J. H. KEENEY & CO., INC.**

De Luxe League Bowler	\$469.50
6-Player League Bowler	469.50
4-Way Bowler (conv.)	399.50

6-Player Rebound (conv.) .... 409.50

All-Electric Cigarette Vendor... 269.50

All-Electric Cigarette Vendor  
with Changemaker ..... 287.00

**ROCK-OLA MFG. CORP.**

Super Rocket '52-50 Phonograph	
(Model 1434)	\$945.00
Model 1538, 5c-10c-25c Wall Box	59.50
Model 1536, 5c Wall Box, 23 Wire	39.50
Model 1424 Playmaster	440.00

**RISTAUCRAT, INC.**

S-45 Phonograph	\$289.50
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**UNITED MFG. CO.**

Six Player De Luxe Shuffle Alley	\$485.00
Bolero	595.00
Steeple Chase	595.00

**WILLIAMS MFG. CO.**

Williams De Luxe World Series	\$525.00
Slugfest	295.00

**THE RUDOLPH WURLITZER CO.**

Model "1400" Phonograph	
Model "1450" Phonograph	
Model 1500 Phonograph	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5204 Wall Box 5c-10c-25c (104 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	

# “BIG BRONCO”

## ONLY HORSE “SAFETY-APPROVED” BY UNDERWRITERS LABORATORIES



★  
 BACKED BY  
**14 YEARS**  
 OF  
 DEVELOPMENT  
 AND  
**51 YEARS**  
 OF EXPERIENCE  
 MANUFACTURING  
 QUALITY MACHINES

★  
**IT TROTS!**  
 Pull The  
 Reins  
**IT GALLOPS!**



### EXHIBIT SUPPLY COMPANY

4218-4230 W. LAKE STREET

CHICAGO 24, ILL.

ESTABLISHED 1901

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

UNITED'S

# 6 PLAYER SUPER SHUFFLE ALLEY

ONE TO SIX  
CAN PLAY  
(10c per game,  
each player)

**BIG, BOLD  
ILLUMINATED  
SCORE INDICATORS**

★  
**EACH PLAYER CAN SEE HIS SCORE  
AT A GLANCE**

## HIGH SCORE

FOR THE WEEK

## FEATURE

PLAYER WRITES NAME  
ON BACK-GLASS

## JUMBO

DISAPPEARING PINS

FAST REBOUND ACTION  
20-30 SCORING

FORMICA PLAYBOARD

STRIKE OR SPARE  
FLASHER LIGHTS

CAN PICK UP  
7-10 SPLIT

SIZES

8 FT. BY 2 FT.  
9 FT. BY 2 FT.

HIGHEST  
SCORE  
KEY  
CONTROL

SEE YOUR DISTRIBUTOR



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

Bigger Profits are a Breeze with

Bally<sup>®</sup>

# ATLANTIC CITY

**NEWEST 3-CARD 5-BALL REPLAY HIT**



## NEW DOUBLE-SCORE

FEATURE GETS BIG, FAST EXTRA PLAY

NEW STYLE "SPOTTEM" APPEAL  
ATTRACTS EXTRA COINS EVERY GAME  
POSSIBLE TO SPOT SIX NUMBERS

POPULAR "CORNERS" IDEA  
PROMOTES PLENTY EXTRA-COIN PLAY  
CORNER NUMBERS SCORE 200

## EXTRA BALLS FEATURE

WITH ADVANCING ARROW SUSPENSE GETS EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES  
3-IN-LINE, 4-IN-LINE, 5-IN-LINE

New Profit-proved features have been built into Bally ATLANTIC CITY . . . features that hold the play for hours . . . features that are piling up the fattest profits in coin-machine history. Order ATLANTIC CITY from your Bally distributor today.

Bally<sup>®</sup>

MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS