

# THE CASH BOX

VOLUME XV

NOVEMBER 28, 1953

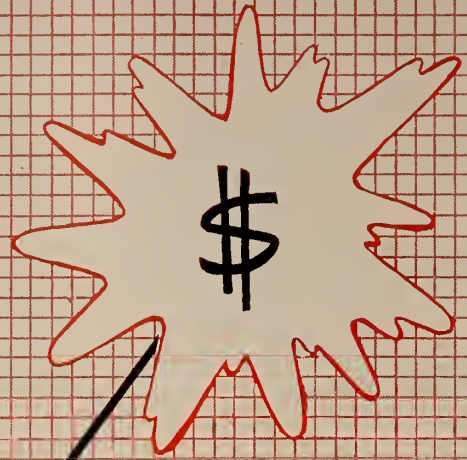
NUMBER 10



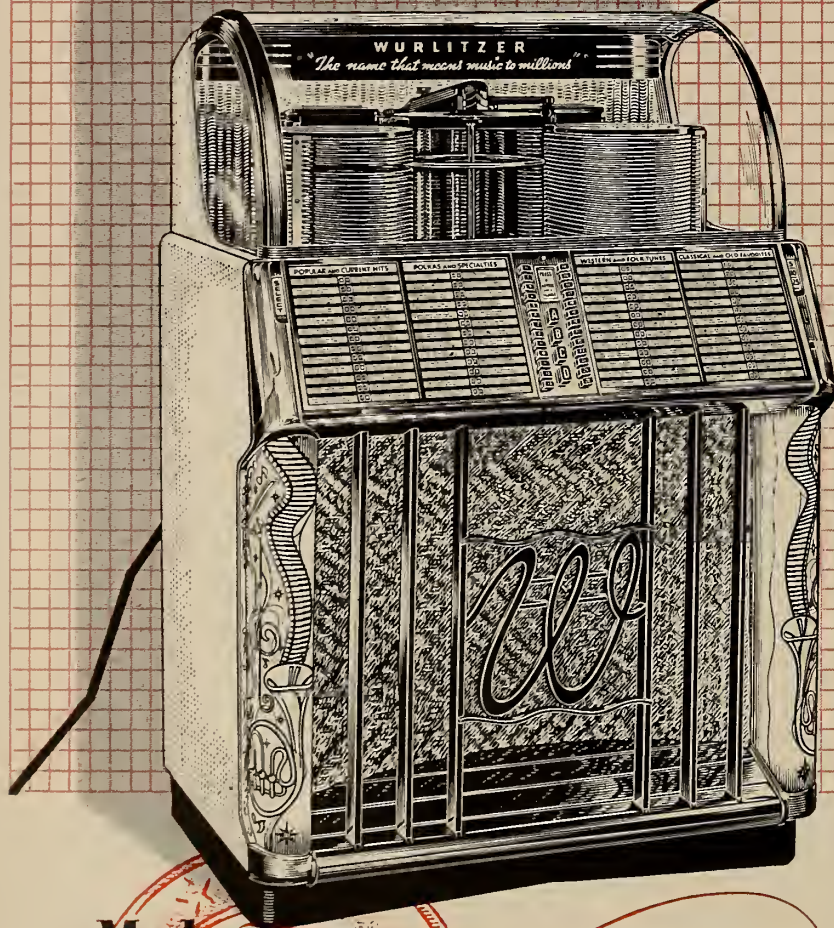
## GRAND OLE OPRY'S 28th ANNIVERSARY

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

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Wurlitzer Fifteen Hundred in earnings.  
Its appearance, tone, its ability to play 104  
selections on 45 or 78 RPM records  
intermixed are unrivalled.

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take out of it—every week—  
will prove you've made a mighty fine  
investment.

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48-SELECTION—ALL-45 PLAY  
MODEL 1600 FOR 78 OR 45 RPM PLAY

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More  
Money with

*Wurlitzer*  
FIFTEEN HUNDREDS

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.



FOUNDED BY BILL GERSH

# The Cash Box

November 28, 1953

Vol. XV Number 10

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(Music Editorial)

# Congratulations Grand Ole Opry

Grand Ole Opry is celebrating its 28th anniversary this week. Not only is this a tremendous achievement as far as a radio program is concerned but the influence of this show through the music it has introduced to the American public has been unprecedented.

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

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

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

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

the nation bringing folk music to an ever increasing audience.

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

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

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

And it all started with Grand Ole Opry.

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

# LAST CHANCE



## A SPECIAL MESSAGE FOR ALL JUKE BOX OPERATORS

The votes in *The Cash Box* poll have been pouring in at a greater rate than ever before.

The enthusiasm and response from operators and leaders in the field has been tremendous.

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

and showing it in concrete ways just how important the juke box industry is to its continued prosperity.

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

**FOR THIS IS YOUR LAST CHANCE TO VOTE.**

After this week, the final tabulations will be made and published.

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

### Best Record of 1953

"Song From Moulin Rouge"—Percy Faith .....	47692
"Till I Waltz Again With You"—Teresa Brewer .....	47403
"April In Portugal"—Les Baxter .....	45269
"Im Walking Behind You"—Eddie Fisher .....	44192
"Vaya Con Dios"—Les Paul & Mary Ford .....	41072
"I Believe"—Frankie Laine .....	38764
"Doggie In The Window"—Patti Page .....	35338
"Pretend"—Nat "King" Cole .....	34126
"Crying In The Chapel"—June Valli .....	32618
"You, You, You"—Ames Brothers .....	30065
"Tell Me You're Mine"—Gaylords .....	26529
"Don't Let The Stars Get In Your Eyes"—Perry Como .....	25162
"Why Don't You Believe Me"—Joni James .....	23885
"No Other Love"—Perry Como .....	23618
"Anna"—Silvana Mangano .....	18505
"Oh!"—Pee Wee Hunt .....	16021
"Ebb Tide"—Frank Chacksfield .....	15498
"Limelight"—Frank Chacksfield .....	13783
"Ruby"—Richard Hayman .....	13291
"P.S. I Love You"—Hilltoppers .....	13086
"Dagnet"—Ray Anthony .....	12516
"Say You're Mine Again"—Perry Como .....	12384
"Have You Heard"—Joni James .....	12242
"Your Cheatin' Heart"—Joni James .....	10618
"Rags To Riches"—Tony Bennett .....	9275
"Eh Cumpari"—Julius La Rosa .....	8762
"Hold Me, Thrill Me, Kiss Me"—Karen Chandler .....	8123

### Best Orchestra of 1953

Ray Anthony .....	39558	Ralph Marterie .....	15,726
Les Baxter .....	36295	Leroy Anderson .....	13526
Frank Chacksfield .....	27629	Mantovani .....	12992
Richard Hayman .....	26192	Sammy Kaye .....	12384
Percy Faith .....	25193	Guy Lombardo .....	10872
Hugo Winterhalter .....	22815	Monty Kelly .....	9762
Pee Wee Hunt .....	20163	Louis Armstrong .....	7921
Ralph Flanagan .....	17718	Les Brown .....	5873

### Best Male Vocalist of 1953

Perry Como .....	48739	Tony Martin .....	22521
Eddie Fisher .....	48694	Don Cornell .....	17319
Nat "King" Cole .....	43332	Billy Eckstine .....	14182
Frankie Laine .....	42865	Darrell Glenn .....	13163
Julius LaRosa .....	39173	Guy Mitchell .....	11927
Tony Bennett .....	37262	Jimmy Boyd .....	9652
Vic Damone .....	32116	Johnnie Ray .....	7792
Rusty Draper .....	31587	Johnny Desmond .....	6109
Frank Sinatra .....	26007		

### Best Female Vocalist of 1953

Joni James .....	47893	Doris Day .....	18757
Patti Page .....	46732	Sunny Gale .....	17821
Kay Starr .....	41965	Mary Ford .....	15764
Teresa Brewer .....	38470	Karen Chandler .....	12556
Eartha Kitt .....	36321	Peggy Lee .....	11020
June Valli .....	32198	Dorothy Collins .....	9863
Jo Stafford .....	27653	Rosemary Clooney .....	9132
Georgia Gibbs .....	25923	Gisele MacKenzie .....	8884
Dinah Shore .....	20319	Silvana Mangano .....	8176

### Best Vocal Combination of 1953

Hilltoppers .....	45027	Modernaires .....	13675
Four Aces .....	42894	Billy Williams .....	10440
Ames Brothers .....	39679	Ink Spots .....	8906
Gaylords .....	32561	Fontane Sisters .....	8522
Four Lads .....	28753	Mariners .....	5607
Mills Brothers .....	19582		

### Best Small Instrumental Group of 1953

Les Paul & Mary Ford .....	39729
Bill Haley & His Comets .....	26152
Johnny Maddox & Rhythmasters .....	21838
Three Suns .....	19742
George Shearing Quintet .....	13158

# FOR OPS TO VOTE

## Best Country and Western Record of 1953

"Mexican Joe"—Jim Reeves .....	39385
"Rub-A-Dub-Dub"—Hank Thompson .....	32645
"Dear John Letter"—Shepard & Huskey .....	27621
"Don't Let The Stars Get In Your Eyes"—Skeets McDonald .....	23582
"Crying In The Chapel"—Rex Allen .....	16391
"Keep It A Secret"—Slim Whitman .....	11762
"Caribbean"—Mitchell Torok .....	10854
"Gambler's Guitar"—Rusty Draper .....	9606

## Best Country and Western Artist of 1953

Hank Thompson .....	39709	Mitchell Torok .....	17793
Jim Reeves .....	36857	Rex Allen .....	16128
Skeets McDonald .....	32091	Slim Whitman .....	11729
Jean Shepard .....	28987	Rusty Draper .....	10876
Pee Wee King .....	25446	George Morgan .....	8729
Ferlin Huskey .....	19200	Jimmy Wakely .....	6574

## Best Folk Record of 1953

"No Help Wanted"—The Carlisles .....	40632
"Your Cheatin' Heart"—Hank Williams .....	37891
"It's Been So Long"—Webb Pierce .....	35319
"Hey Joe"—Carl Smith .....	30127
"Kaw-Liga"—Hank Williams .....	28059
"Back Street Affair"—Webb Pierce .....	25282
"Crying In The Chapel"—Darrell Glenn .....	25017
"I Forgot More Than You'll Ever Know"—Davis Sisters .....	18218
"Take These Chains From My Heart"—Hank Williams .....	16729
"A Fool Such As I"—Hank Snow .....	15928
"Eddy's Song"—Eddy Arnold .....	12492
"I'll Never Get Out Of This World Alive"—Hank Williams .....	10219
"I Won't Be Home No More"—Hank Williams .....	9663
"That Hound Dog In The Window"—Homer & Jethro .....	8787
"Is Zat You Myrtle"—The Carlisles .....	8490
"Jambalaya"—Hank Williams .....	7624

## Best Folk Artist of 1953

Webb Pierce .....	40285	Ernest Tubb .....	19787
Hank Williams .....	37929	Johnny & Jack .....	15759
Carl Smith .....	35418	Kitty Wells .....	14563
Carlisles .....	34126	Red Foley .....	12918
Hank Snow .....	27873	Tennessee Ernie .....	9752
Davis Sisters .....	26188	Homer & Jethro .....	7629
Eddy Arnold .....	23505	Lefty Frizzell .....	6175

## Best Rhythm & Blues Record of 1953

"Hound Dog"—Willie Mae Thornton .....	41864
"Mama, He Treats Your Daughter Mean"—Ruth Brown .....	39723
"I Don't Know"—Willie Mabon .....	38419
"Good Lovin'"—Clovers .....	37162
"Crying In The Chapel"—Orioles .....	36628
"Shake A Hand"—Faye Adams .....	36219
"The Clock"—Johnny Ace .....	34735
"Baby Don't Do It"—"5" Royals .....	30559
"Please Don't Leave Me"—Fats Domino .....	28481
"Soft"—Tiny Bradshaw .....	27889
"Please Love Me"—B. B. King .....	27783
"I'm Mad"—Willie Mabon .....	27128
"Help Me Somebody"—"5" Royals .....	26835
"Let Me Go Home Whiskey"—Amos Milburn .....	21411
"One Scotch, One Bourbon, One Beer"—Amos Milburn .....	18526
"Red Top"—King Pleasure .....	17847
"Crawlin'"—Clovers .....	16925
"Going To The River"—Fats Domino .....	14775
"Cross My Heart"—Johnny Ace .....	13362
"I Wanna Know"—Du Droppers .....	10092
"I'm Gone"—Shirley & Lee .....	10007
"These Foolish Things"—Dominoes .....	9625
"Wild Wild Young Men"—Ruth Brown .....	7906
"Third Degree"—Eddie Boyd .....	7128

## Best Rhythm & Blues Artist of 1953

Clovers .....	38629
Willie Mae Thornton .....	37125
Ruth Brown .....	36893
Johnny Ace .....	33580
Willie Mabon .....	32168
Orioles .....	30484
B. B. King .....	28977
Fats Domino .....	25693
Du Droppers .....	22337
"5" Royals .....	18635
Amos Milburn .....	17382
Faye Adams .....	16885
Tiny Bradshaw .....	13006
Dominoes .....	12792
Dinah Washington .....	12635
Lloyd Price .....	10129
Eddie Boyd .....	10068
Shirley & Lee .....	9752
King Pleasure .....	8839
Earl Bostic .....	7591
Hank Thompson .....	6945
Percy Mayfield .....	6602

## Most Promising New Orchestra of 1953

Frank Chacksfield .....	27654	Sauter-Finegan .....	15073
Richard Hayman .....	21023	Monty Kelly .....	11732
Jackie Gleason .....	8540		

## Most Promising New Female Vocalist of 1953

Eartha Kitt .....	31685	Ginny Gibson .....	12060
Felicia Sanders .....	24928	Jenny Barrett .....	10577
Karen Chandler .....	23614	Joyce Bryant .....	8629
Eydie Gorme .....	21117	Lu Ann Simms .....	7391
Sylvana Mangano .....	19443	Georgia Carr .....	6413
Bonnie Lou .....	16355	Barbara Ruick .....	6227
Helene Dixon .....	13927	Vicki Young .....	5860

## Most Promising New Male Vocalist of 1953

Julius LaRosa .....	32640	Pete Hanley .....	12192
Bob Manning .....	27277	Danny Sutton .....	10075
Jimmy Boyd .....	26518	Richard Bowers .....	9443
Norman Brooks .....	21036	Dick Lee .....	8664
Bob Dini .....	20192	Ken Remo .....	8127
Hamish Menzies .....	14605		

## Most Promising New Vocal Group of 1953

Gaylords .....	29752	Four Freshman .....	10085
Lancers .....	16831	Paulette Sisters .....	7924
McGuire Sisters .....	15275	Marveleers .....	4178

## Most Promising New Instrumental Group of 1953

Bill Haley & His Comets .....	27643	Vince Fiorino Trio .....	11925
Joe Loco .....	15129	Douglas Duke Trio .....	9752
Elliott Brothers .....	3754		

## Most Promising New Country & Western Vocalist of 1953

Jean Shepard .....	25372	Faron Young .....	12924
Jim Reeves .....	24985	Ferlin Huskey .....	10861
Bonnie Lou .....	19688	Carolyn Bradshaw .....	7518
Mitchell Torok .....	13192	Porter Wagoner .....	4800

## Most Promising New Folk Artist of 1953

Darrell Glenn .....	26877	Marty Robbins .....	9524
Davis Sisters .....	24619	Jack Cardwell .....	7393
Mac Wiseman .....	19556	Sunshine Ruby .....	6002
Little Rita Faye .....	13428	Jim Lowe .....	5729

## Most Promising New Rhythm & Blues Artist of 1953

Faye Adams .....	28652	Crows .....	11024
Willie Mae Thornton .....	25329	Vocaleers .....	10623
Willie Mabon .....	24826	Coronets .....	9050
Du Droppers .....	24193	Little Junior .....	7932
Shirley & Lee .....	17854	Prisonaires .....	5291
Crickets .....	13915	Danny Overbea .....	3864
Clyde McPhatter & Drifters .....	11483		

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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



CODE					
AB—Abbott	CD—Cadence	DU—Duke	LO—London	PE—Peacock	SP—Specialty
AL—Aladdin	CH—Chess	DY—Derby	MA—Mars	PR—Prestige	SW—Swingtime
AP—Apollo	CK—Checker	ES—Essex	MD—Mood	RA—Rainbow	TE—Tempo
AT—Atlantic	CO—Columbia	FE—Federal	ME—Mercury	RE—Regent	TI—Tico
BA—Barbour	CR—Coral	4 Star—Four Star	MG—MGM	RH—Recorded In Hollywood	TN—Tennessee
BE—Bell	CY—Cryalette	IM—Imperial	MO—Modern	RM—Rama	UN—United
BR—Brunswick	DA—Dana	IN—Intro	PA—Parrot	SA—Savoy	VA—Valley
BU—Bullet	DE—Decca	JU—Jubilee	PC—Peacock Pro.	SIT—Sittin' In	VI—RCA Victor
CA—Capitol	DO—Dot	KI—King			ZO—Zodiac

- |           |  | Pos. Last Week |
|-----------|--|----------------|
| <b>1</b>  | <b>EH, CUMPARI</b><br><b>JULIUS LA ROSA</b><br>CO-1232 (45-1232)—Julius La Rosa  | <b>1</b>       |
| <b>2</b>  | <b>RAGS TO RICHES</b><br><b>TONY BENNETT</b><br>BE—Tony Russo<br>CO-40048 (4-40048)—Tony Bennett<br>DE-28838 (9-28838)—Georgie Shaw  | <b>2</b>       |
| <b>3</b>  | <b>EBB TIDE</b><br><b>FRANK CHACKSFIELD O.</b><br>CO-40093 (4-40093)—Ken Griffin<br>DE-28875 (9-28875)—Charlie Applewhite  | <b>4</b>       |
| <b>4</b>  | <b>YOU, YOU, YOU</b><br><b>AMES BROTHERS</b><br>CO-40039 (4-40039)—Ken Griffin<br>ME-70198 (70198x45)—Johnny Horton<br>MG-11512 (K-11512)—Ken Remo   | <b>3</b>       |
| <b>5</b>  | <b>MANY TIMES</b><br><b>EDDIE FISHER</b><br>CO-40076 (4-40076)—Percy Faith O.  | <b>5</b>       |
| <b>6</b>  | <b>RICOCHET</b><br><b>TERESA BREWER</b><br>CA-2543 (F-2543)—Vicki Young<br>CR-61043 (9-61043)—Teresa Brewer<br>DE-28914 (9-28914)—Guy Lombardo O.  | <b>7</b>       |
| <b>7</b>  | <b>VAYA CON DIOS</b><br><b>LES PAUL &amp; MARY FORD</b><br>AT-15001—Wingy Manone<br>BE-1004 (45-1004)—Larry Clinton O.<br>CA-2486 (F-2486)—Les Paul & M. Ford<br>CA-2514 (F-2514)—Wes & Mar Tuttle | <b>6</b>       |
| <b>8</b>  | <b>ST. GEORGE AND THE DRAGONET</b><br><b>STAN FREBERG</b><br>CA-2596 (F-2596)—Stan Freberg   | <b>8</b>       |
| <b>9</b>  | <b>ISTANBUL</b><br><b>FOUR LADS</b><br>CO-40082 (4-40082)—Four Lads  | <b>9</b>       |
| <b>10</b> | <b>YOU ALONE</b><br><b>PERRY COMO</b><br>VI-20-5447 (47-5447)—Perry Como   | <b>10</b>      |

11) STORY OF THREE LOVES. 12) LOVE WALKED IN. 13) OH! 14) TO BE ALONE. 15) DRAGNET 16) IN THE MISSION OF ST. AUGUSTINE. 17) I LOVE PARIS. 18) OFF SHORE. 19) NO OTHER LOVE 20) THAT'S AMORE. 21) CRYING IN THE CHAPEL. 22) THAT'S ALL. 23) LOVER COME BACK TO ME 24) I'LL NEVER STAND IN YOUR WAY. 25) HEART OF MY HEART. 26) P. S. I LOVE YOU. 27) LAUGHING ON THE OUTSIDE. 28) DONCHA HEAR THEM BELLS. 29) THE TYPEWRITER. 30) I SEE THE MOON 31) MARIE. 32) STRANGER IN PARADISE. 33) SANTA BABY. 34) CHANGING PARTNERS. 35) SWEET MAMA, TREE TOP TALL.

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in Pop and R&B

# "MARIE"

b/w

"I GAMBLED WITH LOVE"

by

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# THE ORIOLES

*sing*

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b/w

"WRITE AND TELL ME WHY"

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"WHAT ARE YOU DOING NEW YEARS EVE?"

b/w

"LONELY CHRISTMAS"

JUBILEE # 5017

"THE LORD'S PRAYER"

b/w

"OH HOLY NIGHT"

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# RECORD REVIEWS

<b>A</b> DISK & SLEEPER	<b>C</b> GOOD
<b>B</b> EXCELLENT	<b>G</b> FAIR
<b>B</b> VERY GOOD	<b>D</b> MEDIOCRE

**BILLY MAY ORCHESTRA**  
(Capitol 2653; F-2653)

**B** "COOL WATER" (2:03) [American BMI—Nolan] The sax section characteristic of the Bill May ork is again prevalent as the crew glides through an oldie. Real good rhythm with Bob Morse chanting the occasional "Water."

**B** "DIXIELAND BAND" (2:23) [Miller ASCAP—Hanighen, Mercer] The May ork rhythms through another jumper with a beat that's tailor made for dancing. A good arrangement with a Latin segment included. Kids should love it.

**JANE DOUGLASS & TOM O'MALLEY**  
(Opportune 2; 45-2)

**C+** "EMPTY WORDS" (2:46) [Opportunity ASCAP—Gayle, Douglass] Johnnie Guarnieri and his men back pert voiced Jane Douglass as she effectively treats a light hearted novelty with a cute set of lyrics.

**B** "LOVE IS LOVE" (2:08) [Opportunity ASCAP — O'Malley, Douglass] Another comical item set to a waltz tempo gets the inviting treatment of the duet. Jane and Tom O'Malley work well together. Good stuff.

**LU ANN SIMMS**  
(Columbia 40127; 4-40127)

**C+** "FINI" (2:50) [Frank ASCAP—Adler, Ross] A pretty ballad from John Murray Anderson's "Almanac" gets the softness of the Lu Ann Simms voice. The Percy Faith orking adds to this touching rendition.

**B** "BAUBLES, BANGLES AND BEADS" (2:48) [Frank ASCAP—Wright, Forrest] Lu Ann stays with the show songs and gives a pretty tune from "Kismet" a dreamy reading.

**CLARK DENNIS**  
(Tiffany 1303; 45-1303)

**B** "MY BUDDY" (3:01) [Remick ASCAP — Kahn, Donaldson] A tender oldie gets the clear voiced tenor fashioning of Clark Dennis as the orchestra and chorus assist. His strong showing with his "Granada" could help this deck.

**B+** "YOU AND YOUR SMILE" (2:53) [Lake Forest ASCAP—Murray, Balantine] The lush strings of Eddie Ballantine's ork set up a perfect showcase for a terrific showing on a beautiful ballad. Fine reading could hit big.

**THREE DONS & GINNY**  
(Coral 61102; 9-61102)

**B** "THE JONES BOY" (2:17) [Geo. Pincus ASCAP — Mizzy, Curtis] The artists who rose to popularity via "Say You're Mine Again," come up with a jump version of a lively ditty that looks like it's gonna be big. Fine job.

**C+** "JUST ANOTHER CHANCE" (2:00) [Leeds ASCAP—Mancini, Allen] Ginny and the Three Dons show their style on this end as they ease through a romantic piece with a steady beat.

## THE CASH BOX DISK OF THE WEEK

"OH! MY PAPA" (3:04)  
[Shapiro, Bernstein ASCAP—Sexton, Turner, Burkhard]  
"UNTIL YOU SAID 'GOODBYE'" (2:22)  
[ASCAP—Akst, Davis, Ager]

**EDDIE FISHER**  
(RCA Victor 20-5552; 47-5552)



EDDIE FISHER

● A new Eddie Fisher record hits the market this week. Actually nothing more need be said to convince the ops and retailers of the disk's potential in the boxes and

over the counter. But it's such a beautiful piece of wax that we must say it's one of Eddie's best jobs. He delivers a sensational vocal version of the melodious "Oh Mein Papa" that's sweeping the country as a trumpet instrumental. The lyrics are most meaningful and Eddie sings them with the utmost of sincerity and feeling. The lovely melody speaks for itself. Flip is another top notch job dubbed "Until You Said 'Goodbye.'" A real pretty waltz tune that has the melodious quality of a Strauss waltz. Hugo Winterhalter's ork does its usual top notch job in the backdrop. You can't go wrong with "Papa." It's a natural. Could easily hit the #1 spot.

**MARY MAYO**  
(Benida 5004; 45-5004)

**B+** "AGAIN, AGAIN AND AGAIN" (2:22) [Duchess BMI—Jerome] Mary Mayo makes a most graceful debut on the new Benida label with a potent reading of a feelingful tune with a subdued Latin backdrop. Real exciting. Could happen.

**B** "STAR OF MY DREAMS" (2:48) [Baker ASCAP—Bergman] Bill Stegmayer's ork supplies a lush accompaniment for the thrush's dreamy voiced treatment of a tender warm love song. Mary has a bright future.

**VERA LYNN**  
(London 1382; 45-1382)

**B** "YOU WON'T FORGET ME" (2:39) [Feist ASCAP—Goell, Feelman] With all the emotion that her voice carries, Vera Lynn comes out with a lovely reading of a pretty ballad. Tune glides into a tango tempo that's effective.

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

**DIZZY GILLESPIE**  
(Contemporary 358; 45-358)

**C** "IN THE LAND OF OOBLA-DEE" (2:28) [—Mary Lou Williams] Dizzy Gillespie leads his organization through an instrumentation and vocal a la bop. Plenty of oobla-bleep-bloop talk on the amusing side.

**C** "MY MAN" (2:30) [Maurice Yvain] Dizz demonstrates some progressive trumpet work on a slow bit that should go well with the jazz lovers.

**CHAMP BUTLER**  
(Columbia 40126; 4-40126)

**C+** "NIGHT OF MY NIGHTS" (2:15) [Frank ASCAP—Wright, Forrest] An interesting piece of special material from the show "Kismet" gets the vibrant vocal treatment of Champ Butler. Number has a beat.

**B** "I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME" (2:25) [Mills ASCAP—Gaskill, McHugh] A real sock rhythm is set up by the Paul Weston crew for the Champ's belting rendition of an oldie on the revival trail. Good jump.

**DOROTHY FARMER**  
(Allen 241; 45-241)

**B** "SWAMI TELL ME" (2:20) [Wemar BMI—Cobert, McGregor] Dorothy Farmer gets an exciting beat and an interesting introduction for her rousing treatment of a chant. Eerie material on the exciting side. Well presented.

**C** "KING COBRA" (2:00) [Wemar BMI—Cobert, McGregor] Rodi Comack's orchestra goes wild on a number that sounds like an African tribal chant. Real eerie in sound. Reminds one of those African wild life films.

**DOUGLAS DUKE**  
(Sovoy 1116; 45-1116)

**C+** "LAURA" (2:28) [ASCAP—Raskin, Mercer] Douglas Duke and his two aides present an interesting rendition of a great oldie. Their soft and stylish treatment makes good listening for the quiet hours.

**C+** "THERE'S A SMALL HOTEL" [ASCAP — Rogers, Hart] The Duke again works on the piano and the celeste in fashioning another oldie. Interesting rhythm styling makes top grade listening.

**WANDA WAYNE**  
(King 1290; 45-1290)

**B** "TAKE YOUR TEARS" (2:35) [Hometown ASCAP—Prosen, Wise, French] An interesting bouncer gets a colorful reading from Wanda Wayne as a chorus lends a hand. Tune has a sentimental quality that is inviting.

**C+** "DON'T FORGET TO WRITE" (2:27) [Advanced ASCAP—Lawrence, Donida] To a lilting tune with a country flavor, Wanda sets up a pleasing reading. Tune is beginning to click in the pop market.

**RICHARD HAYMAN ORCH.**  
(Mercury 70237; 70237 x 45)

**B+** "SADIE THOMPSON'S SONG" (2:24) [Mills ASCAP—Washington, Lee] From the coming Rita Hayworth film, stems this lovely sultry melody that Richard Hayman presents with such color. Harmonica in foreground is effective.

**C+** "DRIVE IN" (2:15) [Moonlight BMI—Bee] From the blue mood, Hayman turns his harmonica to the jump beat and rhythms through a lively item that makes your feet move. Real exciting deck.

**DICK GLASSER**  
(Triple A 2522)

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

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

**JO ANN TOLLEY**  
(MGM 11630; K-11630)

**B** "BUT NEVER MY LOVE FOR YOU" (2:36) [Geo. Pincus ASCAP—Silver, Hoffman] Jo Ann Tolley offers another fine demonstration of her talent on an appealing ballad loaded with meaning. Real good material.

**B** "HOW COME YOU NEVER ANSWER" (1:57) [Acuff-Rose BMI—Scrivner] A right country flavored ditty gets a lively bounce rendition from the thrush. Peppy item has that handclapping tempo, and her vocal dubbing is impressive.

**PEE WEE HUNT**  
(Capitol 2647; F-2647)

**B+** "MAMA'S GONE, GOOD BYE" (2:45) [Pickwick ASCAP—Bocage, Piron] Still riding high with his smash version of "Oh!" Pee Wee Hunt's crew lirts through a carbon copy of that hit. A catchy instrumentation of an oldie that could be another "Oh!"

**C** "CONEY ISLAND WASHBOARD" (2:10) [American Academy ASCAP—Nestor, Shugart, Durand, Adams] Another bit of that happy-go-lucky material is set to the bounce beat by the gang. Real relaxing listening on the light side.



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# RECORD REVIEWS

<b>A</b> DISK & SLEEPER	<b>G</b> GOOD
<b>B</b> EXCELLENT	<b>C</b> FAIR
<b>B</b> VERY GOOD	<b>D</b> MEDIOCRE

**LAWRENCE WELK**  
(Coral 61100; 9-61100)

**B** "CONEY ISLAND" (2:19) [Trinity BMI—Manson] The Champagne Music of Lawrence Welk's ork presents a lively and inviting interpretation of a catchy theme from the flicker "Little Fugitive." Peppy ditty.

**B** "JOEY'S THEME" (2:41) [Trinity BMI—Manson] Another impressive theme from the same motion picture, a melody on the sentimental side, makes real pretty listening. The ork sends up a real polished job.

**AL MARTINO**  
(Capitol 2649; F-2649)

**B+** "SWEETHEART OF MINE" (2:14) [Veronique ASCAP—Payton, Araco, Antonio] Al Martino has a real strong contender in this, his best job since "Here In My Heart." A beautiful reading sung part in Italian and with a load of feeling.

**C+** "BEFORE" (2:10) (John Field ASCAP—Jerome) The balladeer gets a rhythm accompaniment for his bounce reading of a colorful romantic item.

**BILL DARNEL**  
(Decca 28936; 9-28936)

**B+** "THE GAME OF LOVE" (2:27) [Milton Kellern ASCAP—Kellern] After his very strong showing with "Tonight Love," Bill Darnel sends out a solid jump follow-up that stands a good chance of making the grade. Terrific job.

**C+** "LET ME LOVE YOU" (2:37) [Famous ASCAP—Livingston, Evans] With Paul Neilson's ork again assisting, the artist cruises through a Latin flavored piece with an inviting arrangement.

**TED HEATH ORCHESTRA**  
(London 1324; 45-1324)

**B** "THE PHANTOM REGIMENT" (3:09) [Mills ASCAP—Anderson] A great Anderson oldie gets a fascinating jump fashioning from the solid ork of Ted Heath. A real great presentation that jazz lovers oughta go wild about.

**D** "STRIKE UP THE BAND" (1:56) [New World ASCAP—Gershwin] The ork offers another toe tapping jump treatment of a tremendous Gershwin standard. The piece jumps and makes perfect dance music.

**AXEL STORDAHL**  
(Capitol 2661; F-2661)

**B** "SADIE THOMPSON'S SONG" (2:54) [Mills ASCAP—Washington, Lee] The smooth treatment of Axel Stordahl's ork offers an added quality to this slow bluesy theme from the flicker "Miss Sadie Thompson."

**C+** "HIGH STRUNG" (2:29) [Sheldon BMI—Coleman, Dufault] The strings take over on a light and dancing instrumentation of a lively piece. Real pretty.

## THE CASH BOX SLEEPER OF THE WEEK

"LIFE IS JUST A BOWL OF CHERRIES" (2:20)  
[De Sylva, Brown & Henderson ASCAP—Brown, Henderson]  
"OPERATOR 299" (2:10)  
[Karen ASCAP—Skylar, Ackers]  
JAYE P. MORGAN and FRANK DE VOL  
(Derby 837; 45-837)



JAYE P. MORGAN

● Jaye P. Morgan, whose first Derby disk, "Just A Gigolo," established her as one of the strong-

est record name potentials in the business, follows through with the disk which should really send her to the top of the list. It's the oldie "Life Is Just A Bowl Of Cherries" backed with a powerful jump called "Operator 299." Both sides of this disk could make it. On either end, the thrush is backed by Frank De Vol and his orchestra. Frank has also come up with a couple of orchestrations which give the sides a unique feeling. Once this disk gets around, Jaye P. Morgan is going to be one of the biggest names in the business. Better get with it fast.

**WENDY WAYE**  
(Coral 61097; 9-61097)

**C+** "FORTUNE TELLING CARDS" (2:51) [Valando ASCAP—Benjamin, Weiss] Johnny Richards' ork sets op the mood for a pleasant reading of a good tune by Wendy Waye. Thrush has feeling in her delivery.

**C+** "IF ONLY" (2:48) [Valando ASCAP—Benjamin, Weiss, Lausch] On this end the chirp puts her heart into a slow and inviting sentimental country flavored piece. Pretty voice.

**JACKIE GLEASON ORCH.**  
(Capitol 2659; F-2659)

**B** "MYSTERY STREET" (2:38) [Mellin BMI—Howard, Plante, Philippe, Gerard] TV comedian Jackie Gleason conducts the ork through a sultry blues bit with a terrific melody. Tune has a feeling.

**C+** "GOLDEN VIOLINS" (2:15) [Alamo ASCAP—Twomey, Wise, Weisman] On this end the crew glides through a lovely tune with a slow waltz flavor. Trumpet plays an important part here.

**DANNY KAYE**  
(Decca 28953; 9-28953)

**C+** "NOT SINCE NINEVEH" (2:44) [Frank ASCAP—Wright, Forrest] The great Danny Kaye rhythms through a cute ditty from the show "Kismet." Material is enjoyable but is too specialized to be commercial. Probably a great show item.

**C+** "NIGHT OF MY NIGHTS" (3:07) [Frank ASCAP—Wright, Forrest] Another tune from the same show, this one with a jump beat, is presented by Danny. Interesting.

**CONNIE HAINES**  
(Coral 61094; 9-61094)

**C+** "THE WRONG SIDE OF TOWN" (2:38) [Acuff-Rose BMI—Helm, Price] Connie Haines offers an emotional and moody reading of a pretty ballad. The entire reading is loaded with feeling.

**B** "PINK SHAMPOO" (1:50) [Criterion ASCAP—Allton] A catchy and lively ditty with a cute and happy appeal is delivered by Connie a la Teresa Brewer fashion. George Cates ork backs.

**FLORIAN ZABACH**  
(Decca 28916; 9-28916)

**C+** "PLINK, PLANK, PLUNK" (2:01) [Mills ASCAP—Anderson] A famous ditty tailor made for the violin gets a spry and appealing going over by the versatile fingers of Florian Zabach.

**B** "THE FUNNY FIDDLE" (2:19) [Shapiro, Bernstein ASCAP—Zabach] The virtuoso makes his fiddle laugh as he lilts through a violin novelty. Colorful ditty should draw spins.

**THE BLUE NOTES**  
(Rama 25; 45-25)

**B** "TOO HOT TO HANDLE" (2:28) [War-Mil BMI—Lee Silver] Joe Loco's ork supplies the rhythmic backdrop on this terrific jump item. The arrangement is tops and the crew's sound is great too. Real solid tune. Could click.

**C+** "IF YOU'LL BE MINE" (2:26) [War-Mil BMI—Smith, Rogers] The boys take the famous Wedding March melody, set new lyrics to it and send out a slow bluesy reading.

**RUSS MORGAN ORCH.**  
(Decca 28964; 9-28964)

**B** "OH MEIN PAPA" (2:31) [Shapiro, Bernstein ASCAP—Sexton, Turner, Burkhard] A smooth and infectious melody that seems to be catching on gets a smooth trumpet job via the ork of Russ Morgan. Chorus adds to side too. Could hit.

**C+** "GO MAN GO" (2:28) [Ronson BMI—Eddie Habat] A lively polka ditty is the order of the day on this end presented in a happy go lucky manner by the Morgan crew. Milt Gabler handles the vocal on this peppy deck.

**VICENTICO VALDES**  
(Seeco 7334; 45-7334)

**B** "TENDERLY" (2:36) [—Gross, Lawrence] To a soft and inviting Latin backdrop, Vicentico Valdes eases through a Spanish reading of a lovely standard. Real smooth listening.

**C+** "DANCE MY CHA-CHA-CHA" (2:37) [—Coen] A rhythmic mambo beat is the setting for Vicentico's reading of a good item. Spanish delivery adds a certain appealing quality to the deck. Should go well in the right spots.

**GEORGIA GIBBS**  
(Mercury 70274; 70274 x 45)

**B+** "UNDER PARIS SKIES" (2:39) [Leeds ASCAP—Giraud, Gannon] Georgia Gibbs sends up the first lyric version of a lovely waltz melody that's been clicking in spots at different times. This could make it a smash.

**B** "I LOVE PARIS" (2:28) [Chappell ASCAP—Porter] The big song from "Can Can" gets a vibrant vocal solo from the artist in her individual manner. Real top grade job on a beautiful tune. Could also make noise.

## THE CASH BOX 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.

- ★ "THE GAME OF LOVE" ..... Bill Darnel ..... Decca 28936; 9-28936
- ★ "SWEETHEART OF MINE" ..... Al Martino ..... Capitol 2649; F-2649
- ★ "YOU AND YOUR SMILE" ..... Clark Dennis ..... Tiffany 1303; 45-1303
- ★ "MAMA'S GONE, GOOD BYE" ..... Pee Wee Hunt ..... Capitol 2647, F-2647
- ★ "AGAIN, AGAIN AND AGAIN" ..... Mary Mayo ..... Benida 5004; 45-5004

# Jerry Marshall To Take Over WNEW's "Make Believe Ballroom" on Jan. 1st

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

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

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

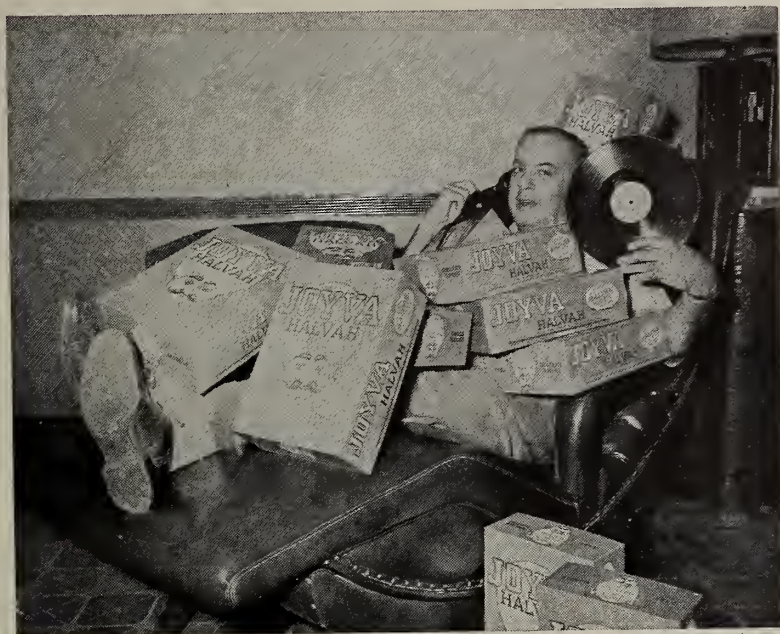
WNEW will present the "Make Believe Ballroom", featuring Jerry Marshall, with no changes in time, content or format.

## Northern - King Suit Settled

The suit which Northern Music Corporation (a subsidiary of Decca Records) brought against King Records, Lucky Millinder and others has been settled by payment of \$17,500 to Northern by the defendants, who also have paid all Court costs.

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

# Happy Halvah



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

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THIS WEEK'S BEST BUYS

MY HAPPINESS  
 NEAR YOU—The Mulcays—Cardinal 1011

This is recommended particularly to juke box operators tho there was retail action reported in some areas. It's a top seller to operators in St. Louis, New York (difficulty in getting disks was noted here), Philadelphia and Buffalo. Strong retail action noted in Dallas. L. A. dealers and one-stops said "good." Most areas are on "My Happiness."



BILLBOARD OCT. 17

NEW RECORDS TO WATCH

SONDRA AND JON STEELE

How Much Do You Love Me? (Blasco, ASCAP)—Cardinal 1012—First disk from pair since "My Happiness," five years ago. Disk is spotlighted both to herald their return and to point up a very good piece of material. It also could stir some action. Fiip is "Hold My Love" (Blasco, BMI).

**SONDRA and JON STEELE**  
in their most important record release since "MY HAPPINESS"

## HOW MUCH DO YOU LOVE ME

B/W

## HOLD MY LOVE

(IN THE HOLLOW OF YOUR HAND)

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# Hit Making



LOS ANGELES—Larry Newton (right) president of Derby Records, offers his last words of suggestion to Jaye P. Morgan and Frank De Vol prior to their recording session of "Life Is Just A Bowl Of Cherries" and "Operator 299." Jaye P. handles the vocal on both ends, and Frank De Vol the arrangement and orchestration. All three look mighty happy about the future of the disk.

## SANDY STEWART'S

GREATEST

### "SATURDAY NIGHT"

b/w

### "I'M GOING HOME"

5014

## MIKE PEDICIN'S

LATEST

### "NEVER MIND"

b/w

### "MM—BOY!"

5012



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## Sutton Scores At Ben Maksik's

NEW YORK—Danny Sutton, young RCA Victor vocalist, opened a two-week engagement at Ben Maksik's Town and Country Club on November 17 to a standing room crowd.

Sutton, who headlined the show, warmed up the audience with two well received numbers and then sold them completely with a strikingly arranged and solidly performed "For Me And My Gal." From then on, Danny was in, and was called back for several encores.

Sutton is a frustrated ball player, who when he found his harmonizing in the locker room got more compliments than his batting, decided to hang up his baseball shoes and concentrate on a singing career.

After six years of "singing for his supper" and learning the vocalizing trade, Danny began attracting attention. He was booked into La Cava, a Manhattan nightspot and was held over for 26 weeks. This was followed by a tour of the country's leading clubs.

Danny made his TV debut on the Kate Smith show last spring and the mail response was so impressive, producer Ted Collins signed him as a regular repeating feature on the program. Now Sutton is on Victor records and he'll headline at the Copacabana in New York this winter. Looks like Danny, who couldn't make the big leagues with the bat and ball, made it with his vocal chords.

## Tico Bows With 21 EP's

NEW YORK—George Goldner, Tico Records prexy, announced the addition of EP's to his current line of Latin American 45's, 78's and LP's.

The initial introduction to the trade will be 21 EP's featuring the three Latin American stars: Joe Loco, Tito Puente, and Tito Rodriguez,

Goldner says he "spared no expense to produce covers of the finest quality and most attractive design." The samples will go out to the trade this week.



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

TO APPEAR IN THE NOVEMBER 28TH ISSUE

1. RAGS TO RICHES . . . . . Tony Bennett (Columbia)
2. EBB TIDE . . . . . Frank Chacksfield (London)
3. MANY TIMES . . . . . Eddie Fisher (RCA Victor)
4. YOU, YOU, YOU . . . . . Ames Brothers (RCA Victor)
5. RICOCHET . . . . . Teresa Brewer (Coral)
6. EH, CUMPARI . . . . . Julius La Rosa (Cadence)
7. YOU ALONE . . . . . Perry Como (RCA Victor)
8. VAYA CON DIOS . . . . . Paul & Ford (Capitol)
9. ISTANBUL . . . . . Four Lads (Columbia)
10. STORY OF THREE LOVES . . . . . Jerry Murad (Mercury)
- 11) THAT'S AMORE. 12) LOVE WALKED IN. 13) OFF SHORE. 14) HEART OF MY HEART. 15) TO BE ALONE.

Bill Reynolds (WTMJ-Milwaukee, Wisc.) sends out a sheet of the 25 best retail sellers compiled through a survey of the retail record stores in the Milwaukee area. Bill airs the top seven on Saturdays 9 to 9:30 P.M. . . . Sandy Singer (KCRG-Cedar Rapids, Iowa) says "Changing Partners" is going to be another "Tennessee Waltz." . . . "Albuquerque" Al Hallaman (WBVP-Beaver Falls, Penna.) amazed at the audience reaction to "If They Should Ask Me" by Wade Ray. When the disk was issued in March it didn't raise too much reaction. However, last week after one spin the avalanche was on. It now rates as number three on the Hallaman charts, crowding "Wig Walk" and "Caribbean."

\* \* \* \* \*

Dick Elliott (WCFL-Chicago) has been getting a terrific response to his show featuring The Cash Box Top Tunes. Dick reports "I've been getting more mail than ever before. The use of The Cash Box charts, tunes, reviews and all other info relative to the disk biz has proved extremely helpful to me and has pleased the listeners tremendously." . . . Station WJNR-Newark, N. J. still working on plans to operate with an all Negro staff. They will work out of offices on Union Ave. in Union, N. J. So far the station will air Ramon Bruce, Hal Jackson, Hal Wade, Charlie Green, George Hudson and Babs Gonzales.



DICK ELLIOTT  
(WCFL—Chicago)

Marshall, WGBS; Harry Burge of WQAM; and Don "Uncle" Fisher of WQAM. Jo Ann also helped to launch a new show called "Disk Jockey On Wheels." WINZ had a huge radio equipped truck patrolling the main streets of the Beach and Miami from midnight to 2:30 A.M. Stan Gyson and Al Zeblow handled the mike. Jo Ann's latest on MGM is "How Come."

\* \* \* \* \*

WWDC-Washington, D. C. jockies Art Brown and Milton Q. Ford picked up the ball when it was fumbled and scored a touchdown last week for the Cerebral Palsy Fund. The Cage Bird Society, which had raised \$640 for the Cerebral Palsy Fund, was robbed and for a time it seemed the "Fund" was out the proceeds. However, Brown and Ford appealed to their audiences and collected \$692.71 to replace the missing funds. So—all's well that ends well—and a doff of the cap to Brown and Ford. . . . The Four Aces, travelling the Merrit Parkway, Conn. on a 300 mile trip to a scheduled one nighter, tuned in the car radio at 2 A.M. and picked up their newest, "Stranger In Paradise" preceded by a one minute buildup. When the station break came in they learned they were listening to jockey Bob Badgley away out in WHO-Des Moines, Iowa. When the boys stopped for gas they put in a call to Badgley to thank him. He was so flabbergasted by the call that he responded by rescheduling his next half hour and played only Four Aces tunes. See—it pays to be nice. . . . Tom Edwards (WERE-Cleveland, O.) offered a job to write a column for "Songs That Will Live Forever" as a result of his weekly newsletter.

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

# THE CASH BOX ROUND THE WAX CIRCLE

**NEW YORK:**

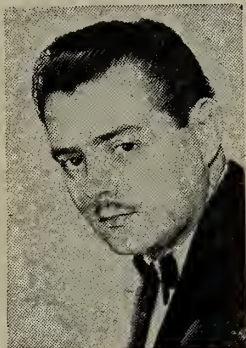
Winner of the Frankie Laine-Wurlitzer vocalist contest in New York is Patty Bross, seventeen years old. Patty will appear on Paul Brenner's Friday night teevee show. . . . Things happening to Joe Leibowitz, Monarch Records, in bunches. His Ruth Wallis, "Dear Mr. Godfrey," a hit and he became a grandfather for the second time. . . . Spike Jones coming into New York for his first personal appearance in many years. Will put on a revue at the 46th St. Theatre. Buddy Basch back in New York after an extended promotional trip. . . . Jack Pleis will premier his forthcoming Decca disk "St. Louis Blues" on the Jackie Gleason show in January. June Taylor will do the choreography and Pleis will be spotlighted playing a grand piano. . . . Bernie Lawrence returned from Korea on November 14. Bernie sang with brother Steve Lawrence for King under the name of the Leslie Bros. . . . Al Donahue announces the opening of his West Coast Agency on Sunset Boulevard. . . . Joe Piccola signed Lauri Layton to a personal management contract. . . . Joe Ponepinto, oldest man from the point of service, at Lou Boorstein's Leslie Distributing took the plunge last week. Joe and Jean Marie honeymooning in Bermuda. . . . Pint sized Dorothy Collins getting loads of "Happy Birthday" greetings this week. . . . Sperie Karas going home for Thanksgiving to a great big welcome. . . . Derby signed Dwight Fiske. He will make an LP and EP titled "Songs My Mother Never Taught Me." . . . Ralph Curtis, who just got out "You Are You" and "Why Go On" on Derby is a hit at the Thunderbird Hotel, Las Vegas.



DOROTHY COLLINS

**CHICAGO:**

Because Pat Morrissey's disk, "You're The Greatest," clicking so well, she'll cut new sides for Decca sometime in Jan'y. In the meantime, the gal opens this week (11/24) at the Black Orchid. If you haven't seen her perform, be sure to be present. . . . Dirk Courtenay (WAAF) reports teeners now coming to his Satty show. . . . Lee and the very charming, Mary Petrillo, in the cutest discussion we've yet heard. As to whether they're married 14 or 15 years. And Lee comes up with the clincher. 15 years. The guy's just mathematical. . . . Jimmy Martin put it this way, "Dave Miller's got one honey of a clicker in Eddie Calvert's 'Oh Mein Papa'." . . . Bob (Coffeehead) Larsen, Milwaukee dj, in town to say "hello" to Frank Chacksfield. But Frank's plane held up by engine trouble at Minneapolis airport, while all waited to greet him at cocktail party at Linn Burton's Steak House. Morrie Goldman, who was with him, was desperate enuf to fly him in—himself. . . . Frank and Mrs. Plath—a very charming twosome. . . . Marvin Enterprises, Inc., started by Marvin Kreenberg, intro'd the "Master" label, now out of business, it is reported. . . . Guy Cherney of Tiffany on his way to NYC to meet with deejays and all others about his new dinking. Guy an in-law of San Francisco's Jack Ehrlich. . . . Johnny Desmond and Archie Levington absolutely thrilled at the way "Woman" taking off. That makes 2 for Johnny. With two paisans, Don Cornell and Alan Dale, Johnny has "Heart Of My Heart," also grabbing plenty action. . . . Alan Dale, one sweet kid, flies into Chi to be on Howard Miller's TV show and play his part of the "Heart." . . . Jack Eigen flashing flash of himself and Julie La Rosa. Tellin' the people what a great guy Julie is. How humble he is. And thankful for stardom. . . . Brand new deck of Wendy Waye cards from Laurel Music. Featuring Wendy's new Coraling of "Fortune Telling Cards" and "If Only." . . . Sherman Feller phones all the way from Bahston to tell Ernie Leaner all about his absolutely gorgeous wife clickin' like sixty with "She Was Five And He Was Ten." Judy Valentine—of course. . . . George Jay of Hollewood sends the cutest gold-chained-card all about that "Woman" which Shauno O'Desmond cut so beautifully. . . . Ain't Elaine Stewart a honey? The gal's got everyone's comfort in mind at all times. (Thanks a million, Elaine, for being ever so swell). . . . Decca offices abuzzin' this week. Mike Connor in town. Larry Green shoeing him across Boul Mich. And, Mike'll know for the first time reading it here, that the car that almost hit him as he dashed across the Boulevard—was our's. Decca's Georgie Shaw also in town covering the deejays. . . . Jackie (Charm) Hubbard claims "Eddie wasn't that sick, buhlieve you me." And, you know what? He wa'n't.



EDDIE CALVERT

**LOS ANGELES:**

Gil Bernal, "Mr. Sex on a Sax," and his group headline the show which bowed in with the reopening of the La Madelon Club. . . . The talented songstress, Lena Horne, opened at the Coconut Grove. Jerry Gray and his orchestra hold down the bandstand. . . . Capitol just released a beaty arrangement of "Istanbul" by Joe Fingers Carr. . . . Hold on to your hats 'cause it looks like we'll hear versions from the Jack Webb theme even through the holiday season. Stan Freberg and Daws Butler have come up with another two-sided Capitol ditty called "Christmas Dragnet" parts one and two. . . . Gale Clark's waxing of "Music Of Love" and "The Unashamed" on the Fine Arts label has made other companies sit up and take notice. . . . Leo Diamond's original Ambassador waxing of "Off Shore" is receiving such big plays throughout the country that it's climbing fast in all pop charts. The ops here have it on most of the boxes but the local jocks haven't given it too much air time. We wonder why? Leo's latest etching of "Sadie Thompson's Song" also has all the indications of a big number. . . . George Shurlock, promotional manager for Decca Distributing Corp., recently returned from a trip through the Western Division calling on deejays and distributors. . . . Decca artist, Jeri Southern, recently moved to the Hollywood area to make her home. . . . Gregg Hunter, New York, also has moved into the area and started setting up local offices for Song-Craft Publications. Gregg collaborated on the tune "Texas Polka" and has been all excited since Bonnie Lou etched the number for King Records and it won the Bullseye in The Cash Box.



EARTHA KITT

COPIED BY MANY — EQUALED BY NONE!

THE ORIGINAL HIT—  
BY THE COMPOSER  
LEO DIAMOND'S

Haunting Harmonica Instrumental

**"OFF SHORE"**

b/w Easy Melody

Ambassador # 1005 & 45-1005

JUST RELEASED! two TERRIFIC SIDES—

LEO DIAMOND

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

**"SADIE THOMPSON'S SONG"**

(The Blue Pacific Blues)

b/w

A toe tapping Juke Box Natural

**"ON THE MALL"**

Both sides with Van Alexander and orchestra

Ambassador # 1006 & 45-1006

**AMBASSADOR RECORD COMPANY**

1819 W. Pico Blvd.

Los Angeles 6, Calif.

Phone DUnkirk 8-4027 or DUnkirk 8-7891

# England's "Creep" To Bow In U.S.

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

Lester Sims, general professional manager of Miller Music, was relaxing one evening last week when the Don Hollenbeck's TV news program went on the air. One of the features on the show was a short film clip which Hollenbeck announced as a dance craze that was sweeping England. The picture showed a huge ballroom in England with hundreds of youngsters swinging on the dance floor to a tune called "The Creep", a slow two beat shuffle.

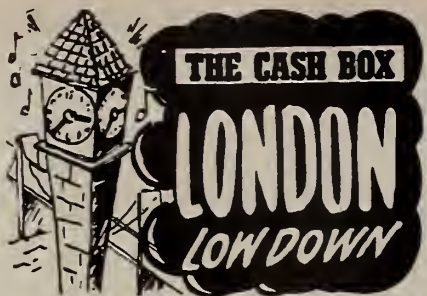
The next morning Sims rushed to the office and ran into Abe Oleman's office raving about the dance and tune he had heard on TV. An immediate check was made and it was discovered that the song belonged to Miller Music.

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

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

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

Sims thinks that "The Creep" will be bigger than the mambo.



Negotiations are in hand to bring popular composer Leroy Anderson over to conduct a full-size British concert orchestra for a nation-wide tour. . . . Les Perrin back from a most successful U. S. trip with nothing but praise for The Cash Box. . . . Met the Capitol label executives this week. Glenn Wallichs, Mr. Porges, here to parlay with E. R. Lewis of British Decca label. "Just a friendly visit," Glen Wallichs told me, speaking of E. R. Lewis: I would mention that he is a real live-wire; always on the ball; doesn't miss a thing in the record business, and certainly gets the best results. George Aitken, head of the Australian Record Company, Ltd., also in London. Aside from his own labels, Aitken also runs the Capitol label Down Under.

Just heard a forty-five minute show called "Vera Lynn's Christmas Song." Vera sings with the 43-piece BBC Show band and chorus conducted by Cyril Stapleton. This show was taped for the U. S. to be aired on Christmas Day and is being offered to American networks. I'll say, right here and now, that it's well worth getting. How about it N. B. C.?

British bandleader Teddy Foster has received and accepted an offer of \$5000 per week for himself and his orchestra to undertake a twelve-weeks tour of the United States in May of next year. Teddy will visit New York early in the new year and will call on James C. Petrillo to obtain his sanction for this project which would make Teddy Foster's the first British band to tour the States since the imposition of the Anglo-U. S. ban some years ago. . . . I hear that Harry James may be coming to Europe with his full band and will play Britain as a solo act in the halls. Will Mrs. James make the trip too? Who knows!

I saw Dick Allyn's Smart record of "Devil Eyes" and the Lancers' waxing of "Sweet Mamma Tree Top Tall" in the office of a big record company executive this week. Did I say that man never misses a thing???. . . . Larry Adler starts a D. J. show next Sunday over BBC. . . . London shocked by Kenton crash. . . . Something tells me some pretty American heiress will be crashing into the record world with, believe it or not, some excellent etchings. I hear she turned down the top spot on her uncle's TV show and told him she did not wish to make it the easy way. . . . Watch out for this little spark of LIGHT which may turn into quite a Flame; and that's a very good clue to the name of the heiress!

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

Ted Heath's cutting "The Creep" for the London label. Anything happening with this number across the Atlantic?

This Week's Best Selling Pop Records:

- (Courtesy "New Musical Express")
1. Answer Me \_\_\_ FRANKIE LAINE
  2. Answer Me DAVID WHITFIELD
  3. Look At That Girl \_\_\_\_\_ GUY MITCHELL
  4. Hey Joe \_\_\_\_\_ FRANKIE LAINE
  5. Swedish Rhapsody MANTOVANI
  6. Pappa Piccolino DIANA DECKER
  7. I Believe \_\_\_\_\_ FRANKIE LAINE
  8. Chica-Boom \_\_\_ GUY MITCHELL
  9. Where The Winds Blow \_\_\_\_\_ FRANKIE LAINE
  10. Song From Moulin Rouge \_\_\_\_\_ MANTOVANI



Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending November 21 without any changes on the part of THE CASH BOX.

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| <b>Ed Bonner</b><br>KKOK—St. Louis, Mo.<br><ol style="list-style-type: none"> <li>1. I'll Never Stand In Your Way (Joni James)</li> <li>2. Rags To Riches (Tony Bennett)</li> <li>3. That's Amore (Dean Martin)</li> <li>4. Many Times (Eddie Fisher)</li> <li>5. Answer Me Lord Above (Frankie Laine)</li> <li>6. To Be Alone (Hilltoppers)</li> <li>7. I'm Yearning (Don Cornell)</li> <li>8. Tipica Serenada (H. Jerome)</li> <li>9. Lover Come Back To Me (Nat "King" Cole)</li> <li>10. When My Dreamboat Comes Home (Kay Starr)</li> </ol> | <b>Frank Pollack</b><br>KOOL—Phoenix, Ariz.<br><ol style="list-style-type: none"> <li>1. That's All (Acquaviva)</li> <li>2. My Hymn To Her (A. Wayne)</li> <li>3. From Here To Eternity (Frank Sinatra)</li> <li>4. Passonata (Bernie Wayne)</li> <li>5. Love You So (Peggy Lee)</li> <li>6. Heart Of My Heart (Four Aces)</li> <li>7. Story Of Three Loves (Jerry Murad)</li> <li>8. Sweet Mama, Tree Top Tall (Lancers)</li> <li>9. Ebb Tide (Frank Chacksfield)</li> <li>10. Lover Come Back To Me (Nat "King" Cole)</li> </ol> | <b>Dirk Courtenay</b><br>WAAF—Chicago, Ill.<br><ol style="list-style-type: none"> <li>1. Lover Come Back To Me (Nat "King" Cole)</li> <li>2. From Here To Eternity (Frank Sinatra)</li> <li>3. Heart Of My Heart (Cornell, Desmond, Dale)</li> <li>4. Oh, Brother (Mae Williams)</li> <li>5. Pa-Paya Mama (Perry Como)</li> <li>6. Baby, Baby, Baby (T. Brewer)</li> <li>7. The Little Boy That Santa Claus Forgot (Nat K. Cole)</li> <li>8. Don't Forget To Write (Valli)</li> <li>9. Woman (Johnny Desmond)</li> <li>10. Stranger In Paradise (Tony Bennett)</li> </ol> |
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| <b>Ray Perkins</b><br>KFEL—Denver, Colo.<br><ol style="list-style-type: none"> <li>1. Ebb Tide (Frank Chacksfield)</li> <li>2. Rags To Riches (Tony Bennett)</li> <li>3. You, You, You (Ames Bros.)</li> <li>4. Vaya Con Dios (Paul &amp; Ford)</li> <li>5. Changing Partners (P. Page)</li> <li>6. Ricochet (Teresa Brewer)</li> <li>7. Story Of Three Loves (Jerry Murad)</li> <li>8. Eh, Cumpari (Julius La Rosa)</li> <li>9. Oh! (Pee Wee Hunt)</li> <li>10. You Alone (Perry Como)</li> </ol> | <b>Bob Gotsch</b><br>KKOK—St. Louis, Mo.<br><ol style="list-style-type: none"> <li>1. Three O'Clock In The Morning (Monty Kelly)</li> <li>2. Ricochet (Teresa Brewer)</li> <li>3. Many Times (Eddie Fisher)</li> <li>4. To Be Alone (Hilltoppers)</li> <li>5. Hi Lili Hi Lo (Ray Martin)</li> <li>6. Ebb Tide (Frank Chacksfield)</li> <li>7. I'm Yearning (Don Cornell)</li> <li>8. That's Amore (Dean Martin)</li> <li>9. I'll Never Stand In Your Way (Joni James)</li> <li>10. Rags To Riches (Tony Bennett)</li> </ol> | <b>Dave Rosehill</b><br>WGSM—Huntington, L. I., N. Y.<br><ol style="list-style-type: none"> <li>1. Rags To Riches (Tony Bennett)</li> <li>2. Ebb Tide (Frank Chacksfield)</li> <li>3. Eh, Cumpari (Julius La Rosa)</li> <li>4. St. George And The Dragonet (Stan Freberg)</li> <li>5. Hot Dog That Made Her Mad (Dick Noel)</li> <li>6. Ricochet (Teresa Brewer)</li> <li>7. You, You, You (Ames Bros.)</li> <li>8. Istanbul (Four Lads)</li> <li>9. Many Times (Eddie Fisher)</li> <li>10. That's Amore (Dean Martin)</li> </ol> |
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| <b>Don McLeod</b><br>WJBK—Detroit, Mich.<br><ol style="list-style-type: none"> <li>1. Rags To Riches (Tony Bennett)</li> <li>2. You're On Trial (Don Cornell)</li> <li>3. Magic Guitar (Bunny Paul)</li> <li>4. You Alone (Perry Como)</li> <li>5. Marie (Four Tunes)</li> <li>6. Heart Of My Heart (Cornell, Desmond, Dale)</li> <li>7. Off Shore (Leo Diamond)</li> <li>8. Many Times (Eddie Fisher)</li> <li>9. South Of The Border (Sinatra)</li> <li>10. Three O'Clock In The Morning (Monty Kelly)</li> </ol> | <b>Don Bell</b><br>KRNT—Des Moines, Iowa<br><ol style="list-style-type: none"> <li>1. Ricochet (Teresa Brewer)</li> <li>2. You, You, You (Ames Bros.)</li> <li>3. Vaya Con Dios (Paul &amp; Ford)</li> <li>4. Ebb Tide (Frank Chacksfield)</li> <li>5. Eh, Cumpari (Julius La Rosa)</li> <li>6. Many Times (Eddie Fisher)</li> <li>7. Rags To Riches (Tony Bennett)</li> <li>8. Istanbul (Four Lads)</li> <li>9. Oh! (Pee Wee Hunt)</li> <li>10. P. S. I Love You (Hilltoppers)</li> </ol> | <b>Jackson Lowe</b><br>WOL—Washington, D. C.<br><ol style="list-style-type: none"> <li>1. Rags To Riches (Tony Bennett)</li> <li>2. Story Of Three Loves (Jerry Murad)</li> <li>3. Many Times (Eddie Fisher)</li> <li>4. Ebb Tide (Frank Chacksfield)</li> <li>5. Answer Me (Frankie Laine)</li> <li>6. I Love Paris (Les Baxter)</li> <li>7. Istanbul (Four Lads)</li> <li>8. Marie (Four Tunes)</li> <li>9. Lover Come Back To Me (Nat "King" Cole)</li> <li>10. Off Shore (Leo Diamond)</li> </ol> |
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| <b>Bill Balance</b><br>KNX—Hollywood, Calif.<br><ol style="list-style-type: none"> <li>1. Stranger In Paradise (Four Aces)</li> <li>2. I Love My Argentine (Bailey)</li> <li>3. Baubles, Bangles, and Beads (Peggy Lee)</li> <li>4. P. S. I Love You (Hilltoppers)</li> <li>5. Many Times (Eddie Fisher)</li> <li>6. Ebb Tide (Frank Chacksfield)</li> <li>7. Rags To Riches (Tony Bennett)</li> <li>8. Just A Gigolo (J. P. Morgan)</li> <li>9. You, You, You (Ames Bros.)</li> <li>10. Hey Joe! (Frankie Laine)</li> </ol> | <b>Buddy Deane</b><br>WITH—Baltimore, Md.<br><ol style="list-style-type: none"> <li>1. You, You, You (Ames Bros.)</li> <li>2. Eh, Cumpari (Julius La Rosa)</li> <li>3. Ricochet (Teresa Brewer)</li> <li>4. To Be Alone (Hilltoppers)</li> <li>5. Many Times (Eddie Fisher)</li> <li>6. Love Walked In (Hilltoppers)</li> <li>7. You Alone (Perry Como)</li> <li>8. I'll Never Stand In Your Way (Joni James)</li> <li>9. Dragnet (Ray Anthony)</li> <li>10. From Here To Eternity (Frank Sinatra)</li> </ol> | <b>Jay Michaels</b><br>WCAE—Pittsburgh, Pa.<br><ol style="list-style-type: none"> <li>1. Laughing On The Outside (Four Aces)</li> <li>2. Answer Me (Frankie Laine)</li> <li>3. You Alone (Perry Como)</li> <li>4. To Be Alone (Hilltoppers)</li> <li>5. There's Danger In Your Eyes, Cherie (Tony Martin)</li> <li>6. Marie (Four Tunes)</li> <li>7. Many Times (Eddie Fisher)</li> <li>8. Cow Cow Blues (Jan August)</li> <li>9. South Of The Border (Sinatra)</li> <li>10. That's Amore (Dean Martin)</li> </ol> |
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| <b>Lou Barile</b><br>WKAL—Rome, N. Y.<br><ol style="list-style-type: none"> <li>1. To Be Alone (Hilltoppers)</li> <li>2. Changing Partners (P. Page)</li> <li>3. In The Mission Of St. Augustine (Sammy Kaye)</li> <li>4. Ricochet (Teresa Brewer)</li> <li>5. You Alone (Perry Como)</li> <li>6. That's Amore (Dean Martin)</li> <li>7. Love Walked In (Hilltoppers)</li> <li>8. Many Times (Eddie Fisher)</li> <li>9. Ebb Tide (Vic Damone)</li> <li>10. Heart Of My Heart (Cornell, Desmond, Dale)</li> </ol> | <b>Bates Feuall</b><br>WCAR—Pontiac, Mich.<br><ol style="list-style-type: none"> <li>1. Rags To Riches (Tony Bennett)</li> <li>2. Many Times (Eddie Fisher)</li> <li>3. Magic Guitar (Bunny Paul)</li> <li>4. Ricochet (Teresa Brewer)</li> <li>5. Eh, Cumpari (Julius La Rosa)</li> <li>6. You Alone (Perry Como)</li> <li>7. Off Shore (Leo Diamond)</li> <li>8. Don't Forget To Write (Valli)</li> <li>9. Istanbul (Four Lads)</li> <li>10. Lover Come Back To Me (Nat "King" Cole)</li> </ol> | <b>Jack Dugan</b><br>WGAT—Utica, N. Y.<br><ol style="list-style-type: none"> <li>1. Rags To Riches (Tony Bennett)</li> <li>2. Ebb Tide (Frank Chacksfield)</li> <li>3. Ricochet (Teresa Brewer)</li> <li>4. That's Amore (Dean Martin)</li> <li>5. A Baby Cried (Lou Monte)</li> <li>6. In The Mission Of St. Augustine (Sammy Kaye)</li> <li>7. Istanbul (Four Lads)</li> <li>8. Love Walked In (Hilltoppers)</li> <li>9. You Alone (Perry Como)</li> <li>10. Write Myself A Letter (Connie Boswell)</li> </ol> |
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| <b>Saxie Dowell</b><br>WGN—Chicago, Ill.<br><ol style="list-style-type: none"> <li>1. Ebb Tide (Frank Chacksfield)</li> <li>2. Many Times (Eddie Fisher)</li> <li>3. In The Mission Of St. Augustine (Sammy Kaye)</li> <li>4. That's Amore (Dean Martin)</li> <li>5. Don't Take Your Love From Me (Three Suns)</li> <li>6. Sweet Mama, Tree Top Tall (Lancers)</li> <li>7. My Love, My Love (J. James)</li> <li>8. Woman (Johnny Desmond)</li> <li>9. Secret Love (Doris Day)</li> <li>10. Saving My Dreams (Eckstine)</li> </ol> | <b>Sandy Singer</b><br>KCRG—Cedar Rapids, Iowa<br><ol style="list-style-type: none"> <li>1. You, You, You (Ames Bros.)</li> <li>2. Many Times (Eddie Fisher)</li> <li>3. Ebb Tide (Frank Chacksfield)</li> <li>4. Vaya Con Dios (Paul &amp; Ford)</li> <li>5. You Alone (Perry Como)</li> <li>6. The Typewriter (L. Anderson)</li> <li>7. Laughing On The Outside (Four Aces)</li> <li>8. Ford Album (Merman &amp; Martin)</li> <li>9. Eh, Cumpari (Julius La Rosa)</li> <li>10. Dragnet ((Ray Anthony)</li> </ol> | <b>Pat Chamburs</b><br>WFLA—Tampa, Fla.<br><ol style="list-style-type: none"> <li>1. Oh! (Pee Wee Hunt)</li> <li>2. Ebb Tide (Vic Damone)</li> <li>3. Many Times (Percy Faith)</li> <li>4. 38th Parallel (Tom Scott)</li> <li>5. My Hymn To Her (A. Wayne)</li> <li>6. Story Of Three Loves (Liberace)</li> <li>7. Off Shore (Axel Stordahl)</li> <li>8. From Here To Eternity (Frank Sinatra)</li> <li>9. Ricochet (Vicki Young)</li> <li>10. You're Thoughtless (Madigan)</li> </ol> |
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| <b>Joe Deane</b><br>KQV—Pittsburgh, Pa.<br><ol style="list-style-type: none"> <li>1. Why Does It Have To Be Me (Tony Bennett)</li> <li>2. Golden Violins (Chacksfield)</li> <li>3. Many Times (Eddie Fisher)</li> <li>4. You Alone (Perry Como)</li> <li>5. Off Shore (Leo Diamond)</li> <li>6. Sweet Mama, Tree Top Tall (Lancers)</li> <li>7. In The Mission Of St. Augustine (Sammy Kaye)</li> <li>8. Heart Of My Heart (Cornell, Desmond, Dale)</li> <li>9. The Typewriter (L. Anderson)</li> <li>10. The Baion (Paulo Alencar)</li> </ol> | <b>John Dixon</b><br>WALA—Mobile, Ala.<br><ol style="list-style-type: none"> <li>1. Ebb Tide (Vic Damone)</li> <li>2. Many Times (Eddie Fisher)</li> <li>3. From Here To Eternity (Frank Sinatra)</li> <li>4. Apples, Peaches, Cherries (Peggy Lee)</li> <li>5. Santa Baby (Eartha Kitt)</li> <li>6. That's Amore (Dean Martin)</li> <li>7. Lover Come Back To Me (Nat "King" Cole)</li> <li>8. When My Dreamboat Comes Home (Kay Starr)</li> <li>9. My Hymn To Her (A. Wayne)</li> <li>10. The Typewriter (L. Anderson)</li> </ol> | <b>Al Ross</b><br>WBAL—Baltimore, Md.<br><ol style="list-style-type: none"> <li>1. Many Times (Eddie Fisher)</li> <li>2. Vaya Con Dios (Paul &amp; Ford)</li> <li>3. You, You, You (Ames Bros.)</li> <li>4. Ebb Tide (Vic Damone)</li> <li>5. From Here To Eternity (Frank Sinatra)</li> <li>6. In The Mission Of St. Augustine (Sammy Kaye)</li> <li>7. Oh! (Pee Wee Hunt)</li> <li>8. Laughing On The Outside (Four Aces)</li> <li>9. Eh, Cumpari (Julius La Rosa)</li> <li>10. Rags To Riches (Tony Bennett)</li> </ol> |
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A Solid Hit!

# I Just Love You

MILLER MUSIC CORPORATION

Another Smash Hit by  
**THE HILLTOPPERS**  
featuring the voice of JIMMY SACCA

## "TO BE ALONE"

and

## "LOVE WALKED IN"

DOT # 15105

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**GOLD FOR YOU**  
when you feature  
The Golden Trumpet of  
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Manufactured and Distributed by Palda Record Company



**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 November 21 without any changes on the part of THE CASH BOX.

**Howard Miller**  
**WIND & WMAQ—**  
 Chicago, Ill.

1. Rags To Riches (Tony Bennett)
2. Story Of Three Loves (Jerry Murad)
3. Ebb Tide (Frank Chacksfield)
4. Don't Take Your Love From Me (Three Suns)
5. Ricochet (Teresa Brewer)
6. Eh, Cumpari (Julius La Rosa)
7. Don't Forget To Write (Valli)
8. I Love Paris (Tony Martin)
9. Heart Of My Heart (Four Aces)
10. Heart Of My Heart (Cornell, Desmond, Dale)

**Robin Seymour**  
**WKMH—Dearborn, Mich.**

1. Magic Guitar (Bunny Paul)
2. You Alone (Perry Como)
3. To Be Alone (Hilltoppers)
4. South Of The Border (Sinatra)
5. Don't Forget To Write (Valli)
6. That's Amore (Dean Martin)
7. Gadabout (David Carroll)
8. Many Times (Eddie Fisher)
9. Off Shore (Leo Diamond)
10. Home Lovin Man (G. Gibbs)

**Harry Burge**  
**WQAM—Miami, Fla.**

1. You, You, You (Ames Bros.)
2. Eh, Cumpari (Julius La Rosa)
3. Rags To Riches (Tony Bennett)
4. Ebb Tide (Frank Chacksfield)
5. Many Times (Eddie Fisher)
6. Crying In The Chapel (Orioles)
7. You Alone (Perry Como)
8. Story Of Three Loves (Jerry Murad)
9. Istanbul (Four Lads)
10. Love Walked In (Hilltoppers)

**Carmine Anthony**  
**KGKO—Dallas, Tex.**

1. You, You, You (Ames Bros.)
2. Ebb Tide (Frank Chacksfield)
3. Vaya Con Dios (Paul & Ford)
4. Oh! (Pee Wee Hunt)
5. Crying In The Chapel (Valli)
6. Rags To Riches (Tony Bennett)
7. Eh, Cumpari (Julius La Rosa)
8. Love Walked In (Hilltoppers)
9. Ricochet (Teresa Brewer)
10. Many Times (Eddie Fisher)

**Jack McDermott**  
**WLYN—Lynn, Mass.**

1. Ricochet (Teresa Brewer)
2. You, You, You (Ames Bros.)
3. Love Walked In (Hilltoppers)
4. She Was Five And He Was Ten (Judy Valentine)
5. Milwaukee Polka (P. Page)
6. Eh, Cumpari (Julius La Rosa)
7. Don't Forget To Write (Valli)
8. Istanbul (Four Lads)
9. Rags To Riches (Tony Bennett)
10. Many Times (Eddie Fisher)

**Sherm Feller**  
**WVDA—Boston, Mass.**

1. She Was Five And He Was Ten (Judy Valentine)
2. Are You Looking (K. Kallen)
3. You Alone (Perry Como)
4. Tipica Serenada (H. Jerome)
5. Love Walked In (Hilltoppers)
6. Don't Forget To Write (Valli)
7. Answer Me (Frankie Laine)
8. My Hymn To Her (A. Wayne)
9. Laughing On The Outside (Four Aces)
10. Everybody Loves Saturday Night (Percy Faith)

**Tom Edwards**  
**WERE—Cleveland, Ohio**

1. Stranger In Paradise (Four Aces)
2. To Be Alone (Hilltoppers)
3. Off Shore (Leo Diamond)
4. Rags To Riches (Tony Bennett)
5. You Alone (Perry Como)
6. Toys (Eileen Barton)
7. Don'cha Hear Them Bells (Paul & Ford)
8. Changing Partners (P. Page)
9. Heart Of My Heart (Cornell, Desmond, Dale)
10. Tipica Serenada (H. Jerome)

**Al Jarvis**  
**KFWB—Hollywood, Calif.**

1. Ebb Tide (Frank Chacksfield)
2. Rags To Riches (Tony Bennett)
3. St. George And The Dragonet (Stan Freberg)
4. Story Of Three Loves (Jerry Murad)
5. Istanbul (Four Lads)
6. Vaya Con Dios (Paul & Ford)
7. Kangaroo (Paul & Ford)
8. Eh, Cumpari (Julius La Rosa)
9. It Happened Once Before (Four Freshmen)
10. The Typewriter (L. Anderson)

**Earle Pudney**  
**WGY—Schenectady, N. Y.**

1. You Alone (Perry Como)
2. Rags To Riches (Tony Bennett)
3. That's All (Nat "King" Cole)
4. Many Times (Eddie Fisher)
5. Story Of Three Loves (Jerry Murad)
6. Ebb Tide (Frank Chacksfield)
7. You, You, You (Ames Bros.)
8. Off Shore (Leo Diamond)
9. Granada (Clark Dennis)
10. Vaya Con Dios (Paul & Ford)

**Jerry S. Hughes**  
**KMLW—Marlin, Tex.**

1. You, You, You (Ames Bros.)
2. Toys (Eileen Barton)
3. Vaya Con Dios (Paul & Ford)
4. Rags To Riches (Tony Bennett)
5. Oh! (Pee Wee Hunt)
6. Ebb Tide (Frank Chacksfield)
7. Love Walked In (Hilltoppers)
8. Dagnet (Ray Anthony)
9. Ricochet (Teresa Brewer)
10. Many Times (Eddie Fisher)

**Gene Whitaker**  
**WNCA—Siler City, N. C.**

1. You, You, You (Ames Bros.)
2. I Love Paris (Les Baxter)
3. Eh, Cumpari (Julius La Rosa)
4. Many Times (Eddie Fisher)
5. Ebb Tide (Vic Damone)
6. Dagnet (Ray Anthony)
7. From Here To Eternity (Frank Sinatra)
8. Rags To Riches (Tony Bennett)
9. It's Easy To Remember (Bob Manning)
10. Pa-Paya Mama (Perry Como)

**Jerry Kay**  
**WLBR—Lebanon, Pa.**

1. To Be Alone (Hilltoppers)
2. Rags To Riches (Tony Bennett)
3. Ricochet (Teresa Brewer)
4. Many Times (Eddie Fisher)
5. I Love Paris (Les Baxter)
6. Before It's Too Late (S. Gale)
7. Blowing Wild (Frankie Laine)
8. Eh, Cumpari (Julius La Rosa)
9. Sweet Mama, Tree Top Tall (Lancers)
10. You Alone (Perry Como)

**Bill Thornton**  
**KRLW—Walnut Ridge, Ark.**

1. Rags To Riches (Tony Bennett)
2. You, You, You (Ames Bros.)
3. No Stone Unturned (S. Kaye)
4. No Other Love (Perry Como)
5. Love Walked In (Hilltoppers)
6. Laughing On The Outside (Four Aces)
7. Sweet Mama, Tree Top Tall (Lancers)
8. Oh! (Pee Wee Hunt)
9. I Love Paris (Les Baxter)
10. I Should Have Told You Long Ago (Four Lads)

**Ralph Phillips**  
**WFBK—Baltimore, Md.**

1. Rags To Riches (Tony Bennett)
2. Eh, Cumpari (Julius La Rosa)
3. Ricochet (Teresa Brewer)
4. Many Times (Eddie Fisher)
5. Ebb Tide (Frank Chacksfield)
6. Vaya Con Dios (Paul & Ford)
7. Story Of Three Loves (Jerry Murad)
8. Velvet Glove (Winterhalter & Rene)
9. St. George And The Dragonet (Stan Freberg)
10. Oh! (Pee Wee Hunt)

**Bob 'Coffeehead' Larsen**  
**WEMP—Milwaukee, Wis.**

1. Eh, Cumpari (Julius La Rosa)
2. Sweet Mama, Tree Top Tall (Lancers)
3. Messin' Around With Love (Louis Bashell)
4. Don'cha Hear Them Bells (Paul & Ford)
5. Heart Of My Heart (Cornell, Desmond, Dale)
6. Rags To Riches (Tony Bennett)
7. Istanbul (Four Lads)
8. Toys (Eileen Barton)
9. The Typewriter (L. Anderson)
10. Wedding Bell Waltz (P. Eddy)

**Wayne Stitt**  
**WHB—Kansas City, Mo.**

1. Ebb Tide (Frank Chacksfield)
2. Rags To Riches (Tony Bennett)
3. St. George And The Dragonet (Stan Freberg)
4. Vaya Con Dios (Paul & Ford)
5. You, You, You (Ames Bros.)
6. Ricochet (Teresa Brewer)
7. In The Mission Of St. Augustine (Orioles)
8. Marie (Four Tunes)
9. I Love Paris (Lex Baxter)
10. To Be Alone (Hilltoppers)

**Norman Hall**  
**WBWL—Baanville, Ind.**

1. Ricochet (Teresa Brewer)
2. I'll Never Stand In Your Way (Joni James)
3. Just To Be With You (Fisher)
4. To Be Alone (Hilltoppers)
5. Laughing On The Outside (Four Aces)
6. The Typewriter (L. Anderson)
7. Swamp Fire (Kay Starr)
8. Eh, Cumpari (Julius La Rosa)
9. Love Me Again (Sunny Gale)
10. Magic Guitar (Bunny Paul)

**Bill Varney**  
**WKXL—Concord, N. H.**

1. You, You, You (Ames Bros.)
2. Ricochet (Teresa Brewer)
3. Rags To Riches (Tony Bennett)
4. Ebb Tide (Vic Damone)
5. Istanbul (Four Lads)
6. Sippin' Soda (Guy Mitchell)
7. Caribbean (Mitchell Torok)
8. From Here To Eternity (Frank Sinatra)
9. Off Shore (Leo Diamond)
10. Oh, Mein Papa (Eddy Calvert)

**Paul Flanagan**  
**WTRY—Tray, N. Y.**

1. In The Mission Of St. Augustine (Sammy Kaye)
2. Rags To Riches (Tony Bennett)
3. Istanbul (Four Lads)
4. Love Walked In (Hilltoppers)
5. My Love, My Love (J. James)
6. That's Amore (Dean Martin)
7. To Be Alone (Hilltoppers)
8. Many Times (Eddie Fisher)
9. Sweet Mama, Tree Top Tall (Lancers)
10. Eh, Cumpari (Julius La Rosa)

**Jeff Evans**  
**WLDY—Ladysmith, Wis.**

1. Sweet Mama, Tree Top Tall (Lancers)
2. Santa Baby (Eartha Kitt)
3. Story Of Three Loves (Jerry Murad)
4. Just To Be With You (Fisher)
5. Eh, Cumpari (Julius La Rosa)
6. Ramona (Mantovani)
7. Dagnet (Ray Anthony)
8. Ebb Tide (Frank Chacksfield)
9. Crying In The Chapel (Valli)
10. From Here To Eternity (Frank Sinatra)

**Ed Meath**  
**WHEC—Rachester, N. Y.**

1. Rags To Riches (Tony Bennett)
2. You're On Trial (Don Cornell)
3. Ebb Tide (Frank Chacksfield)
4. Story Of Three Loves (Jerry Murad)
5. Three O'Clock In The Morning (Four Chicks & Chuck)
6. Laughing On The Outside (Four Aces)
7. I Love Paris (Les Baxter)
8. You Alone (Perry Como)
9. Are You Looking For A Sweetheart (Kitty Kallen)
10. Stranger In Paradise (Four Aces)



Every Operator Needs



JOHNNY DESMOND'S

"WOMAN"

and  
 "BY THE RIVER SEINE"

CORAL  
 61069  
 (9-61069)

**CORAL RECORDS**

America's Fastest Growing Record Company

## Joe Delaney Named Sales Manager of Label X

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

Delaney will take a leave of absence from the law firm of Spring and Eastman to accept the assignment which starts November 23. He had previously held executive sales and recording positions with London, Decca and Coral Records.

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

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

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

## Guests Rail at Rael In Hilarious Testimonial

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

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

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

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

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

Among those present in addition to those already mentioned were: Bullets Durgom, Kappi Jordan, Jack Katz, Frances Kaye, Jimmy Hilliard, Jack Spina, Mickey Glass, Harry Rosen, Roy Kohn, Richard Hayman, Al Gallico, Paul Cohen, Bob Austin, Sid Parnes, Bernie Scherer, Mickey Garlock, Howard Sennott, Milton Krasne, Art Weems, Dorothy Bidoff and Irving Chezzar.

## "Off Shore" With Lyrics

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

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

## Derby Signs Dwight Fiske

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



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

The Raymond Rosen Company, Philadelphia distributor for RCA Victor is in the midst of a program for the conversion of the old-style shops and stores to the new self-service arrangement. The Rosen firm is acquainted with the dealers' problems in this regard and has contacted a manufacturer of store fixtures and arranged for custom store layouts utilizing the particular set-up to fit the individual dealers' requirements. In stores where self-service conversion has been completed, business has increased from 25% to 75%. The self-service system is especially effective in the merchandising of extended play albums and long play selections, as it encourages customers to browse through the dealer's stock. Al Sherman, Western representative for King Records, reports that their business for this month has almost doubled in volume over previous months. He attributes this surge partly to the smash success of the Billy Ward and his Dominoes record of "Rags To Riches." . . . Seewhy Merchandise Co., Okeh distributor in Kingston, N. Y. is wrapping up a promotional campaign on Sandy Stewart's and Frank Murphy's "I Got A Boo-Boo." A twenty-five dollar cash award will soon be made to the person who offers the best definition of "Boo-Boo." Now the company is working on Judy Valentine's "She Was Five And He Was Ten." . . . Joe Cohen of Essex Distributing in Newark predicts that this Christmas will be the biggest ever in the record field. . . . Henry Hildebrand, manager of Interstate Electric in New Orleans, distributor for Columbia disks in Louisiana, Mississippi, Alabama and the Florida Gulf Coast, notices an interesting trend this year. In the past, operators in his territory usually hated to buy Christmas records, and in many cases waited until the last minute when they were forced to buy due to requests for the Yuletide music. However, he feels very good about the situation this year. Although it is still early in the season, ops are already buying four of his numbers: Liberace's "Christmas Medley," Jimmy Boyd's "Santa Got Stuck In The Chimney" and his "I Saw Mommy Kissing Santa Claus," and Gayla Peevey's "I Want A Hippopotamus For Christmas." Many of the ops held onto Boyd's Christmas hit of '52 saving it for this year. But a great number of routes have converted to 45 rpm since '52; thus the majority of sales have been on 45's. . . . Sid Talmadge of Record Merchandising Co. in Los Angeles offers another of his predictions. He states that "Happiness To My Soul" by Faye Adams will be as big as her Herald hit



N. I. SAURMAN

of "Shake A Hand." . . . Alfred Bix in Butte, Montana, is banking on big results from two Sentry disks to be out in the near future; "Rio" b/w "Fiesta" and "I'm Waiting For You In The Rockies" b/w "Montana Moon." . . . Hal-Mark Distributing in Charlotte, N. C., is really zooming. The firm reports that their Frank Chacksfield "Ebb Tide," Julius La Rosa "Eh, Cumpari," and the Lancers "Sweet Mama Tree Top Tall" are three of the records in Charlotte's regional top ten list. . . . Mercury Distributors and Gramophone Enterprises merged on September first, resulting in a formation of Southern Mercury, Inc. H. C. Townsley is president of the corp and Jay Gordon Thornton is v. p. The branch managers are Vince Land in Dallas, Wilson Boone in Houston, Joe Power in New Orleans and Allen Dunbar in Oklahoma. . . . Irv Shortin of Allied Music Sales in L. A. is riding high with Amos Milburn's "One Scotch, One Bourbon, One Beer" and is expecting even bigger things from the artist's latest Aladdin release, "Good, Good Whiskey." . . . William Penry, former manager of The K & K Company, Decca distributor in Omaha has just joined the Iowa distributor Decca as district representative for the Omaha territory. Bill was out of the record business for over a year. Bruce Brietenbauch, who also joined the Iowa firm and moved out to Sioux City, is talking about ringing those wedding bells after the first of the year. Eddie Dunker, manager of Decca's Iowa branch reports that concentrated disk jockey play has made the Four Aces "Heart Of My Heart" a big thing in his area. . . . Paul Levy, president of Midwest Distributing in St. Louis reports that he has the best seller in the pop and r & b market via the Four Tunes record of "Marie." He's also looking for a number one best seller in Leo Diamond's "Off Shore." . . . Sam Clark and Harry Carter of Music Suppliers of New England, Inc. MGM distributor in Boston, report a tie-in with local dealers and local theaters playing "Gentlemen Prefer Blondes." The gimmick involves two tickets to the local theater to see "Blondes" with every album purchase. In New York, Sanford Distributor's Irwin Zucker and Dick Cowitt are working in conjunction with the local dealers on a "Blondes Beauty Contest." Winners will receive a "Gentlemen Prefer Blondes" album and other prizes. . . . N. I. Saurman, manager of RCA Victor distributor Krich-New Jersey, from Newark, takes credit for being the first record distributor to use airplane tow signs to promote a record. This was done for Spike Jones' "All I Want For Christmas Is My Two Front Teeth." Two planes were used and no words of the title, artist or record company were abbreviated on the tow. This tow was flown over 16 football stadiums on Thanksgiving Day. . . . Jack Lewerke, manager of California Record Distributor in Los Angeles distributor of 25 different lines, is celebrating the firm's third anniversary.

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

Just Released  
**THE RAYMOND SCOTT QUINTET**  
 playing  
**"BIRD LIFE IN THE BRONX"**  
 An Exciting SCOTT Original  
 Audivox 105  
  
**AUDIVOX RECORDS**  
 140 W. 57 St.  
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THE FINEST CHRISTMAS INSTRUMENTAL EVER RECORDED  
**Mantovani**  
**"WHITE CHRISTMAS"**  
 b/w  
**"ADESTE FIDELES"**  
 London 1280 & 45-1280

**"THE MAN WHO DRIVES BIG TRAILERS"**  
  
**BURNS MUSIC CO.**  
 43 7th Ave., New York 11, N. Y.

**B. B. KING**  
**"BLIND LOVE"**  
 b/w  
**"WHY DID YOU LEAVE ME"**  
 RPM



# BREAKING

**NATIONALLY**  
...And We Do Mean POP-WISE!

Sir Charles Dickens  
**Immortal Christmas Carol**  
(set to a Musical Fantasy)

# "TENNESSEE WIG-WALK"

recorded by

**Russ Morgan** ..... decca-28846

**Bonnie Lou** ..... king-1237

**Jill Whitney** ..... coral-61055

**VILLAGE MUSIC COMPANY**  
1619 Broadway New York 19, N. Y.  
NEW YORK. CHICAGO. HOLLYWOOD



# Ebenezer Scrooge

recorded by

**TERESA BREWER**  
Coral

**THE CASH BOX  
DISK OF THE WEEK**

**EDDY HOWARD**  
Mercury

For the Very, Very Young of Heart—  
Regardless of Age!!

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

**SID PROSEN**  
Gen. Mgr.

**SID PROSEN**  
Gen. Mgr.

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

# CANADIAN CAPERS

### MONTREAL MEMOS:



LOUIS JORDAN

Louis Jordan is the current attraction at the Seville Theatre. . . Rumor has it that the next attraction at the Chez Paree will be the one and only Sophie Tucker. Correct me if I am wrong, but I believe this will be the first time the last of the red hot mammas has ever played Montreal. . . Hank Snow's engagement at the Seville Theatre came up to expectations. He was a solid draw with line-ups outside the theatre for almost every performance. He came very close to breaking the house record which only goes to prove that there is a tremendous audience in this area for country entertainers. Let's hope the management of the Seville follows through and brings in other popular favorites in this field such as: Carl Smith, Webb Pierce, Rex Prophet, Grandpa Jones, etc. . . The Clover Cafe has changed its policy and is now em-

ploying country artists. George Faith, a local artist, was brought in to try and catch some of the overflow trade from the Seville Theatre. . . The Hachey Bros. and Mary Lou are starting their 5th week at the Monterey and it looks as if they will be there most of the winter. . . Arnett Cobb currently at the Latin Quarter.

### OTTAWA NOTES:

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



GRANDPA JONES



HANK SNOW

## Stern & Co. Acquires President's Stock

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

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

methods widely accepted in the industry.

J. Donald Cohon, who as vice president, has been general manager of Stern & Co., Inc. since 1946, has assumed the office of president and treasurer. Richard Gruber, previously sales manager, has assumed the vice presidency. Miss Rose Beizer, associated with the company since its inception, continues her office as secretary and credit manager. Mr. Sherman Chinkers who has also been with the company since its earliest days, has become asst. secretary and asst. treasurer. These four, together with Earle Fredette, constitute the board of directors.

The Company will continue to handle its many well established lines.

# THE CASH BOX

## The Nation's TOP 50

COMPILED BY JACK "ONE SPOT" TUNIS

Comprising **100** Selections

AB—Abbott	AL—Aladdin	AM—Ambassador	AP—Apollo	AT—Atlantic	BA—Barbour	BE—Bell	BR—Brunswick	BU—Bullet	CA—Capitol	CD—Cadence	CH—Chess	CK—Checker	CO—Columbia	CR—Coral	CY—Crystalette	DA—Dana	DE—Decca	DO—Dot	DU—Duke	DY—Derby	ES—Essex	FE—Federal	4 Star—Four Star	IM—Imperial	IN—Intro	JU—Jubilee	KI—King	LO—London	MA—Mars	MD—Mood	ME—Mercury	MG—MGM	MO—Modern	PA—Parrot	PC—Peacock	PE—Peacock	PR—Prestige	RA—Rainbow	RIH—Recorded	In Hollywood	RE—Regent	5A—Savoy	SIT—Sittin' In	SP—Specialty	Pro. SW—Swingtime	TE—Tempo	TR—Trend	TI—Tico	TN—Tennessee	UN—United	VA—Valley	VI—RCA Victor	ZO—Zodiac
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	Nov. 28	Nov. 21		Nov. 28	Nov. 21		Nov. 28	Nov. 21
<b>1—Rags To Riches</b>			★CA-2486 (F-2486)—			VI-20-5515 (47-5515)—		
	100.8	74.3	LES PAUL & MARY FORD			DINAH SHORE		
			Johnny			Think		
BE—TONY RUSSO			CA-2514 (F-2514)—			VI-20-5537 (47-5537)—		
Many Times			WES & MAR TUTTLE			PEE WEE KING		
★CO-40048 (4-40048)—			I Wonder Where You			Bimbo		
TONY BENNETT			Are					
Here Comes That			CO-40098 (4-40098)—					
Heartache Again			LOS PANCHOS TRIO					
DE-28838 (9-28838)—			Lo Duda			<b>14—The Story Of</b>		
GEORGIE SHAW			CR-60991 (9-60991)—			<b>Three Loves</b>		
Let Me Go, Devil			JACK SMITH			23.0	23.8	
KI-1280 (45-1280)—			Knothole			CO-40099 (4-40099)—LIBERACE		
BILLY WARD AND DOMINOES			CY-654 (45-654)—BOB LONDON			Molden's With Sambo		
Don't Thank Me			My Adobe Hacienda			DE-28874 (9-28874)—		
<b>2—Ricochet</b>			DE-28780 (9-28780)—			JACK PLEIS O.		
	75.8	52.0	GUY LOMBARDO O.			Mr. Peepers		
CA-2543 (F-2543)—			With These Hands			★ME-70202 (70202x45)—		
VICKI YOUNG			ME-89047 (89047x45)—			JERRY MURAD		
Affair With A Stranger			ANITA DAY			Arogonalse		
★CR-61043 (9-61043)—			Aln't This A Wonderful			VI-10-4210 (49-4210)—		
TERESA BREWER			Day			KAPELL & O.		
Too Young To Tango								
DE-28914 (9-28914)—			<b>8—Many Times</b>			<b>15—Heart Of My</b>		
GUY LOMBARDO O.						<b>Heart</b>		
Bride Of Sighs			CO-40076 (4-40076)—			20.8	14.0	
VI-20-5454 (47-5454)—			PERCY FAITH O.			★CR-61076 (9-61076)—		
PEE WEE KING O.			In Love			CORNELL, DESMOND, & DALE		
Oh, Miserable Love			★VI-20-5453 (47-5453)—			I Think I'll Fall In		
VI-20-5436 (47-5436)—			EDDIE FISHER			Love Today		
GOGI GRANT			Just To Be With You			★DE-28927 (9-28927)—		
Everyone Knows I Love						FOUR ACES		
You			<b>9—Istanbul</b>			Stranger In		
<b>3—Eh, Cumpari</b>						Paradise		
	71.8	84.5	★CO-40082 (4-40082)—			<b>16—Love Walked In</b>		
★CD-1232 (45-1232)—			FOUR LADS			20.1	29.9	
JULIUS LA ROSA			I Should Have Told			DO-15105 (45-15105)—		
Till They've All Gone			You Long Ago			THE HILLTOPPERS		
Home			VI-20-5522 (47-5522)			To Be Alone		
<b>4—Ebb Tide</b>			NORO MORALES					
	70.7	70.4	Am I Blue			<b>17—I See The Moon</b>		
CO-40093 (4-40093)—			<b>10—Oh!</b>					
KEN GRIFFIN						★CA-2442 (F-2442)—		
Yah, Dear			★CA-2442 (F-2442)—			PEE WEE HUNT O.		
DE-28875 (9-28875)—			San			★CO-40047 (4-40047)—		
CHARLIE APPLEWHITE			CO-40062—KEN GRIFFIN			THE MARINERS		
I Love Paris			Crying In The Chapel			I Just Want You		
★LO-1358 (45-1358)—			CR-61017 (9-61017)—			DE-28900 (9-28900)—		
FRANK CHACKSFIELD O.			LAWRENCE WELK O.			DICK TODD		
Waltzing Bugle Boy			Hallelujah! Brother			If I Never Get To		
ME-70177 (70177 x 45)—			DE-28779 (9-28779)—			Heaven		
ROBERT MAXWELL			THE COMMANDERS			★VI-20-5478 (47-5478)—		
Rose Marie			Meet The Brass			VOICES OF W. SCHUMANN		
ME-70126 (70126x45)—			ME-70182 (70182 x 45)—			All Alone		
VIC DAMONE			JIMMY PALMER O.			<b>18—Stranger In</b>		
If I Could Make You			By The Beautiful Sea			<b>Paradise</b>		
Mine			MG-11542 (K-11542)—			18.3	13.6	
<b>5—You, You, You</b>			ART MOONEY O.			CA-2652 (F-2652)—		
	62.3	67.5	Cloverleaf Special			GORDON MacRAE		
CO-40039 (4-40039)—			VI-20-5359 (47-5359)—			Never In A Million		
KEN GRIFFIN			SAUTER-FINEGAN O.			Years		
No Other Love			The Moon Is Blue			★CO-40121 (4-40121)—		
ME-70198 (70198 x 45)—			<b>11—You Alone</b>			TONY BENNETT		
JOHNNY HORTON						Why Does It Have		
MG-11512 (K-11512)—			★VI-20-5447 (47-5447)—			To Be Me		
KEN REMO			PERRY COMO			DE-28927 (9-28927)—		
Ufemla			Pa-Payo Mama			FOUR ACES		
★VI-20-5325 (47-5325)—			<b>12—That's Amore</b>			The Gang That Sang		
AMES BROTHERS						"Heart Of My Heart"		
Once Upon A Time			★CA-2589 (F-2589)—			VI-20-5535 (47-5535)—		
VI-20-5386 (47-5386)—			DEAN MARTIN			TONY MARTIN		
NORO MORALES O.			You're The Right One			I Love Paris		
The Skalk Of Araby			<b>13—Changing</b>			★VI-20-5505 (47-5505)—		
<b>6—St. George And</b>			<b>Partners</b>			RALPH FLANAGAN O.		
<b>The Dragonet</b>						The Typewriter		
	56.0	62.7	★CA-2596 (F-2596)—			<b>19—Off Shore</b>		
			STAN FREBERG			15.0	15.0	
			Little Blue Riding			★AM-1005 (45-1005)—		
			Hood			LEO DIAMOND		
<b>7—Vaya Con Dios</b>			<b>13—Changing</b>			Easy Melody		
	48.3	68.0	<b>Partners</b>			CA-2630 (F-2630)—		
AT-15001 (45-15001)—						AXEL STORDAHL O.		
WINGY MANONE			BE-1017 (45-1017)—			The Piccolino		
Song From Moulin			HELEN FORREST			CR-61084 (9-61084)—		
Rouge			Lover Come Back To			MAT MATHEWS		
BE-1004 (45-1004)—			Me			'Easy Melody		
LARRY CLINTON O.			CA-2657 (F-2657)—			DE-28918 (9-28918)—		
P. S. I Love You			KAY STARR			RUSS MORGAN O.		
			I'll Always Be In Love			Idle Gossip		
			With You			ME-70252 (70252x45)—		
			DE-28969 (9-28969)—			RICHARD HAYMAN O.		
			BING CROSBY			Joey's Theme		
			Y'All Come			MG-11610 (K-11610)—		
			★ME-70260 (70260x45)—			ART MOONEY O.		
			PATTI PAGE			Mogambo		
			Where Did My Snow-					
			man Go?					

Frankie Laine's Smash Hit . . .

**"ANSWER ME"**

---

The Terry Theme From

**"LIMELIGHT"**

—instrumental—

---

**"ETERNALLY"**

From "Limelight"

—vocal—

**BOURNE, INC.**

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Mounted Enlargements (30"x40"), \$3.85  
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**WE DELIVER WHAT WE ADVERTISE**

# Best Selling Records

FROM MORE THAN 15,000 RETAIL OUTLETS!

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunniss. Each listing includes the name of the song, record number, artists, and tune on the reverse side.

• The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available.

★ Indicates best selling record.

Comprising  
**100**  
Selections

Nov. 28 Nov. 21  
20—**To Be Alone**  
14.6 14.1

★DOT-15105 (45-15105)—  
HILLTOPPERS  
*Love Walked In*

21—**I Love Paris**  
13.9 8.9

★CA-2479 (F-2479)—  
LES BAXTER O.  
*Gigi*

DE-28875 (9-28875)—  
CHARLIE APPLEWHITE  
*Ebb Tide*

ME-70274 (70274x45)—  
GEORGIA GIBBS  
*Under Paris Skies*

VI-20-5521 (47-5521)—  
FRANKIE CARLE O.  
*Flame*

VI-20-5535 (47-5535)—  
TONY MARTIN  
*Stranger In Paradise*

22—**Baby, Baby, Baby**  
12.8 4.6

★CR-61067 (9-61067)—  
TERESA BREWER  
*I Guess It Was You All The Time*

23—**The Typewriter**  
12.0 7.7

★DE-28881 (9-28881)—  
LEROY ANDERSON  
*Girl In Satin*

VI-20-5505 (47-5505)—  
RALPH FLANAGAN  
*Stranger In Paradise*

24—**Santa Baby**  
10.9 13.9

★VI-20-5502 (47-5502)—  
EARTHA KITT  
*Under The Bridges Of Paris*

25—**The Velvet Glove**  
9.8 18.4

DE-28845 (9-28845)—  
GRADY MARTIN  
*Dragnet*

★VI-20-5405 (47-5405)—  
WINTERHALTER & RENE  
*Elaine*

26—**In The Mission Of St. Augustine**  
8.4 8.7

★CO-40061 (4-40061)—  
SAMMY KAYE  
*No Stone Unturned*

DE-28913 (9-28913)—  
JIMMIE LOGSDON  
*Pa-Paya Mama*

JU-5127 (45-5127)—  
THE ORIOLES  
*Write And Tell Me Why*

27—**Love Me Again**  
7.6 3.9

★VI-20-5424 (47-5424)—  
SUNNY GALE  
*Before It's Too Late*

28—**Tennessee Wig-Walk**  
7.4 —

CR-61055 (9-61055)—  
JILL WHITNEY  
*That Old River Line*

★DE-28846 (9-28846)—  
RUSS MORGAN O.  
*On The Carousel*

29—**Way Down Yonder In New Orleans**  
7.3 —

★CO-40116 (4-40116)—FRANKIE LAINE & JO STAFFORD  
*Floatin' Down To Cotton Town*

30—**That's All**  
7.3 7.2

★CA-2610 (F-2610)—NAT "KING" COLE  
*Lover, Come Back To Me*

MG-30764 (K-30764)—ACQUAVIVA O.  
*The Cavalier's Ball*

MG-11604 (K-11604)—TOMMY EDWARDS  
*Secret Love*

Nov. 28 Nov. 21  
★KI-1237 (45-1237)—  
BONNIE LOU  
*Hand-Me-Down Heart*

29—**Way Down Yonder In New Orleans**  
7.3 —

★CO-40116 (4-40116)—FRANKIE LAINE & JO STAFFORD  
*Floatin' Down To Cotton Town*

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★CO-40116 (4-40116)—FRANKIE LAINE & JO STAFFORD  
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30—**That's All**  
7.3 7.2

★CA-2610 (F-2610)—NAT "KING" COLE  
*Lover, Come Back To Me*

MG-30764 (K-30764)—ACQUAVIVA O.  
*The Cavalier's Ball*

MG-11604 (K-11604)—TOMMY EDWARDS  
*Secret Love*

31—**I'll Never Stand In Your Way**  
7.1 13.5

★MG-11606 (K-11606)—JONI JAMES  
*Why Can't I*

32—**Pa-Paya Mama**  
7.0 5.9

DE-28913 (9-28913)—JIMMIE LOGSDON  
*In The Mission Of St. Augustine*

KI-1272 (45-1272)—BONNIE LOU  
*Since You Said Goodbye*

★VI-20-5447 (47-5447)—PERRY COMO  
*You Alone*

33—**Marie**  
6.9 4.8

★JU-5128 (45-5128)—FOUR TUNES  
*I Gambled With Love*

34—**Don'cha Hear Them Bells**  
6.5 6.8

★CA-2614 (F-2614)—LES PAUL & MARY FORD  
*The Kangaroo*

35—**Sweet Mama Tree Top Tall**  
6.2 —

★CO-40104 (4-40104)—THE MARINERS  
*A Red, Red Ribbon*

★TR-63 (45-63)—THE LANCERS  
*Were You Ever Mine To Lose*

36—**Father, Father**  
5.9 —

★ME-70222 (70222x45)—PATTI PAGE  
*The Lord's Prayer*

37—**Blowing Wild**  
5.5 —

★CO-40079 (4-40079)—FRANKIE LAINE  
*Answer Me*

38—**Dragnet**  
5.4 9.2

★CA-2562 (F-2562)—RAY ANTHONY O.  
*Dancing In The Dark*

39—**Crying In The Chapel**  
4.3 8.2

CO-40062 (4-40062)—KEN GRIFFIN  
*Oh!*

CR-61018 (9-61018)—ART LUND  
*Love Every Moment You Live*

★DE-28758 (9-28758)—REX ALLEN  
*I Thank The Lord*

DE-28762 (9-28762)—ELLA FITZGERALD  
*When The Hands Of The Clock*

Nov. 28 Nov. 21  
DE-28845 (9-28845)—GRADY MARTIN  
*The Velvet Glove*

LO-1379 (45-1379)—TED HEATH O.  
*Sloppy Joe*

VI-20-5398 (47-5398)—BUDDY MORROW O.  
*Your Mouth's Got A Hole In It*

VI-20-5472 (47-5472)—SPIKE JONES O.  
*Pal-Yat-Chee*

39—**Crying In The Chapel**  
4.3 8.2

CO-40062 (4-40062)—KEN GRIFFIN  
*Oh!*

CR-61018 (9-61018)—ART LUND  
*Love Every Moment You Live*

★DE-28758 (9-28758)—REX ALLEN  
*I Thank The Lord*

DE-28762 (9-28762)—ELLA FITZGERALD  
*When The Hands Of The Clock*

DE-48302 (9-48302)—SISTER ROSETTA THARPE  
*There's Peace In Korea*

DU-116—(45-116)—THE 4 DUKES  
*I Done Done It*

★JU-5122 (45-5122)—THE ORIOLES  
*Don't You Think I Ought To Know*

★VA-101 (45-101)—DARRELL GLENN  
*Love Every Moment You Live*

★VI-20-5368 (47-5368)—JUNE VALLI  
*Love Every Moment You Live*

40—**Milwaukee Polka**  
4.2 6.3

★ME-70230 (70230x45)—PATTI PAGE  
*My World Is You*

41—**Laughing On The Outside**  
4.1 5.6

42—**Don't Forget To Write**  
4.0 4.5

43—**Kangaroo**  
3.9 11.1

44—**Sound Off**  
3.8 —

45—**Hey Joe!**  
3.7 7.1

46—**From Here To Eternity**  
3.6 8.3

47—**Secret Love**  
3.6 —

48—**Caribbean**  
3.5 5.8

49—**Oh, Mein Papa**  
3.3 —

50—**Lover Come Back To Me**  
3.2 6.2

# Biggest M.O.A. Convention Ever Set For March 8, 9 & 10

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

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

business at this time."

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

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

## MGM Starts Direct Disk Jockey Service

NEW YORK—In a drive to tighten up their disk jockey service to radio stations, MGM Records has instituted a program of direct shipments which should give them an edge in getting new releases delivered faster to the platter spinners of the country.

Starting with an initial list of 1300 stations the diskery will address all disk jockey records to the attention of the station librarian.

Prior to the new system, the record company shipped all D.J. records direct to the distributor who allocated them to local stations. Distributors will continue to maintain local disk jockey contacts although records are to be sent from the factory.

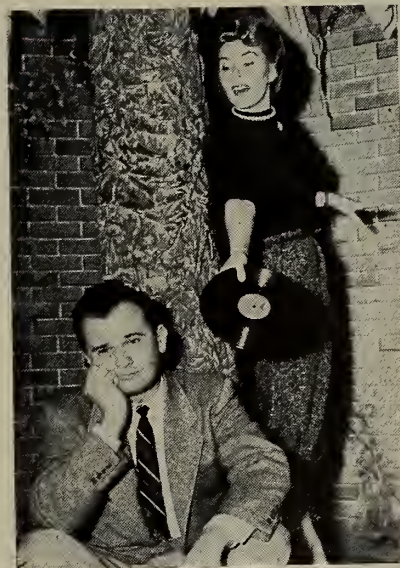
## Waaaah!



NEW YORK—Guy Lombardo pushes a young lad aside as he makes merry with the child's electric trains. Decca has just released Lombardo's record of "Please Bring My Daddy A Train, Santa" and here Guy sets the picture. With the prominent band leader are (left) Alan Jackson, CBS newscaster, whose feature story on toy trains inspired Carmen Lombardo (Santa) to write the song which his brother waxed.

Guy is currently appearing at the Roosevelt Grill in the Hotel Roosevelt, this city.

## Crazy, Madly



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

## Garber And Dillard Sign With Dot

GALLATIN, TENN.—Randy Wood, president of Dot Records, announced this week, the signing of Jan Garber and Dottie Dillard. Jan was formerly with Capitol and Dottie formerly with Coral. Both artists will have their first releases for the label shortly after the first of the year.

Wood also announced plans to release EP's and LP's on Johnny Maddox and the Hilltoppers. He will also build up a dance catalog with Jan Garber.

A Hit . . .  
The Original  
**SAN FRANCISCO BOYS**  
singing  
"AWAY UP THERE"  
b/w the Turkish delight  
"HAPPY HALAVAH"  
Allen Record # 240

Allen Records, Inc.  
418 West 49th Street, New York, N. Y.  
(Phone: COLUMBUS 5-4134)

and now  
**LEROY ANDERSON**  
with his greatest yet . . .  
*The Girl In Satin*  
and  
*The Typewriter*  
DECCA RECORD 26861  
MILLS MUSIC, INC.

# TIFFANY

*Fine Recordings*

TIFFANY

PROUDLY INTRODUCES

*The New Natural*

## GUY CHERNEY



HIS FIRST RECORD—TWO MAGIC SIDES

**"Song of  
The Shirt"**

THEY'LL LOVE IT AS  
... THE LAUGHING SONG

1304—1304-T45

ROBBINS MUSIC

**"Don't Ever  
Say Goodbye"**

SHOULD HIT  
THE VERY TOP

RADON MUSIC

ALREADY HEADING HIGH

CLARK DENNIS **"YOU AND YOUR SMILE"**

b/w "MY BUDDY" 1303—1303-T45

**TIFFANY**

RECORDING COMPANY

332 S. Michigan Ave., Chicago  
HA. 7-4593

## THE CASH BOX JUKE BOX REGIONAL REPORT

The Top Ten Records — City by City

**New York, N. Y.**

1. Rags To Riches (Tony Bennett)
2. Ebb Tide (Frank Chacksfield)
3. Eh, Cumpari (Julius La Rosa)
4. Ricochet (Teresa Brewer)
5. You, You, You (Ames Bros.)
6. Many Times (Eddie Fisher)
7. Vaya Con Dios (Paul & Ford)
- B. St. George And The Dragonet (Stan Freberg)
9. You Alone (Perry Como)
10. Off Shore (Richard Hayman)

**Philadelphia, Pa.**

1. Eh, Cumpari (Julius La Rosa)
2. Vaya Con Dios (Paul & Ford)
3. Rags To Riches (Tony Bennett)
4. Ricochet (Teresa Brewer)
5. Many Times (Eddie Fisher)
6. You, You, You (Ames Bros.)
7. St. George And The Dragonet (Stan Freberg)
- B. Oh! (Pee Wee Hunt)
9. You Alone (Perry Como)
10. Pa-Paya Mama (Perry Como)

**St. Louis, Mo.**

1. Rags To Riches (Tony Bennett)
2. Ricochet (Teresa Brewer)
3. Eh, Cumpari (Julius La Rosa)
4. You, You, You (Ames Bros.)
5. Marie (Four Tunes)
6. Ebb Tide (Frank Chacksfield)
7. Many Times (Eddie Fisher)
- B. The Story Of Three Loves (Jerry Murad)
9. To Be Alone (Hilltoppers)
10. That's Amore (Dean Martin)

**San Francisco, Calif.**

1. Ebb Tide (Frank Chacksfield)
2. Eh, Cumpari (Julius La Rosa)
3. Rags To Riches (Tony Bennett)
4. Vaya Con Dios (Paul & Ford)
5. You, You, You (Ames Bros.)
6. Many Times (Eddie Fisher)
7. Ricochet (Teresa Brewer)
- B. That's Amore (Dean Martin)
9. St. George And The Dragonet (Stan Freberg)
10. You Alone (Perry Como)

**Memphis, Tenn.**

1. Ebb Tide (Frank Chacksfield)
2. Vaya Con Dios (Paul & Ford)
3. St. George And The Dragonet (Stan Freberg)
4. To Be Alone (Hilltoppers)
5. Rags To Riches (Tony Bennett)
6. Ricochet (Teresa Brewer)
7. Many Times (Eddie Fisher)
- B. Oh! (Pee Wee Hunt)
9. You Alone (Perry Como)
10. You, You, You (Ames Bros.)

**Kansas City, Kans.**

1. Ebb Tide (Frank Chacksfield)
2. Rags To Riches (Tony Bennett)
3. Ricochet (Teresa Brewer)
4. Vaya Con Dios (Paul & Ford)
5. Many Times (Eddie Fisher)
6. Oh! (Pee Wee Hunt)
7. You, You, You (Ames Bros.)
- B. Eh, Cumpari (Julius La Rosa)
9. St. George And The Dragonet (Stan Freberg)
10. You Alone (Perry Como)

**Brodhead, Wis.**

1. Eh, Cumpari (Julius La Rosa)
2. Rags To Riches (Tony Bennett)
3. Don't Take Your Love From Me (Three Suns)
4. Ricochet (Teresa Brewer)
5. Love Walked In (Hilltoppers)
6. My Love, My Life, My Happiness (Ames Bros.)
7. Velvet Glove (Winterhalter & Rene)
- B. Laughing On The Outside (Four Aces)
9. Pa-Paya Mama (Perry Como)
10. Many Times (Eddie Fisher)

**Chicago, Ill.**

1. Rags To Riches (Tony Bennett)
2. Ricochet (Teresa Brewer)
3. That's Amore (Dean Martin)
4. Eh, Cumpari (Julius La Rosa)
5. Istanbul (Four Lads)
6. Ebb Tide (Frank Chacksfield)
7. In The Mission Of St. Augustine (Sammy Kaye)
- B. Many Times (Eddie Fisher)
9. You, You, You (Ames Bros.)
10. Heart Of My Heart (Four Lads)

**Atlanta, Ga.**

1. Rags To Riches (Tony Bennett)
2. Ebb Tide (Frank Chacksfield)
3. Vaya Con Dios (Paul & Ford)
4. You, You, You (Ames Bros.)
5. St. George And The Dragonet (Stan Freberg)
6. Ricochet (Teresa Brewer)
7. Many Times (Eddie Fisher)
- B. Crying In The Chapel (Valli-Orioles)
9. You Alone (Perry Como)
10. Oh! (Pee Wee Hunt)

**Washington, D. C.**

1. Ebb Tide (Frank Chacksfield)
2. Vaya Con Dios (Paul & Ford)
3. You, You, You (Ames Bros.)
4. Rags To Riches (Tony Bennett)
5. Eh, Cumpari (Julius La Rosa)
6. St. George And The Dragonet (Stan Freberg)
7. Many Times (Eddie Fisher)
- B. Ricochet (Teresa Brewer)
9. You Alone (Perry Como)
10. That's Amore (Dean Martin)

**Shoals, Ind.**

1. You, You, You (Ames Bros.)
2. Oh! (Pee Wee Hunt)
3. To Be Alone (Hilltoppers)
4. Rags To Riches (Tony Bennett)
5. Vaya Con Dios (Paul & Ford)
6. Dragnet (Ray Anthony)
7. Down By The Riverside (Four Lads)
- B. Ebb Tide (Frank Chacksfield)
9. Crying In The Chapel (Darrell Glenn)
10. Sweet Mama, Tree Top Tall (The Lancers)

**Cincinnati, Ohio**

1. Ebb Tide (Frank Chacksfield)
2. Rags To Riches (Tony Bennett)
3. You, You, You (Ames Bros.)
4. Vaya Con Dios (Paul & Ford)
5. Eh, Cumpari (Julius La Rosa)
6. Love Walked In (Hilltoppers)
7. Ricochet (Teresa Brewer)
- B. Many Times (Eddie Fisher)
9. Oh! (Pee Wee Hunt)
10. St. George And The Dragonet (Stan Freberg)

**Detroit, Mich.**

1. Rags To Riches (Tony Bennett)
2. Ebb Tide (Frank Chacksfield)
3. Ricochet (Teresa Brewer)
4. Marie (Four Tunes)
5. Eh, Cumpari (Julius La Rosa)
6. Many Times (Eddie Fisher)
7. To Be Alone (Hilltoppers)
- B. You, You, You (Ames Bros.)
9. Vaya Con Dios (Paul & Ford)
10. To Be Alone (Hilltoppers)

**Cleveland, Ohio**

1. Rags To Riches (Tony Bennett)
2. To Be Alone (Hilltoppers)
3. Eh, Cumpari (Julius La Rosa)
4. That's Amore (Dean Martin)
5. Ebb Tide (Frank Chacksfield)
6. Vaya Con Dios (Paul & Ford)
7. Ricochet (Teresa Brewer)
- B. You Alone (Perry Como)
9. You, You, You (Ames Bros.)
10. St. George And The Dragonet (Stan Freberg)

**Los Angeles, Calif.**

1. Ebb Tide (Frank Chacksfield)
2. You, You, You (Ames Bros.)
3. Vaya Con Dios (Paul & Ford)
4. Rags To Riches (Tony Bennett)
5. Eh, Cumpari (Julius La Rosa)
6. Ricochet (Teresa Brewer)
7. Many Times (Eddie Fisher)
- B. Oh! (Pee Wee Hunt)
9. Istanbul (Four Lads)
10. That's Amore (Dean Martin)

**New Orleans, La.**

1. Rags To Riches (Tony Bennett)
2. You, You, You (Ames Bros.)
3. Eh, Cumpari (Julius La Rosa)
4. Ebb Tide (Frank Chacksfield)
5. Many Times (Eddie Fisher)
6. St. George And The Dragonet (Stan Freberg)
7. That's Amore (Dean Martin)
- B. Love Walked In (Hilltoppers)
9. Oh! (Pee Wee Hunt)
10. You Alone (Perry Como)

**Nashville, Tenn.**

1. Rags To Riches (Tony Bennett)
2. You, You, You (Ames Bros.)
3. Ebb Tide (Frank Chacksfield)
4. Many Times (Eddie Fisher)
5. Vaya Con Dios (Paul & Ford)
6. Eh, Cumpari (Julius La Rosa)
7. Ricochet (Teresa Brewer)
- B. Oh! (Pee Wee Hunt)
9. To Be Alone (Perry Como)
10. St. George And The Dragonet (Stan Freberg)

**Dallas, Tex.**

1. You, You, You (Ames Bros.)
2. Vaya Con Dios (Paul & Ford)
3. St. George And The Dragonet (Stan Freberg)
4. Ebb Tide (Frank Chacksfield)
5. Rags To Riches (Tony Bennett)
6. Eh, Cumpari (Julius La Rosa)
7. Oh! (Pee Wee Hunt)
- B. Many Times (Eddie Fisher)
9. To Be Alone (Hilltoppers)
10. You Alone (Perry Como)

**Pittsburgh, Pa.**

1. Rags To Riches (Tony Bennett)
2. Eh, Cumpari (Julius La Rosa)
3. That's Amore (Dean Martin)
4. Istanbul (Four Lads)
5. To Be Alone (Hilltoppers)
6. St. George And The Dragonet (Stan Freberg)
7. Love Walked In (Hilltoppers)
- B. Ricochet (Teresa Brewer)
9. You Alone (Perry Como)
10. That's All (Nat "King" Cole)

**Boston, Mass.**

1. Eh, Cumpari (Julius La Rosa)
2. Rags To Riches (Tony Bennett)
3. You Alone (Perry Como)
4. You, You, You (Ames Bros.)
5. That's Amore (Dean Martin)
6. Ebb Tide (Frank Chacksfield)
7. Many Times (Eddie Fisher)
8. Vaya Con Dios (Paul & Ford)
9. Ricochet (Teresa Brewer)
10. St. George And The Dragonet (Stan Freberg)

**Denver, Colo.**

1. You, You, You (Ames Bros.)
2. Ebb Tide (Frank Chacksfield)
3. St. George And The Dragonet (Stan Freberg)
4. Eh, Cumpari (Julius La Rosa)
5. Vaya Con Dios (Paul & Ford)
6. Rags To Riches (Tony Bennett)
7. Many Times (Eddie Fisher)
- B. Ricochet (Teresa Brewer)
9. Oh! (Pee Wee Hunt)
10. You Alone (Perry Como)

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



## Stars Over Harlem

Just can't help but think about what a pleasure it was to sit with Ray Carrol, (He's of the Willie and Ray W.H.O.M. series) and dig wonderful strains of London Record's very ear pleasing album "Autumn Leaves" which spotlights the terrific piano stylings of Britain's great keyboard artist Ralph Sharon. . . . Good to see Eddie Jefferson & the James Moody Combo back in our midst. They're currently keeping the folks good n' happy in Birdland and vicinity. . . . Joe Grippo seen scrambling like mad hitting the jocks and dealers with Epic Records big one "Man On The Beat" which features the baritone sax of a stellar musician billed as simply Lee Roy who turns out to be Ray Anthony's brother. . . . Harlem welcomes with open arms Don Robey and Irv Marcus' latest sizzler by the hard hitting Willie Mae "Big Mama" Thornton, "I Ain't No Fool Either" b/w "The Big Change". "Fool" is penned by Joe Turnero and Peacock prexy Don Robey in answer to the current Willie Mabon big deal "You'se A Fool". . . . On the loose again and making a whole lot of noise is B. B. King with his latest "Blind Love" b/w "Why Did You Leave Me" and Fats Domino's "Something's Wrong" b/w "Don't Leave Me This Way". Harlem retailers as happy as a bee in a rose garden whenever they receive new waxings by this dynamic twosome. . . . When D.J. Jack Walker played host to Edna McGriff, Joya Sherrill (she's the former Duke Ellington thrush), Varetta Dillard (she unveiled her latest Savoy pressing), such record personalities as Joe Carroll, Johnny Wallace (he co-wrote "Mama" with vocalist Herb Lance), Joe "Jay-Dee" Davis were just a few of those on the premises digging everything. . . . A pleasure to lunch with King's Henry Glover who just raved & raved & raved about Earl Bostic's recent slicing "Off Shore". (Boy would I like to be the writer of this one.) . . . Mahalia Jackson's "I Wonder If I Will Ever Rest" looks like it's ready to take off any minute. But big in the Harlem area. The flip side "Come To Jesus" could easily do the trick too as everybody seems to just love both waxings. . . . New diskery Timely Records should coin a batch of nickels with their new one by The Ambassadors entitled "Darling, I'm Sorry I Made You Cry", for Harlem's little ladies are just humming the "Darling" etching over and over again. . . . Jimmy De Loache (he formerly sang bass with The Blenders) just signed with Phil Moore's management set up who immediately inked him for a session with RCA Victor which takes place sooner than shortly. . . . Harlem likes: "Sorry About The Whole Darn Thing" (Woody Herman's latest), Eartha Kitt's sexy rendition of "Santa Baby", The Dominoes' "Rags To Riches", King Pleasure's "Sometimes I'm Happy," and the Faye Adams-Joe Morris stellar two sider "I'll Be True" b/w "Happiness To My Soul". . . . D.J. Phil Gordon takes it upon himself each week to round up some of the top record stars and entertainers, load them into his vehicle, and trek way out to Bellevue to entertain the wounded. . . . Harlem's Rockland on Nov. 28 has one of the nation's top mambo aggregations on hand for the evening along with the band of James Moody & Art Blakey's array of star performers. Should be a groovy night. . . . Tommy "Doc Jive" Small's new nightly stint out Bklyn going great guns.

## Joyous Jordan



NEW YORK—Louis Jordan, top flight chanter, apparently getting a kick out of The Cash Box item reporting his signing by Aladdin Records. Seated with Louis is deejay Jack Walker while in the center, pointing to the story is Joel Turnero, tunesmith and arranger.

- 1 **HONEY HUSH**  
Joe Turner  
(Atlantic 1001)
- 2 **ONE SCOTCH, ONE BOURBON, ONE BEER**  
Amos Milburn  
(Aladdin 3197)
- 3 **SHAKE A HAND**  
Faye Adams & Joe Morris  
(Herald 416)
- 4 **MONEY HONEY**  
Drifters  
(Atlantic 1106)
- 5 **DRUNK**  
Jimmy Liggins  
(Specialty 470)
- 6 **BLUES WITH A FEELING**  
Little Walter  
(Checker 780)
- 7 **TV IS THE THING**  
Dinah Washington  
(Mercury 70214)
- 8 **MARIE**  
Four Tunes  
(Jubilee 5128)
- 9 **ROSE MARY**  
Fats Domino  
(Imperial 5251)
- 10 **I HAD A NOTION**  
Al Savage & Joe Morris  
(Herald 417)

## Original Blind Boys Celebrate 10th Anniv.

HOUSTON, TEXAS—The Original Five Blind Boys (Jackson Harmonizers) celebrated their 10th anniversary in Houston Sunday. They appeared with the Christland Singers, Soul Stirrers, Pilgrim Travelers and the Spirit of Memphis in a mammoth spiritual program which they sponsored. Four of the original members are still with the group. They are Lawrence Abrams, Lloyd Woodard, Percell Perkins and Archie Brownlee. The fifth member is J. T. Clinkscales. The group was organized in Jackson, Miss. The Five Blind Boys who received The Cash Box Disk Jockey Award for 1953, have been recording for Peacock label since 1950.

## Treadwell To Manage Earl "fatha" Hines

NEW YORK — George Treadwell, former trumpeter-bandleader, who masterminded the career of Sarah Vaughan from an obscure choir girl singer in the Mt. Zion Baptist Church, Newark, New Jersey to one of the country's top singing stars, grossing over \$1,000,000 in show business, exclusive of her record royalties, will manage Earl "fatha" Hines, the noted composer-bandleader. Treadwell, who also manages rhythm and blues singer Ruth Brown, plans to expand his offices, currently at 1650 Broadway to larger quarters soon.

THREE NEW BABES!  
JUST RELEASED  
Nashboro # 539

"GET YOUR SOUL RIGHT"

b/w  
"When They Ring Them Golden Bells"

by the FIRESIDE GOSPEL SINGERS

Excello # 2015

"SWEET BYE AND BYE"

b/w  
"Have Faith And Believe"

by the SERMONAIRES

Excello # 2020

"YEAH, IT'S TRUE"

b/w

"Love Me Baby"

by BERNIE HARDISON

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1/3 deposit. You pay shipping charges. Contact  
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FATS DOMINO'S

"Don't Leave Me This Way"

b/w

"Something's Wrong"

Imperial # 5262

**Imperial Records**

Another triumph for the sparkling keyboard technique  
of JOE LOCO

"BAION" and "GEE"

Tico 10-208

What the trade now calls the LOCO treatment  
makes this the greatest version on wax

"THE SADIE THOMPSON SONG" b/w "BLUE PACIFIC BLUES"

(from the picture "Sadie Thompson")  
Tico 10-207

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EL REY DEL MAMBO

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New York, N. Y.

(WI 7-0652)

# 3 NEW RELEASES! SOLID HITS!!!

Willie Mae "HOUND DOG" Thornton

*says*  
"I AIN'T NO FOOL EITHER"

b/w  
The Big Change  
Peacock # 1626

**GATEMOUTH BROWN**  
with a great instrumental  
**GATE WALKS TO BOARD**

b/w  
Please Tell Me Baby  
Peacock # 1619

AND INTRODUCING!  
**ROBERT KETCHUM**  
Peacock's Newest Sensation Singing  
**SHE'S GONE FROM ME**

b/w  
Stockade

Peacock # 1623



# 3 RECORDS THAT WILL MAKE A LOT OF NOISE

"RAGS TO RICHES"  
"DON'T THANK ME"

Billy Ward  
& His Dominoes  
King 1280

"SANTA'S LITTLE SLEIGHBELLS"

Ruby Wright

"TOODLE LOO TO YOU"

King 1288

"CHRISTMAS IN HEAVEN"

Billy Ward  
& His Dominoes

"RINGING IN A BRAND NEW YEAR"

King 1281

AVAILABLE ON 45 RPM

DISTRIBUTED BY



RECORDS

AVAILABLE IN CANADA ON Quality KING RECORDS

## THE CASH BOX

in  
**HARLEM**

on  
**CHICAGO'S  
South Side**

in  
**NEW  
ORLEANS**

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.

- |  |   |  |
|--|---|--|
| <b>1</b> MONEY HONEY<br>Drifters<br>(Atlantic 1106)                          | HONEY HUSH<br>Joe Turner<br>(Atlantic 1001)                         | ROSE MARY<br>Fats Domino<br>(Imperial 5251)              |
| <b>2</b> SHAKE A HAND<br>Faye Adams & Joe Morris<br>(Herald 416)             | TV IS THE THING<br>Dinah Washington<br>(Mercury 70214)              | BANANA SPLIT<br>Kid King's Combo<br>(Excello 2009)       |
| <b>3</b> ONE SCOTCH, ONE BOURBON, ONE BEER<br>Amos Milburn<br>(Aladdin 3197) | ONE SCOTCH, ONE BOURBON, ONE BEER<br>Amos Milburn<br>(Aladdin 3197) | SOUL ON FIRE<br>Lavern Baker<br>(Atlantic 1004)          |
| <b>4</b> DON'T DECEIVE ME<br>Chuck Willis<br>(Okeh 6985)                     | BLUES WITH A FEELING<br>Little Walter<br>(Checker 780)              | I HAD A NOTION<br>Al Savage & Joe Morris<br>(Herald 417) |
| <b>5</b> MARIE<br>Four Tunes<br>(Jubilee 5128)                               | DRUNK<br>Jimmy Liggins<br>(Specialty 470)                           | I DON'T KNOW WHAT I'LL DO<br>Sugar Ray<br>(Checker 783)  |
| <b>6</b> TV IS THE THING<br>Dinah Washington<br>(Mercury 70214)              | MONEY HONEY<br>Drifters<br>(Atlantic 1106)                          | MONEY HONEY<br>Drifters<br>(Atlantic 1106)               |
| <b>7</b> RAGS TO RICHES<br>Dominoes<br>(King 1280)                           | LOVER COME BACK TO ME<br>Nat "King" Cole<br>(Capitol 2610)          | HEART BREAKER<br>Ray Charles<br>(Atlantic 1008)          |
| <b>8</b> PERFECT WOMAN<br>Four Blazes<br>(United 158)                        | MARIE<br>Four Tunes<br>(Jubilee 5128)                               | MOTOR HEAD BABY<br>Young John Watson<br>(Federal 12131)  |
| <b>9</b> WRITE AND TELL ME WHY<br>Orioles<br>(Jubilee 5127)                  | SHAKE A HAND<br>Faye Adams & Joe Morris<br>(Herald 416)             | BLUES WITH A FEELING<br>Little Walter<br>(Checker 780)   |
| <b>10</b> SOUL ON FIRE<br>Lavern Baker<br>(Atlantic 1004)                    | RAGS TO RICHES<br>Dominoes<br>(King 1280)                           | DRUNK<br>Jimmy Liggins<br>(Specialty 470)                |

in  
**SAN FRANCISCO**

in  
**NEWARK**

in  
**MEMPHIS**

- |  |   |  |
|--|---|--|
| <b>1</b> HONEY HUSH<br>Joe Turner<br>(Atlantic 1001)                         | I'LL BE TRUE<br>Faye Adams & Joe Morris<br>(Herald 419)             | HONEY HUSH<br>Joe Turner<br>(Atlantic 1001)              |
| <b>2</b> BLUES WITH A FEELING<br>Little Walter<br>(Checker 780)              | ONE SCOTCH, ONE BOURBON, ONE BEER<br>Amos Milburn<br>(Aladdin 3197) | I HAD A NOTION<br>Al Savage & Joe Morris<br>(Herald 417) |
| <b>3</b> ONE SCOTCH, ONE BOURBON, ONE BEER<br>Amos Milburn<br>(Aladdin 3197) | DRUNK<br>Jimmy Liggins<br>(Specialty 470)                           | BLOODSTAINS ON THE WALL<br>Honey Boyd<br>(Specialty 476) |
| <b>4</b> GEE<br>The Crows<br>(Rama 5)  | SOUL ON FIRE<br>LaVerne Baker<br>(Atlantic 1004)                    | THAT'S WHEN I MISS YOU SO<br>Eddie Boyd<br>(Chess 1552)  |
| <b>5</b> FEELING GOOD<br>Little Junior<br>(Sun 187)                          | NADINE<br>Coronets<br>(Chess 1549)                                  | MAD LOVE<br>Muddy Waters<br>(Chess 1550)                 |
| <b>6</b> DRUNK<br>Jimmy Liggins<br>(Specialty 470)                           | MEMORIES<br>Earl Bostic<br>(King 4653)                              | NO BLOW, NO SHOW<br>Bobby Bland<br>(Duke 115)            |
| <b>7</b> SHAKE A HAND<br>Faye Adams & Joe Morris<br>(Herald 416)             | ROSE MARY<br>Fats Domino<br>(Imperial 5251)                         | GOING DOWN TO BIG MARY'S<br>Helen Thompson<br>(States)   |
| <b>8</b> MARIE<br>Four Tunes<br>(Jubilee 5128)                               | BABY, IT'S YOU<br>The Spaniels<br>(Chance 1141)                     | BABY, IT'S YOU<br>The Spaniels<br>(Chance 1141)          |
| <b>9</b> ROSE MARY<br>Fats Domino<br>(Imperial 5251)                         | BLIND LOVE<br>B. B. King<br>(RPM 395)                               | DRUNK<br>Jimmy Liggins<br>(Specialty 470)                |
| <b>10</b> I HAD A NOTION<br>Al Savage & Joe Morris<br>(Herald 417)           | MONEY HONEY<br>Drifters<br>(Atlantic 1106)                          | GOOD LOVIN'<br>The Clovers<br>(Atlantic 1000)            |

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

# THE CASH BOX



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.

- |  |  |  |
|--|--|--|
| <b>1</b> MONEY HONEY<br>Drifters<br>(Atlantic 1106)                          | <b>HONEY HUSH</b><br>Joe Turner<br>(Atlantic 1001)                         | <b>MARIE</b><br>Four Tunes<br>(Jubilee 5128)                               |
| <b>2</b> RAGS TO RICHES<br>Dominoes<br>(King 1280)                           | <b>ONE SCOTCH, ONE BOURBON, ONE BEER</b><br>Amos Milburn<br>(Aladdin 3197) | <b>ONE SCOTCH, ONE BOURBON, ONE BEER</b><br>Amos Milburn<br>(Aladdin 3197) |
| <b>3</b> ONE SCOTCH, ONE BOURBON, ONE BEER<br>Amos Milburn<br>(Aladdin 3197) | <b>GEE</b><br>The Crows<br>(Rama 5)  | <b>HONEY HUSH</b><br>Joe Turner<br>(Atlantic 1001)                         |
| <b>4</b> I HAD A NOTION<br>Al Savage & Joe Morris<br>(Herald 417)            | <b>SHAKE A HAND</b><br>Faye Adams & Joe Morris<br>(Herald 416)             | <b>BANANA SPLIT</b><br>Kid King's Combo<br>(Excella 2009)                  |
| <b>5</b> SHAKE A HAND<br>Faye Adams & Joe Morris<br>(Herald 416)             | <b>MONEY HONEY</b><br>Drifters<br>(Atlantic 1106)                          | <b>DRUNK</b><br>Jimmy Liggins<br>(Specialty 470)                           |
| <b>6</b> MEMORIES<br>Earl Bostic<br>(King 4653)                              | <b>BLUES WITH A FEELING</b><br>Little Walter<br>(Checker 780)              | <b>TV IS THE THING</b><br>Dinah Washington<br>(Mercury 70214)              |
| <b>7</b> TV IS THE THING<br>Dinah Washington<br>(Mercury 70214)              | <b>ROSE MARY</b><br>Fats Domino<br>(Imperial 5251)                         | <b>RAGS TO RICHES</b><br>Dominoes<br>(King 1280)                           |
| <b>8</b> BLOW YOUR HORN<br>Benny Green<br>(Decca 28824)                      | <b>TV IS THE THING</b><br>Dinah Washington<br>(Mercury 70214)              | <b>THE FEELING IS SO GOOD</b><br>The Clovers<br>(Atlantic 1010)            |
| <b>9</b> MARIE<br>Four Tunes<br>(Jubilee 5128)                               | <b>MARIE</b><br>Four Tunes<br>(Jubilee 5128)                               | <b>SHAKE A HAND</b><br>Faye Adams & Joe Morris<br>(Herald 416)             |
| <b>10</b> CRYING IN THE CHAPEL<br>The Orioles<br>(Jubilee 5122)              | <b>FEELING GOOD</b><br>Little Junior<br>(Sun 187)                          | <b>WRITE AND TELL ME WHY</b><br>The Orioles<br>(Jubilee 5127)              |



- |   |  |  |
|---|--|--|
| <b>1</b> HONEY HUSH<br>Joe Turner<br>(Atlantic 1001)                    | <b>ROSE MARY</b><br>Fats Domino<br>(Imperial 5251)                         | <b>HONEY HUSH</b><br>Joe Turner<br>(Atlantic 1001)                         |
| <b>2</b> I WANT TO THANK YOU<br>The "5" Royales<br>(Apollo 449)         | <b>HONEY HUSH</b><br>Joe Turner<br>(Atlantic 1001)                         | <b>SHAKE A HAND</b><br>Faye Adams & Joe Morris<br>(Herald 416)             |
| <b>3</b> BLIND LOVE<br>B. B. King<br>(RPM 395)                          | <b>SHAKE A HAND</b><br>Faye Adams & Joe Morris<br>(Herald 416)             | <b>PERFECT WOMAN</b><br>Four Blazes<br>(United 158)                        |
| <b>4</b> MONEY HONEY<br>Drifters<br>(Atlantic 1106)                     | <b>BLUES WITH A FEELING</b><br>Little Walter<br>(Checker 780)              | <b>PLEASE DON'T LEAVE ME</b><br>Fats Domino<br>(Imperial 5240)             |
| <b>5</b> BLOOD STAINS ON THE WALL<br>Honey Boyd<br>(Specialty 476)      | <b>FEELING GOOD</b><br>Little Junior<br>(Sun 187)                          | <b>TV IS THE THING</b><br>Dinah Washington<br>(Mercury 70214)              |
| <b>6</b> DRUNK<br>Jimmy Liggins<br>(Specialty 470)                      | <b>ONE SCOTCH, ONE BOURBON, ONE BEER</b><br>Amos Milburn<br>(Aladdin 3197) | <b>ONE SCOTCH, ONE BOURBON, ONE BEER</b><br>Amos Milburn<br>(Aladdin 3197) |
| <b>7</b> EVERY DAY IN THE WEEK<br>Christine Kittrell<br>(Republic 7055) | <b>GOOD LOVIN'</b><br>The Clovers<br>(Atlantic 1000)                       | <b>BLUES WITH A FEELING</b><br>Little Walter<br>(Checker 780)              |
| <b>8</b> MAD LOVE<br>Muddy Waters<br>(Chess 1550)                       | <b>I WANT TO THANK YOU</b><br>The "5" Royales<br>(Apollo 449)              | <b>NADINE</b><br>Coronets<br>(Chess 1549)                                  |
| <b>9</b> I DON'T KNOW WHAT I'LL DO<br>Sugar Boy<br>(Checker 783)        | <b>DRUNK</b><br>Jimmy Liggins<br>(Specialty 470)                           | <b>TOO MUCH LOVIN'</b><br>The "5" Royales<br>(Apollo 448)                  |
| <b>10</b> HEART BREAKER<br>Ray Charles<br>(Atlantic 1008)               | <b>PERFECT WOMAN</b><br>Four Blazes<br>(United 158)                        | <b>MARIE</b><br>Four Tunes<br>(Jubilee 5128)                               |

New Release!  
**THE THINGS THAT I USED TO DO**  
by GUITAR SLIM  
# 482 # 482-45  
Specialty records

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FOR TOPS IN R&B  
**JAY-DEE**  
A BIG HIT  
**DADDY ROLLIN' STONE**  
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JAY-DEE # 784

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**"I HAD A NOTION"**  
AL SAVAGE  
with Joe Morris Ork. Herald # 417  
Greater than "SHAKE A HAND"  
**FAYE ADAMS**  
with Joe Morris Ork.  
**"I'LL BE TRUE"**  
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**SEECO'S "DANCE DATE" SERIES**  
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THE REALLY DIFFERENT RECORD  
78's + 45's  
**"SIT DOWN SERVANT"**  
by SWANEE QUINTET  
Nashboro 538  
STILL SELLING BIG!  
**"BANANA SPLIT"**  
by KID KING'S COMBO  
Excella 2009  
Some Territories Open  
**WASHBORO RECORD CO.**  
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(6-2916)

A NEW MILBURN RELEASE

... AND watch it go!!  
**"GOOD; GOOD WHISKEY"**  
b/w  
**"Let's Have a Party"**  
Aladdin # 3218

ALSO TWO NEW ONES TO WATCH!  
The Five Keys  
**"OH BABE"**  
b/w  
**"MY SADDEST HOUR"**  
Aladdin # 3214

Lowell Fulson  
**"DON'T LEAVE ME BABY"**  
b/w  
**"CHUCK WITH THE BOYS"**  
Aladdin # 3217



Red Robin's  
BOBBIN' AGAIN WITH  
**4 NEW HITS!**

- |   |
|---|
| <b>1</b> "I"<br>b/w<br><b>"AT LAST"</b><br>THE VELVETS<br># 112                                 |
| <b>2</b> "THE MAN I GRAVE"<br>b/w<br><b>"LOVE NEEDS A HELPING HAND"</b><br>SADIE BIRCH<br># 121 |
| <b>3</b> "TOO MUCH COMPETITION"<br>b/w<br><b>"MY KINDA WOMAN"</b><br>ALLEN BUNN<br># 124        |
| <b>4</b> "JUICY FRUIT"<br>b/w<br><b>"SECOND FLOOR REAR"</b><br>TINY GRIMES<br># 123             |
- RED Robin  
301 West 125th St., N.Y.C.

# RHYTHM 'N BLUES REVIEWS

<b>A</b> DISK & SLEEPER	<b>G</b> GOOD
<b>B+</b> EXCELLENT	<b>C</b> FAIR
<b>B</b> VERY GOOD	<b>D</b> MEDIOCRE

## THE CASH BOX

### ★ AWARD O' THE WEEK ★

"SOMETHING'S WRONG" (2:40)  
[Commodore BMI—Bartholemew]

"DON'T LEAVE ME THIS WAY" (2:18)  
[Commodore BMI—Bartholemew]

FATS DOMINO  
(Imperial 623)

● With his current dish "Rose Mary" still climbing on the charts, Fats Domino introduces a new platter, "Something's Wrong," that looks like money in the bank. Domino has that golden touch, as exemplified by the two gold records he was recently awarded by his diskery. His handling of the melodic slow blues ballad is sincere and plaintive as he wonders why "bad luck always falls on me." The under lid, "Don't Leave Me This Way," is a middle tempo bounce performed with an engaging lilt. Domino heartbrokenly tells of his woman's plans to leave him. A good Domino deck that could happen.

"BLIND LOVE" (2:39)

[Modern BMI—King, Taub]

"WHY DID YOU LEAVE ME" (2:40)

[Modern BMI—King, Taub]

B. B. KING  
(RPM 395)

● B. B. King has another fine etching that should prove a solid follow up to his current hit, "Please Love Me." The upper lid, "Blind Love," is a slow blues sorrowfully chanted by the distinctively stylized chanter. King, with tears flowing down his cheeks, watches his woman stopping everyone she meets in the streets. King is powerful and the guitaring helps no end in putting the waxing over the top. The reverse deck, "Why Did You Leave Me," is a similar item tenderly and emotionally dished up. King's impressive trick of riding a note upwards colors his style. Two powerful etchings.

TAMPA RED  
(Victor 20-5523)

**B** "SO CRAZY ABOUT YOU BABY" (2:48) [Tannen BMI—Tampa Red] Tampa Red sings a slow southern style blues effectively. Red's got gal trouble. He's heartbroken. She left him without a word. A strong plate.

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

BUDD JOHNSON  
(Atlantic 1013)

**B+** "OFF SHORE" (2:54) [Criterion ASCAP—Diamond, Graham] The mood piece now breaking so big in pop is given a spine tingling sax treatment by Budd Johnson. A top deck and a must for sax enthusiasts.

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

EARL BOSTIC  
(King 4683)

**B+** "OFF SHORE" (2:45) [Harrower ASCAP—Diamond] The Bostic fans will go for this one. Earl treats the tune to a sax version that raises the hackles. Low lights, swaying dancers and weird. A great treatment. Both this and the Budd Johnson deck reviewed above are top flight sax readings.

**B** "DON'T YOU DO IT" (2:58) [Lois BMI—Bostic] Bostic rides a merry jumpy side sax showcase.

FREDDIE SIMON  
(Combo 33)

**C+** "SAX-O-RUMBA" (2:10) [F. Simon] Sax section carries the ball on a rhythmic slow rumba for a stimulating deck.

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

JO JO ADAMS  
(Parrot 788)

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

**B** "REBECCA" (2:39) Adams handles a chuckley item with light hearted advice to his gal. Suggestive, but not too much so.

MAHALIA JACKSON  
(Apollo 278)

**B** "I WONDER IF I WILL EVER REST" (3:15) [Bess Music BMI] Mahalia Jackson emerges from a soft swaying chant and tom tom beat background to a full voiced treatment of a dramatic and exciting religious item. One of the best spirituals waxed in a long, long time.

**C+** "COME TO JESUS" (3:21) [Bess Music BMI] Mahalia Jackson treats a slow religious side to a sensitive reading.

JOHNNY OTIS  
(Peacock 1625)

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

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

MAXWELL DAVIS  
(Aladdin 3216)

**C+** "HEY BOY" (2:00) [D & M Music BMI—Maxwell Davis] Maxwell Davis blows an enthusiastic sax reading of a gay bouncer.

**C+** "THE JOE LOUIS STORY THEME" (2:45) [Harman Music—George Bassman] The flip is a sweet and mellow waxing of the melodic "theme" from the flick.

SARAH McLAWLER TRIO  
(Brunswick 84024)

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

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

T-BONE WALKER  
(Imperial 336)

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

**C+** "I'M ABOUT TO LOSE MY MIND" (2:28) [Commodore BMI—J. Williams] A similar slow blues similarly etched.

## THE CASH BOX

### Rhythm 'N Blues SLEEPER OF THE WEEK

"TORTURED SOUL" (2:38)  
[Arc BMI—Boyd, Dixon]

"THAT'S WHEN I MISS YOU SO" (2:37) [Arc BMI—Boyd]

EDDIE BOYD  
(Chess 1552)

● Eddie Boyd rides high with a slow sorrowful blues titled, "Tortured Soul," that he sells in simple but appealing fashion. The tune is light, the backing easy, and Eddie's vocal emotional. Eddie sings of his tortured soul and pleads with his woman to love him. Powerful in its simplicity. Could be another big one for the chanter. The flip, "That's When I Miss You So," is a middle tempo Latin beat blues sung with feeling against a lilting guitar backing. A good deck, but honors go to the top lid, "Tortured Soul."

"MY MIND IS WORKING" (2:41)  
[Savoy BMI—Kirkland]

"I AIN'T GONNA' TELL" (2:40)  
[Aladdin BMI—Toombs]

VARETTA DILLARD  
(Savoy 1118)

● Varetta Dillard backs two belting sides and comes up with some fine juke box material. The "Easy Easy Baby" gal throws all her blues and sexy stylings into this pair. She sings out "My Mind Is Working," a slow jump item with an earthy set of lyrics that describe her mind as working along the lines of getting a man to pay the expenses. The flip, "I Ain't Gonna' Tell," is another sizzler set to a quicker tempo. Varetta growls, squeals and grunts a lightly suggestive story of what her man can do. Orking is go-go on this side and ops have a solid pair of live ones on this release.



# THE CASH BOX RHYTHM N' BLUES Ramblings

### NEW YORK:

George Goldner puts down his Dale Carnegie "How to Stop Worrying And Start Living" long enough to rave about his new Joe Loco release on Tico. Loco lends a mambo swing to a rhythmic baion on the side titled "Baion" and George says if this doesn't stir you up nothing will. Loco backs it with a mambo treatment of the r & b hit "Gee". . . . Carl Lebow, new A & R at Deluxe Records, King subsid, hectic at his New York office as he interviews talent and cuts audition dubs. Carl has several artists lined up for contract and will make his announcements in a week or two. . . . Story in last issue identified Carl Lebow as manager of The "5" Royales and Charlie Ferguson. Carl is in partnership with Ike Berman of Apollo Records on the personal management of the group and Ferguson. Apollo's current "5" Royales hit, "I Want To Thank You" and "All Righty" headed right for the charts as the tempo of sales picks up each day. For a thrill listen to Mahalia Jackson sing "I Wonder If I Will Ever Rest." A terrific authentic Afro-Negro spiritual. . . . Herman Lubinsky, Savoy Records, getting rave comments on his new Varetta Dillard release "(That's The Way) My Mind Is Working" and "I Ain't Gonna Tell". Varetta has two solid jump sides that could break into big money makers. . . . Over at Cosnat Distrib, Elliot Blaine is handling about fifteen



"5" ROYALES

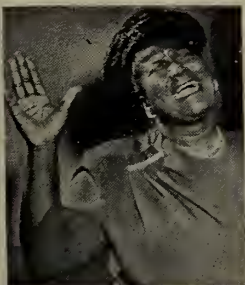
or more of the top rhythm and blue hits in the country. Just ask him, "What's going, Elliot," and he can run off a string of hits for ten minutes without pausing for breath. Herb Dexter, also of Cosnat and Jubilee, tells us they've just signed a terrific blues belter, 18 years old, named Patricia Allen. Herb says, "When you listen to her "5 Long Years" and "No More Life" you'll see what I Mean". . . . Syd Nathan, King prexy, chuckling 'cause everyone told him he was late with his Dominoes "Rags To Riches". Disk is already showing terrific sales power and says Syd, "It is also selling big in the pop locations". . . . Lee Magid, Central Records, cut his first session last week and he's come up with two great sides. Lee will have them out this week. He's particularly strong on "Oo-Wee Mr. Jeff (Please Be Yourself)" by Georgia Lane and "Looka Here Mattie Bee" by Emmitt Hopson and The Ragmuffins. . . . Pete Dorain, Allen Records, going out on a tour of the south all the way to the coast this week. He's got the new Jimmy Newsome "I'm Gonna Chunk You Down" for rhythm and blues as well as his pop plug tune, "Happy Halvah". . . . Joe Davis, Jay-Dee Records in Philly all week. Davis, whose "Daddy Rollin' Stone" by Otis Blackwell is selling heavily in Eastern and Mid-west areas, is planning another session shortly with Blackwell. Joe has a couple of ideas planned for the future that sound like money in the bank for his distrib. He's been working some time on an LP to be called "Joe Davis' Merry Minstrel Show", complete with interlocutor, and will be ready for the trade in about five or six weeks. He also has four sides by Arthur Ferrante and Lou Teicher, famous gimmick piano duo, which he will release as an EP. . . . Ahmet Ertegan informs us that Atlantic has signed another vocal group called The Comets. Atlantic already has two of the hottest vocal quartets in the biz. The Clovers and Clyde McPhatter and his Drifters. Joe Turner, on top of the charts with his "Honey Hush", currently touring the Texas spots. . . . With prexy Sid Siegel on a biz trip to Mexico, Bob Rosen bizzzy, bizzzy over at Seeco. Bob tells us Machito and his Afro-Cubans have been called back, by popular demand, to do a tour of South America. Machito will conduct Latin American Jazz Concerts, TV shows and Radio. The visit will stretch over about four weeks and will cover most of the S.A. countries. Foremost in Machito's library will be his current Seeco hit "Dragnet Mambo". . . . Herald Records turning up nothing but sevens and elevens. While it was obvious from the very beginning that Faye Adams' "I'll Be True" would be another big hit, it now develops from distributor reaction that the side will be every bit as big if not bigger than "Shake A Hand". In the first week of sale it broke carzily and stiff armed its way right into number one position in Newark, N.J. In last week's column, referred to Braverman as Al. Correction please. It's Jack Braverman—and the Herald combo is 2 Jacks and an Al. . . . Joe Cohen, Essex Distributors in Newark, N.J. extends his already potent sales factor, his Mr. Blues show on WNJR-Newark, N.J., from one hour nightly to one and one-half hours. In addition the Cohen boys (that's Joe, Irv and Pop) have added a new slot, 9 to 9:30 Saturday nights, to be called "Dance Parade" and featuring jumps and party items for dancing. . . . Johnny Otis in Houston last week for four days. He and his J. O. All Stars backed Little Richard, Joe "Papoose" Fritz and Luvenia Lewis on records that each of them cut. After the Bayou City, Otis and his band did four days at Kansas City's Orchid Room.



BILLY WARD & THE DOMINOES

### CHICAGO:

Mahalia Jackson currently doing a series of dates thruout the South for Community Chest Red Feather groups. . . . Bob Shad, A & R man for Decca R & B thru town this past week to record Sister Rosetta Thorpe and Marie Knight. . . . Pat Morrissey preparing to move into the Black Orchid 11/24, along with Decca's Bobby Short. . . . George Shearing currently starring at the Blue Note. Until 11/25. Then, on Thanksgiving nite, the one and only Louis "Satchmo" Armstrong takes over. . . . Rocky Rolf all smiles as he reports that Victor's latest waxing by the Du Droppers beginning to look like their biggest seller to date. . . . Art Sheridan hoping that having had Stan Lewis of Stan's Record Shop, Shreveport, La., revise the title of Art's latest disk, will prove to be good luck once again. Seems when Stan changed "Yakety-Yak" to "Honey Hush," it zoomed to the top of the "Hot Charts." Now Art is hoping the same will hold true for "Just A Lonely Christmas" which Stan renamed from "A Lonely Christmas". . . . Irv Marcus in town for a wee kor so, saying hello to all his friends. And bringing them up to date on Peacock and Duke. . . . Looks like (hic!) "Drunk" by Jimmy Liggins will soon be added to Specialty's list of hits. . . . While talking to Daddy-O Daylie, a couple days ago, we discovered that this hop-talkin' deejay



MAHALIA JACKSON

## VARETTA DILLARD DOES IT AGAIN! A DOUBLE SIDED HIT!



Savoy # 1118

(That's The Way) "MY  
MIND IS  
WORKING"

"I AIN'T  
GONNA  
TELL"

EDDIE BOYD  
★  
"TORTURED SOUL"  
b/w  
"THAT'S WHEN I  
MISS YOU SO"  
Chess 1552

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SUGAR BOY  
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"I DON'T KNOW WHAT  
I'LL DO"  
b/w  
"OVERBOARD"  
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750 E. 49th ST. CHICAGO, ILL.

## R N' B RAMBLINGS (Cont)

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

### LOS ANGELES:

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



LOUIS ARMSTRONG

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



# THE CASH BOX

Congratulates

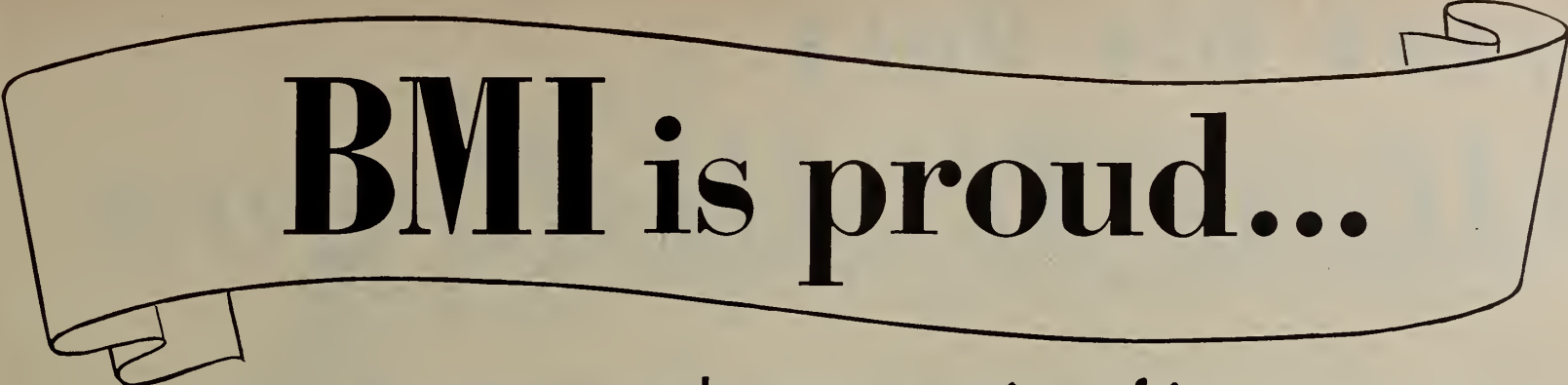
## WSM

&

# GRAND OLE OPRY

*And All Of Their Staff And Artists On Their*

# 28th ANNIVERSARY



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### GRAND OLE OPRY

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Radio Station WSM, Nashville, Tenn.

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#### SONGS

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

## BROADCAST MUSIC, INC.

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*Congratulations WSM and Grand Ole Opry*

# Grand Ole Opry: How It All Began

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

Country music has made WSM what it is. And in turn it can truthfully be said that the Grand Ole Opry has done more for the international acceptance of folk music than almost any other factor.

Folk music for ages has been personal music, in the sense that the singer sang for his own enjoyment. It's always been a type of entertainment in which people have taken an active rather than passive part. It was the hoedown, the community sing. Folk songs were part of the peoples' daily lives. Youngsters wanted to play an instrument as much as they wanted to eat. Sitting around in a group and strumming on a guitar or banjo, or crying with the violin was a means of enjoyment.

Larger gatherings of this type were held in barns. Because of the tremendous appeal that this music and dance has for the public, huge barns were needed for dances. Where there was no available space for the large-scale affairs, small rural hoedowns were always taking place. And from one of these rural hoedowns in Mammoth Spring, Arkansas, held shortly after the first world war, developed one of the seeds that has grown into the flower known today as WSM's Grand Ole Opry.

In 1919 George D. Hay, who later came to be known as the Solemn Old Judge, was a reporter for the Memphis "Commercial Appeal". His newspaper sent him to cover the funeral of a war hero. After covering the event, Hay spent the day in town. He stopped to chat with a truck farmer and was invited by the gent to attend a hoedown that the neighbors were putting on that night in a log cabin in Mammoth Springs. The farmer and two other old-time musicians supplied the music while twenty people turned out to whoop it up. With an oil lamp in one corner of the cabin, the group danced and sang till dawn. Judge Hay said that no one had more fun than those Ozark mountaineers did that night. And the memory of that night of fun stuck with him until several years later it became the Grand Ole Opry.

When radio broadcasting began several years later, Hay entered the new field. At this time, live programming was the order of the day. For talent, radio stations depended upon musicians available in their own localities, some of whom were professionals.

The National Life and Accident Insurance Company employed him as the first director of their new radio station WSM in Nashville. He had already had a good deal of experience in the folk music field, having only a few months earlier originated the WLS Barn Dance in Chicago. This is the program that later became known as the National Barn Dance.

When Hay came to Nashville, he recognized at once the great wealth of folk music material and talent available in the farms and hills of Tennessee. Calling himself the Solemn Old Judge, he launched the WSM Barn Dance at eight o'clock, Saturday night, November 28, 1925.

The first performer was Uncle Jimmy Thompson of Nashville. He was past eighty years old, so he was given a comfortable chair in front of

an old carbon mike. And with his niece accompanying him at the piano, the old-timer announced that he would be glad to answer requests for old time tunes. Telegrams started pouring in to WSM immediately. And Uncle Jimmy continued playing for hours.

For the first few programs, Uncle Jimmy, his niece and Judge Hay were the only talent on the WSM Barn Dance. Then came the deluge. Other fiddlers, banjo pickers, guitar players and a lady who played an old zither wanted to appear. This was the real beginning of country music as an important element of radio programming. Saturday night barn dances shot up at other radio stations throughout the county.

accepted by all that the first instrument of folk music is the human voice and instruments only increased the effect of the presentation. Thus it was time for the Opry to have its first singing star.

The first singing star was Uncle Dave Macon who billed himself as Dixie Dewdrop. He came to WSM in 1926, early in the year, after having already been in show business for a number of years. His earthy tunes and musical wit brought him immediate popularity. During the show's first fifteen years on the air, Uncle Dave was the biggest single attraction.

As the cast of the show grew to about 25 persons, when Uncle Dave joined the Opry, WSM felt that its

tening to music taken from grand opera, but from now on we will present "The Grand Ole Opry".

The name made a favorable impression on the audience and since then has become the title of the show.

More and more listeners wanted to see the show, but the studio was already overcrowded and the big hall was filled to capacity. It was then that WSM decided to build its auditorium studio with a seating capacity of about 500.

The Opry fans filled the new studio and hundreds that couldn't get in decided to go home early. This demonstration of the show's popularity pleased the station execs and the performers, but it led to an incident that endangered the show itself.

One Saturday night, two officials of the National Life and Accident Insurance Company, owners of the station, tried to get to their offices inside the building. The eager Opry fans were wise to the ways of "line bucking" and refused to allow the execs into their own building thinking that they were phonies trying to move up on the line.

The officials finally got into the building through the rear entrance, but the behavior of the crowd that night resulted in orders to stop admitting live audiences to the show.

The Opry continued on the air, but the performers and listeners missed the spark that was added by the live audience. In recognition of the studio audience's importance, and with the possibility of the show dying for lack of an audience, the company heads rented the Hillsboro Theater.

In its new quarters, the Grand Ole Opry regained its previous warmth and color. The crowds again filled the house and many had again to be turned away. To remedy this condition, the show was moved to a large tabernacle, The Gospel Church, across the Cumberland River in East Nashville. The tabernacle had wooden benches and sawdust aisles, and accommodated three thousand fans. But it didn't have the proper facilities for handling such a large crowd in orderly fashion.

The Opry was then moved to the state owned War Memorial Auditorium just across the street from the National Life Building and the WSM studios. The auditorium seated 800 fewer people than the tabernacle, but what it lacked in capacity it made up in betterment of the program's production and in the management of the crowd.

Up to this time, tickets to the Grand Ole Opry had been given out free. But as a measure of gaining more control over the live audience, it was decided that an admission fee of twenty-five cents would be charged.

At the beginning of the Second World War, the U.S. Army took over the War Memorial Auditorium. The Opry then moved to the huge Ryman Auditorium.

Admission to the Ryman Auditorium today is basically the same as in the past. Only the federal tax has increased the price to thirty cents.

For the convenience of the live audience, nearly half of the seats in the 3,574 seat auditorium are reserved and a charge of 60 cents including the tax is made for the reserved seats.



Grand Ole Opry as it looks today

In those early days country music on the radio was instrumental music mainly. Uncle Jimmy fiddled for an hour each Saturday night. Then banjoists and guitarists went on. These were followed by larger groups of folk artists. The first of these old-time bands was a group led by Dr. Humphrey Bate. He played the harmonica and brought along five or six neighbors who played other instruments. Bate and Hay named the group the Possum Hunters.

Within a few weeks, three similar groups joined the regular Saturday night cast. They became known as the Crook Brothers, the Gully Jumpers and the Fruit Jar Drinkers. All four of these groups still appear on the Grand Ole Opry every Saturday night, although Dr. Bate and a few other charter members have since died.

During all of this time that the WSM show was in existence, all the folk music on the air was instrumental music. And it is interesting to note why. Folk songs were personal in nature. They were the songs that a mother sang to her child, that a man sang as he plowed, that a boy hummed as he walked down the road. Such people were not accustomed to singing for an audience, either live or not. In addition, people are more likely to be self-conscious of their vocal deficiencies than they are of the lack of instrumental perfection. On the other hand, fiddlers and pickers were accustomed to playing for family, community and social events. They were no longer timid. However, it is

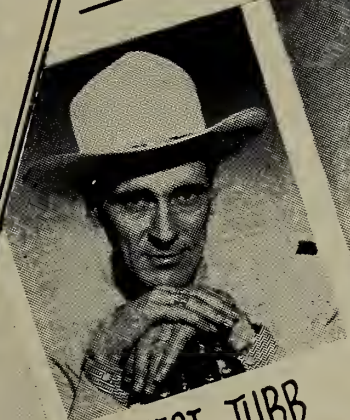
studio had become inadequate. As a result, Studio B, much larger than the original one was added. Hoards of people turned up at the station to watch the artists perform. The execs of the station decided to let 50 or 60 of them come into the studio itself. This, incidentally was one of the earliest live audiences actually admitted to a radio studio. Their presence, which gave the show a homey atmosphere, and their applause, added more life to the performance.

When Uncle Dave joined the show it was still known as the WSM Barn Dance. It kept that name for the first two years and then received its new name rather inadvertently. By that time network radio was inaugurated with the formation of NBC.

The Barn Dance, which had now grown to a three-hour affair, kept its original starting time, 8 P.M., and in that spot it followed NBC's Musical Appreciation Hour conducted by composer, conductor Dr. Walter Damrosch. He had much to do with the renaming of the Barn Dance. For one Saturday night, when Damrosch was concluding his hour of classical music, Judge Hay was listening in, readying himself for the "On The Air" signal. Being in the best of moods and getting the signal, the judge said, something like this, "Friends, the program which just came to a close was devoted to the classics. But from here on out, for the next three hours we will present nothing but realism. It will be down to earth for the 'earthy'. For the past hour we have been lis-

# GRAND OLE OPRY 28th ANNIVERSARY

# Congratulations!



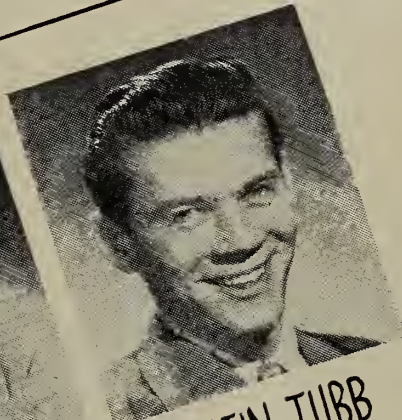
ERNEST TUBB



CARL SMITH



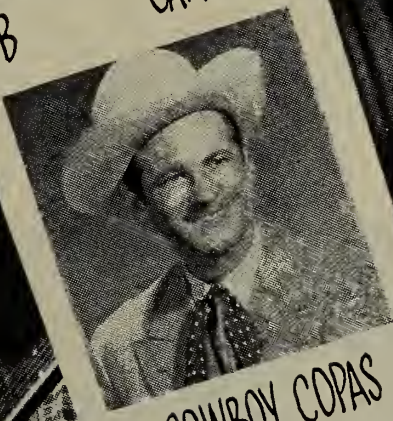
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JUSTIN TUBB



GRANDPA JONES



COWBOY COPAS



JIMMY DICKENS



DUKE OF PADUCAH

# Country Music:

## It Grew And Grew And Grew

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

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

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

Acuff's crew came to WSM in '38 and made the grade as a band at a tryout for the show. But only after a number of years and some reorganization of the band and the kind of show that it put on did it make a really big hit. That reorganization gave more prominence to Acuff and his singing. And one of the songs which he brought with him was "The Wabash Cannon Ball".

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

But about this time there was another development that contributed to the growth of the western vocalist. Up to this point, most of the music played and sung was taken from the great mass of folk classics. Singers and instrumentalists selected numbers that fit their individual style best. However, now these artists and others began writing their own songs or began writing songs directed for a particular style of an artist. Roy Acuff was soon writing songs. Soon these tailor made songs, songs written with particular artists in mind, began making stars of the artists. Every artist's rise to fame was associated with a particular tune. Eddy Arnold, a guitarist with Pee Wee King's band found success with a song called

"Mommy, Please Stay Home With Me". This tune made him so popular that it removed him from his subordinate position with the band and made him an individual star. He then formed a band to support him. This gave the band the position of supporting the artist. A transition which has taken place many times since.

Red Foley hit with "Smoke On The Water". Ernest Tubbs starred with "I'm Walking The Floor Over You". Cowboy Copas brought out "My Filipino Baby"; George Morgan, "Candy Kisses"; Little Jimmy Dickens, "Old Cole Tater." Hank Williams followed "Love Sick Blues" into a miraculously successful career of songwriting and singing that was at its peak when he died on New Year's Day of this year. Hank Snow, a Canadian, hit the top with "I'm Moving On" and Carl Smith, one of the Opry's newer finds bowed with "Let's Live A Little".

The development of the singing star brought on a new phase of country music, but this transition was only partly responsible for the tremendous spread in the popularity of country music.

The second factor was increased listenership.

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

A few years later the station built

what was then the nation's tallest radio tower, 871 feet high and increased its power to 50,000 watts, billing itself as the "Air Castle of the South". This increased power permitted the station to be heard at many points all over the nation and in Canada as well. This brought country music to people who were unfamiliar with it before.

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

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

Soon it was recognized that the show should be given still wider circulation. So the program went coast-to-coast on NBC on July 20, 1940 with thirty-five stations receiving the signal and five others getting the program via transcription. More stations were added as the network grew until now when the Prince Albert portion is carried on 176 stations with a listening audience of over 10,000,000. This move contributed greatly to the rise in popularity of folk music.

Shifting populations have also been an important element in the spread of country music. At the beginning of World War II, this type of music was most popular in the southern regions and in spots throughout the mid west.

But during the next few years many war workers moved south to the government war plants where they came in contact with country music. The armed forces took men and women from every part of the country and mixed them in military units. Soldiers from the mid west and south were spread throughout the many areas where country music was not previously known. Anyone in the Armed Services will remember how many servicemen brought their guitars along and sang country music in the barracks.

Another factor in the trend toward folk music was the commerciality of other types of music. During the war, low down blues and old-time New Orleans jazz started to sweep the country. This jazz, presented by an amateur group, was another form of folk music. But this music spread throughout the nation so quickly, and became so commercial that it lost its homey and warm appeal. It became professional. Songwriters had to turn out tunes according to specifications as if they were turning out frankfurters. The music industry, radio, motion picture companies and record manufacturers demanded a tremendous abundance of jazz music for their enterprises. So the songs became repetitious and lost their sincere meaning. Pretty tunes jumped up to the top of hit parades and died a few months later, never to be heard again. The main indication that the public suspected the deterioration of pop music was to be found in their critical remarks about silly lyrics.

But as the folk songs, both old and new, from the Grand Ole Opry and other sources reached increasingly greater numbers, many devotees of pop music found themselves captivated by the country singer whose songs told, in simple, honest terms, a sincere story. Listeners found warmth in the untrained voice of most of the country artists. And more and more they began to favor this music. Now, of course, many of the country songs have become number one popular songs.

Of course, in the last thirteen years since 1940, the disk jockey, who during this period, grew tremendously in importance, has had much to do with the promotion of country music. His promotion of folk music on small stations and large ones throughout every corner of the country has made this music still more popular. In almost every city there is a dee jay who spins country music as part of his program. And many stations have a disk jockey devoted solely to country music.

With all of these factors working for country music, it is no wonder that it is still spreading over the nation and to many foreign countries.



Lonzo And Oscar (right) perform at Grand Ole Opry  
 Congratulations WSM and Grand Ole Opry

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



..... **RCA VICTOR's**  
**COUNTRY AND WESTERN ARTISTS**  
**AND SACRED ARTISTS**

**BLACKWOOD BROTHERS QUARTET**                      **GEORGE BEVERLY SHEA**

salute

**GRAND OLE OPRY and WSM**

on its 28th Anniversary and send greetings  
and best wishes to the show business personalities  
who will be present at the celebration.



# WSM Executives



**John H. DeWitt**  
President—WSM



**George Reynolds**  
V.P. & Technical Director



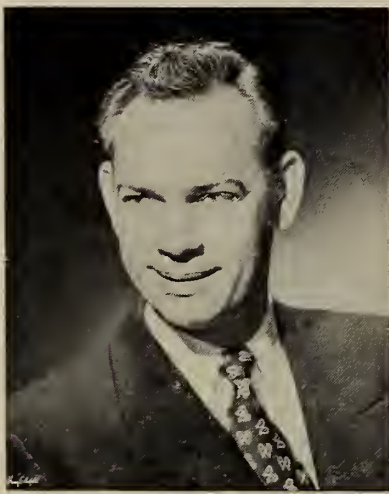
**Irving Waugh**  
Commercial Manager &  
Executive Asst. to Pres.



**James R. Denny**  
Mgr. Artists Service Bureau



**Jack Stapp**  
Program Director



**William R. McDaniel**  
Director of Public Relations



**Harold Baker**  
Director of News & Special Events



**Vito Pellettieri**  
Music Librarian



**John McDonald**  
Farr: Director



**Thomas C. Harrison**  
National Spot Sales Mgr.



**Ott Devine**  
Chief Announcer



**George D. Hay**  
Founder of Grand Ole Opry

*Congratulations WSM and Grand Ole Opry*



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



*Happy  
28th Anniversary*

It's A Pleasure To Be  
A Part Of

**Grand Ole Opry**

Hank Snow



*Greetings On Your  
28th Anniversary*

and Thanks For Everything  
**Martha Carson**

Hear Her New Hits

**"I've Got A Better Place To Go"  
"Singin' On The Other Side"**

X. Cosse, Exec. Mgt.



*All The Best  
On Your  
28th Anniversary*

Marty Robbins



*Our Best Wishes  
On Your  
28th Anniversary*

Cowboy Copas—

Hot Gilliam, Mgr.



*My Sincere Best Wishes  
On Your  
28th Anniversary*

Gratefully, Eddie Hill



*Hearty Congratulations  
On Your  
28th Anniversary*

Sincerely, Grandpa Jones



*Warmest Congratulations  
28th Anniversary*

**LONZO & OSCAR**

Hear

**"Frosty, The Defrosted Snowman"  
"Jangle Bells"**

Decca

*"It's A Christmas Riot!"*



*Best Wishes On Your  
28th Anniversary*

**Tommy Warren**

Sings

**"Fading Away"**

b/w

**"One Last Look At You"**

Col. 21182 — 4-21182

# Grand Ole Opry Announcers



Louie Buck



Grant Turner



Jud Collins



Vic Batson



Ralph Christian



Tom Hanserd



David Cobb



HANK SNOW  
RCA

GOLDIE HILL  
DECCA

FARON YOUNG  
CAPITOL

KEN MARVIN  
RCA

# GRAND-OLE OPRY 28th ANNIVERSARY

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**WSM & GRAND OLE OPRY**

*Happy 28th Anniversary*

*JF*  
AMERICA'S TOP COUNTRY ARTISTS

*Thanks*

**MUSIC OPERATORS • DISK JOCKEYS • DEALERS**

For your wonderful acceptance and plays  
We know you'll like our latest



**Johnnie & Jack**

*swing*  
**"PIG LATIN SERANADE"**  
(PA WON'T KNOW AND MA WON'T CARE)

*and*  
**"YOU'RE MY DOWNFALL"**



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**Kitty Wells**  
*swing*

**"I GAVE MY WEDDING DRESS AWAY"**

b/w

**"CHEATIN' IS A SIN"**

Decca 28931

*going strong*

**"HEY JOE"**

b/w

**"MY COLD COLD HEART IS MELTED NOW"**

Decca 28797





**CAPITOL RECORDS and  
our Country Artists**

Salute

**WSM**

&

**GRAND OLE OPRY**

on their occasion of their

**28th ANNIVERSARY**

- ROY ACUFF
- JIMMIE BRYANT
- JINKS CARMAN
- MARTHA CARSON
- FRED CHAPMAN
- TOMMY COLLINS
- DUB DICKERSON
- JIMMIE DOLAN
- BILL DUDLEY
- TENNESSEE ERNIE
- REDD HARPER
- FREDDIE HART
- JIMMIE HEAP
- COUSIN HERB HENSON
- ROY HOGSED
- JACK HUNT
- FERLIN HUSKEY
- SONNY JAMES
- JIM & JESSEE, THE LOUVIN BROTHERS
- BILL LOWERY
- SKEETS MCDONALD
- MERRILL MOORE
- RODNEY MORRIS
- GENE O'QUIN
- YVONNE O'DAY
- OWEN PERRY
- TERRY PRESTON
- TEX RITTER
- JEAN SHEPARD
- THE SMITH BROTHERS
- CLIFFIE STONE
- BILLY STRANGE
- HANK THOMPSON
- MERLE TRAVIS
- WESLEY TUTTLE
- JIMMY WAKELY
- SPEEDY WEST
- BOOTS WOODALL
- FARON YOUNG



**THE CASH BOX FOLK and WESTERN ROUNDUP**

NASHVILLE, TENNESSEE, Thursday, November 19th. . . . Music City U.S.A. is already taking on the signs of a convention city, and most certainly a scene of familiarity for those in show business. The country's leading disc jockeys and recording artists, are trickin' into town, preparing to help celebrate the 28th Anniversary of their favorite Country Music Show, Grand Ole Opry! Hotel reservations have been sold out. An overflow crowd representing the various Music Publishers, Recording Companies, trade papers and magazines will no doubt go to all efforts to help make the celebration one of the 'key



WEBB PIERCE

events' of this year! Among those who have already arrived for the occasion, which will be highlighted by many shows, luncheons, and special events, include Thurston and Georgianna Moore, Nelson King, WCKY Cincinnati, Jack Comer, Valley Records, Big Jim Hess, WIVK Knoxville, Dub Allbritten, Jackson, Ohio, Bob Neal, WMPS, Memphis, and at this writing the list is growing rapidly. Webb Pierce (Decca) is booked on the road for this week-end and his manager, Hubert Long reports that they regret they cannot be present for the celebration. Carl Smith (Columbia) who is scheduled for personal appearances this week-end will make a special flight into Nashville to give his regards to the visiting deejays and welcome them to Nashville. Just received word that Jack Tucker and his Oklahoma Playboys were among the featured performers at the star-studded show in Los Angeles Shrine Auditorium the past week for the benefit of Exceptional Children's Foundation. Tucker and his Playboys are under contract to Debut Records, and now their new release is "Too Blue To Cry" and "Too Quick To Condemn". The tune, was first written by Chuck Mills and later by Tucker himself. The Playboys were organized in 1948 by the singing guitarist from Oklahoma and his men include Chuck Mills, Tom McKenzie, Don Evans, Jerry Hamm and Sid Bruzier. Ferlin Huskey's latest release is out and doing alright it seems . . . titles being, "Walkin' and Hummin'" and "I Wouldn't Treat A Dog Like You're Treating Me." Huskey has just returned from a personal appearance tour in the Northwest and Canada.

Frankie More, manager of Johnnie and Jack (RCA Victor) and Kitty Wells (Decca) reports that his group has been doing some very successful personal appearance dates, having just completed some promotional dates with Bob Neal at WMPS, Memphis, and working now through North and South Carolina. Johnnie and Jack's latest Victor release . . . "Pig Latin Serenade" is taking off big according to Frankie More, who has done some very good promotion on the tune. Elton Britt has a new release that shows his true style of yodeling . . . title is "That's How The Yodel Was Born". Elton is now working at WCOP in Boston with a live show broadcast five days a week. Just received word that Curtis Gordon, Mobile, Alabama, has just finished a very successful tour of North Florida, and just recently did an engagement in East Point, Georgia.

Aaron Durham, WKGN, Knoxville, Tennessee, is now doing a C&W deejay spot with records twice a week on the station, which has started the trend for Country Music once again on the station. For a time WKGN did not feature Country Music. Kenny Lee the new, 18-year old RCA Victor artist has a new release out titled "I Saw Cupid In Your Eyes". Homer and Jethro are all set for a happy Christmas, with their rendition of "(All I Want For Christmas Is) My Upper Plate" and "I Saw Mommy Smoochin' Santa Claus". Lonzo and Oscar's Christmas offering sounds very good, too. Their release is "Frosty, The Defrosted Snowman" and "Jangle Bells." Ginny Wright is now making her debut with Fabor Robison's new Fabor label, is the country girl singer to keep your eye one, it is reported.



FERLIN HUSKEY

Introduced in a duet with Jim Reeves, Ginny comes through like a veteran on "I Love You" and then does a single on "I Want You, Yes (You Want Me No.)" A native of South Georgia, Ginny toured that state singing at square dances and small radio stations for her basic experience. Fabor Robison ignored the fact that she studied opera and ballet for a year, and says that her voice, style and feeling can shoot her to the top quickly. Carl Smith (Columbia) did the P.A. NBC'er Saturday, November 14th and had as his guest Tex Ritter (Capitol). Bob & Wanda Wolfe, KGFL, Roswell, N. Mex., would like to hear from hillbilly disk jockeys who would like to have a free copy of their new record, "I Would Never Grow Tired Of Loving You".

Jim Denny, head of WSM's Artist Service Bureau along with Roy Acuff (Capitol) and his boys, Moon Mullican (King), Eddie Hill, George Morgan, Ken Marvin, recently completed five days of bear hunting down in Newborn, North Carolina! Mell Allen, just signed by Sunshine Records, Hollywood, had a quick first session with release set for November 25th. Allen, a native of Tennessee, is vocally headed right down the middle of the road. He is introduced on the Sunshine label with what is reported to be one of the greatest western novelties since "Riders In The Sky," "Mule Train" or "Wild Goose." Mel's offering is "The



JOHNNIE & JACK

Old Mad Witch", and Allen belts out the number telling an interest-holding story marked by excitement. Flip side of the release is "Your Love, It Lingers." C. E. Tebbetts has a new feather in his cap these days for his song "Divorce Granted" selling platters fast for Ernest Tubb on Decca and Jack Loyd on Eastman label. Negotiations have just been completed by Harold Rothrock, manager of WTSK-TV and Guy Smith, Knoxville, Tennessee, for the establishment of an Artist Service Bureau at the new TV outlet in this city. Already, talent is streaming into the station and a roster of Country talent comparable to other TV stations in the area have already been given shows, the first, "Tennessee Jubilee" which began last week. Format calls for strictly country music, and the Artist Service Bureau will operate in like fashion to other stations where Artist Service Bureaus handle talent. Veteran production man, Jay Miller and director,

Pete Finnely will work with the station talent. I'd like to take this opportunity to personally congratulate WSM and Grand Ole Opry on its 28th Anniversary, and express my sincere thanks to the staff of WSM and its entire personnel for their loyal cooperation. It was a real pleasure working with Jim Denny, Jack Stapp, Bill McDaniels, and Mary Claire Rhodes and their staff in getting out this special anniversary issue!

Congratulations WSM and Grand Ole Opry

# CANADIAN CAPERS

## TENNESSEE TIE-UP

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

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

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

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

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

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

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

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

**AIRMAIL  
SUBSCRIPTION to THE CASH BOX \$30.**

*A great NEW Ballad  
just for Christmas*



# HANK SNOW

*sings*

**"Christmas  
Roses"**

b/w

**"Reindeer Boogie"**

with The Rainbow Ranch Boys

20/47-5340





and our family of  
**Country & Western Artists**  
 extend  
**28th Anniversary**  
**Greetings**

to  
**WSM**

and  
**GRAND OLE OPRY**

ERNEST TUBB  
 RED FOLEY  
 WEBB PIERCE  
 REX ALLEN  
 BILL MONROE  
 TEX WILLIAMS  
 SPADE COOLEY  
 KITTY WELLS  
 GOLDIE HILL  
 AUTRY INMAN  
 OWEN BRADLEY  
 JIMMIE DAVIS  
 JIM EANES

HOWINGTON BROTHERS  
 ANITA KERR  
 T. TEXAS TYLER  
 HANK LOCKLIN  
 LONZO & OSCAR  
 GRADY MARTIN  
 CLYDE MOODY  
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 GENE STEWART  
 JUSTIN TUBB  
 SUNSHINE SUE  
 BILLY WALLACE



*America's Fastest Selling Records*

**The Most Loyal of All Is**

**Grand Ole Opry's  
 Audience**

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

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

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

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

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

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

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

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

Approximately 97 percent of the live audience at the Opry are regular listeners to the program, either directly from WSM or through their NBC station. More than 87% of them have been regular listeners for many years.

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

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

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

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

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

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



*Riding  
High...*

**PEE WEE KING**

*and his Band*

**"CHANGING PARTNERS" & "BIMBO"**

*RCA Victor - 20/47-5537*



# Congratulations

to

## WSM

and

# THE GRAND OLE OPRY

for

## 28 YEARS

of service in

behalf of

Country Music

*Mercury  
Records*

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

SPECIAL  
CHRISTMAS  
REVIEWS

SPECIAL  
CHRISTMAS  
REVIEWS

### FOLK AND WESTERN REVIEWS

DISK & SLEEPER	GOOD
EXCELLENT	FAIR
VERY GOOD	MEDIOCRE

### THE CASH BOX BULLSEYE of the WEEK

"PUT CHRIST BACK INTO CHRISTMAS" (2:54)  
[M. Witmark & Sons ASCAP—E. E. Unger]  
"THE GENTLE CARPENTER OF BETHLEHEM" (2:37)  
[Leo Talent ASCAP—E. M. Drake, J. Shirl]  
RED FOLEY  
(Decca 28940)

Red Foley, smooth voiced country chanter, makes his bid for a Yuletide hit with a beautiful tune that conveys the real meaning of Christmas. "Put Christ Back Into Christmas" is a tune designed to restore the religious aspect of the

Holy Day to its full dignity. Red's interpretation is grade "A" as the Anita Kerr Singers capably assist. Lower end, "The Gentle Carpenter Of Bethlehem" is another lovely seasonal piece gracefully presented by Red and the chorus.

"CHRISTMAS ROSES (3:02)  
[Arch Music ASCAP—P. Frances, N. A. Catsos]  
"THE REINDEER BOOGIE (2:20)  
[Ernest Tubb BMI—P. Faircloth, C. Volkmar]

HANK SNOW  
(RCA Victor 20-5340)

Hank Snow comes up with his Christmas gifts to the ops as well as to his vast legion of fans. "Christmas Roses" is a tender ballad waxed in slow tempo fashion by Hank. A warm and feelingful tale about a thoughtful lad who sees to it that his gal shall have a

big bouquet of roses for the holiday, although he may not be around at that time. "The Reindeer Boogie" is a delightful rhythmic Christmas ditty joyfully fashioned by Hank and the Rainbow Ranch Boys. Two solid money makers.

"I'M TRIMMING MY CHRISTMAS TREE WITH TEARDROPS" (2:28)  
[Hill & Range BMI—F. Team, E. Tubb]  
"WE NEED GOD FOR CHRISTMAS" (2:49)  
[Ernest Tubb BMI—A. F. Donaldson, E. Tubb]

ERNEST TUBB  
(Decca 28946)

The mellow voice of Ernest Tubb is a treat to the ear during any season and the artist proves the point as he comes up with a pair of top drawer Yuletide items. "I'm Trimming My Christmas Tree With Teardrops" is a slow beat

romantic lament treated to a potent reading by Tubb. On the lower deck, "We Need God For Christmas", Tubb tells of the importance of the Lord's protection during Christmas and the coming years. A double barreled hit.

"I'M GONNA TELL SANTA CLAUS ON YOU" (2:12)  
[Beechwood Music BMI—T. Blackman]  
"YOU'RE THE ANGEL ON MY CHRISTMAS TREE" (2:27)  
[Central BMI—F. Young, B. Ballard]

FARON YOUNG  
(Capitol 2629)

It looks as though Faron Young has a pair of contenders for the charts as he comes up with a two-sided holiday juke box natural. "I'm Gonna Tell Santa Claus On You" is a middle tempo romantic tune etched in distinctive fashion

by the soft and polished chords of Young. Under lid, "You're The Angel On My Christmas Tree" is a change of pace, slow beat item, treated to another masterful reading by the artist.

"WHERE DID MY SNOWMAN GO?" (2:04)  
[Leeds Music BMI—F. Poser, G. Vennis, S. Mann]  
"WHY, DADDY?" (2:25)  
[Alamo ASCAP—S. Tepper, R. C. Bennett]

REX ALLEN  
(Decca 28933)

Rex Allen's latest offering combines a pair of items that look like winners and it's heads or tails. With the sound of sleighbells and a children's chorus happily lending their support, Allen comes up with a catchy Yuletide item titled,

"Where Did My Snowman Go?" On the under side Janice Klein plays the part of the little girl as she asks her father, Rex Allen, the inevitable question, "Why Daddy?" Two charming decks.

"IT'S CHRISTMAS" (2:02)  
[Riverside Music ASCAP—B. Pepper, I. James]  
"THANKS" (2:30)  
Vanguard Songs [BMI—J. DeSylva, J. Wakely]

JIMMY WAKELY  
(Capitol 2644)

Jimmy Wakely dishes up a pair of likely looking etchings that should mean money in the till for the op, and over the counter. "It's Christmas" is a happy-go-lucky, light-hearted lilt engagingly performed by Wakely. A real cute

ditty in keeping with the Christmas spirit. Flip, "Thanks", is a soft and inviting item on which the artist expresses his gratitude for everything the Lord has given him.



# FOLK AND WESTERN REVIEWS

DISK & SLEEPER	GOOD
EXCELLENT	FAIR
VERY GOOD	MEDIOCRE

## THE CASH BOX BULLSEYE of the WEEK

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

**"GIGOLO"** (2:53)  
[American BMI—M. Torok]  
MITCHELL TOROK  
(Abbott 150)

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

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

**"BIMBO"** (2:42)  
[Fairway BMI—R. Morris]  
PEE WEE KING AND HIS BAND  
(RCA Victor 20-5537)

● Whenever Pee Wee King and his band wax a tune, the public can be assured of some mighty fine listening. This time, Pee Wee and the boys are supplied with a beautiful ditty, titled, "Changing Partners" and the results are extra special. The tune, a slow tempo waltz ballad, is breaking in the pop market and Pee Wee's rendition should make it a big country item. Flip, "Bimbo" is a delectable novelty with charming lyrics. Redd Stewart's applies a standout vocal job on two decks that will draw in any type location.

### TIBBY EDWARDS

(Mercury 70236)

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

**B** "WALKIN' AND CRYIN' WITH THE BLUES" (2:15) [Acuff-Rose BMI—Miller, Theriot] The warbler puts over this moderate beat piece with telling effect. Tune and lyrics blend in feelingful fashion.

### ELTON BRITT

(RCA Victor 20-5509)

**B+** "THAT'S HOW THE YODEL WAS BORN" (3:10) [Trinity BMI—Grean, Javits, Anthony] Elton Britt delivers a top notch yodel effort on a lovely slow beat tale of a roamin' cowboy. An enchanting item relating the origin of the yodel.

**B** "MY HEART WAS MADE FOR YOU" (2:42) [Frank BMI—M. Banks, F. Huddleston] The soft and polished chords of the artist are fittingly applied to a slow moving, pretty ballad.

### MARTY ROBBINS

(Columbia 21176)

**B** "DON'T MAKE ME ASHAMED" (2:45) [Acuff-Rose BMI—M. Robbins] Marty Robbins sings softly and tenderly as he turns in a pleasing rendition on a pretty, middle tempo romantic ballad.

**B+** "IT'S A LONG, LONG, LONG RIDE" (1:54) [Acuff-Rose BMI—M. Robbins] The bottom side is a fast rhythmic beat piece that has the earmarks of a hit. The artist receives a flavorful string backdrop as he tells how no trip can compare with the ride his gal took him for.

### SONNY JAMES

(Capitol 2641)

**B** "MY GREATEST THRILL" (2:34) [Hill & Range BMI—W. Woodward, J. Hicks] Sonny James' voice has a richness to it as he waxes a slow, romantic tale in stirring fashion. A mellow reading of expressive lyrics on a tune that should lure the coin.

**B** "WON'T SOMEBODY TELL ME" (2:37) [Acuff-Rose BMI—S. James, B. Harville] James comes up with a heart warming performance on a (middle) tempo lover's lament. The chanter is wise in many ways but has no idea why he's losing his sweetheart.

### SKEETER WEBB

(King 1278)

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

**C+** "WAS IT A BAD DREAM" (2:32) [Mar-Kay BMI—S. Webb] On the lower end the warbler delivers a polished vocal on a middle tempo sentimental piece. Effective string support.

### WADE RAY

(RCA Victor 20-5518)

**B+** "SATURDAY NIGHT" (2:07) [Hill & Range BMI—A. Dinning, D. Robertson] Wade Ray lends his distinctive vocal talent to a solid piece of material that should appeal to one and all. Wade belts out the fetching lyrics in socko fashion. Captivating string support.

**B** "FIRST, LAST AND ALWAYS" (2:12) [Hill & Range BMI—J. L. Carson] The artist dishes up another top-drawer vocal job on a soft country love ballad. Ray's relaxing treatment should attract a heap of coin.

### JIMMY SIMPSON

(Republic 7064)

**C+** "OILFIELD BLUES" (2:39) [Babb Music BMI—Simpson] Jimmy Simpson comes up with an infectious light yodel on a middle tempo sentimental tune. Melody and lyrics blend warmly as subdued string backing colors the deck.

**C+** "I HOPE SOMEDAY YOU'LL THINK OF ME" (2:41) [Babb Music BMI—Simpson] Flip is a moderate beat romantic item sung with tender emotion by Jimmy. Tune has a sincere quality and the artist handles it in appealing fashion.

### BOB WILLS

(MGM 11635)

**C+** "AS I SIT BROKEN HEARTED" (3:20) [Mesa Music BMI—Wills] Bob Wills delivers a soft, moving vocal on a slow, tender item and the combination makes for a fetching etching.

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

Best Wishes  
To  
**WSM & GRAND OLE OPRY**  
From  
**M-G-M**  
And Their  
Folk & Western  
Artists



WSM Will Never Forget  
The Great Hank Williams

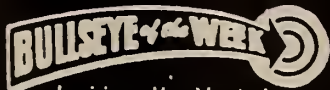
ARTHUR "GUITAR BOOGIE" SMITH  
BOB WILLS  
BILL LEE  
JOE "CANNON BALL" LEWIS  
ERNIE LEE

CLAUDE CASEY  
JOE FRANKLIN  
BUD & BETTY BRYANT  
GEORGE McCORMICK  
HARDROCK GUNTER  
BOBBY LEE  
TOM ANDERSON  
THE DRIFTING COWBOYS  
"TEXAS JIM" ROBERTSON  
SHEB WOOLEY  
RED SOVINE  
SALTY & MATTIE  
LITTLE RITA FAYE  
AL BRITT  
NORMAN PERRY  
TED WEST  
LES STROUD  
DON KIDWELL  
SAM NICHOLS  
ZEKE CLEMENTS  
ROME JOHNSON  
"SHEETS" YANEY  
CARSON ROBISON  
MR. SUNSHINE  
JIMMY SWAN  
JESSE ROGERS  
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Louisiana Hayride Artist

Jim Reeves

**"BIMBO"**

b/w

**"GYPSEY HEART"**

Abbott # 148

Louisiana Hayride Artist

Rudy Grayzell

**"BONITA CHIQUITA"**

b/w

**"I'M GONE AGAIN"**

Abbott # 147



**A GREAT INSTRUMENTAL**

Floyd Cramer

Louisiana Hayride Artist

**"FANCY PANTS"**

b/w

**"FIVE FOOT TWO EYES OF BLUE"**

Abbott # 146



**HIS NEWEST RELEASE**

Mitchell Torok

Louisiana Hayride Artist

**"HOOTCHY KOOTCHY HENRY"**

b/w

**"GIGOLO"**

Abbott # 150



**HER LATEST!**

Carolyn Bradshaw

Louisiana Hayride Artist

**"SAY NO, NO, NO"**

b/w

**"IT'S STILL THE SAME"**

Abbott # 151



**A TOP SPIRITUAL**

Willie Caston's

Ever Ready Gospel Singers

**"WHEN THE MOON GOES DOWN"**

b/w

**"I CLAIM JESUS"**

Abbott # 149

**THE CASH BOX**

**FOLK & WESTERN DISK JOCKEY REGIONAL RECORD REPORTS**



Earl 'Grandpappy' Davis  
WFHG—Bristol, Va.

1. There Stands The Glass (Webb Pierce)
2. Shake A Hand (Red Foley)
3. Hey Joe! (Carl Smith)
4. I Forgot More (Davis Sisters)
5. Let Me Be The One (Locklin)
6. Yesterday's Girl (Thompson)
7. Two Faced (Howington Bros.)
8. Caribbean (Mitchell Torok)
9. I'm Looking At The Moon (Skeets McDonald)
10. Who Stole That Train (Price)

Billy "The Kid" Stanley  
WNOE—New Orleans, La.

1. I Forgot More (Davis Sisters)
2. There Stands The Glass (Webb Pierce)
3. Mama, Come Get Your Baby Boy (Eddy Arnold)
4. Hey Joe! (Carl Smith)
5. Forgive Me John (Shepard & Huskey)
6. That's What I'd Do For You (Faron Pierce)
7. I'm Walking The Dog (Pierce)
8. Tain't Nice (Carlisle)
9. Release Me (Jimmy Heap)
10. I Wouldn't Treat A Dog The Way You Treat Me (Huskey)

Paul Kallinger  
XERF—Del Rio, Tex.

1. There Stands The Glass (Webb Pierce)
2. I'm Walking The Dog (Pierce)
3. Let Me Be The One (Locklin)
4. Yesterday's Girl (Goldie Hill)
5. It's Been So Long (Pierce)
6. I'm Looking At The Moon (Rudy Grayzell)
7. North Wind (Slim Whitman)
8. Caribbean (Mitchell Torok)
9. My Greatest Thrill (James)
10. Bimbo (Jim Reeves)

Bill Webb  
Tulsa, Okla.

1. Mama, Come Get Your Baby Boy (Eddy Arnold)
2. There Stands The Glass (Webb Pierce)
3. Rub 'Em Off (L. McAuliffe)
4. Little Boy Blue (Mattie & Salty Holmes)
5. Tain't Nice (Carlisle)
6. Don't Add Ex To Your Name (George McCormick)
7. Little Red Caboose (Maddox)
8. North Wind (Slim Whitman)
9. Too Young To Cut The Mustard (Jerry Glenn)
10. Let Me Be The One (Hill)

Don Larkin  
WAAT—Newark, N. J.

1. I Forgot More (Davis Sisters)
2. Hey Joe! (Carl Smith)
3. Sorrow And Pain (Davis Sis.)
4. There Stands The Glass (Webb Pierce)
5. A Dear John Letter (Shepard & Huskey)
6. Let Me Be The One (Locklin)
7. It's Been So Long (W. Pierce)
8. Kiss Me Big (Tennessee Ernie)
9. Tain't Nice (Carlisle)
10. Satisfaction Guaranteed (Carl Smith)

Cliff Rodgers  
WHKK—Akron, Ohio

1. Let Me Be The One (G. Hill)
2. Tennessee Wig-Walk (B. Lou)
3. Satisfaction Guaranteed (Carl Smith)
4. There Stands The Glass (Webb Pierce)
5. I Forgot More (Davis Sisters)
6. Mama, Come Get Your Baby Boy (Eddy Arnold)
7. Pig Latin Serenade (Johnny & Jack)
8. When Mexican Joe Met Jolie Blon (Hank Snow)
9. North Wind (Slim Whitman)
10. That's What I'd Do For You (Faron Young)

Jimmy Hutsell  
WLAR—Athens, Tenn.

1. Let Me Be The One (Locklin)
2. Satisfaction Guaranteed (Carl Smith)
3. There Stands The Glass (Webb Pierce)
4. Sorrow And Pain (Davis Sis.)
5. Ricochet (Pee Wee King)
6. Hey Joe (Carl Smith)
7. Mama, Come Get Your Baby Boy (Eddy Arnold)
8. Caribbean (Eddie Kirk)
9. Tain't Nice (Carlisle)
10. John Henry (Hank Thompson)

"Albuquerque"  
Al Hallaman

WBVP—Beaver Falls, Pa.

1. Let Me Be The One (Locklin)
2. I Forgot More (Davis Sisters)
3. If They Should Ask Me (Ray)
4. Caribbean (Mitchell Torok)
5. Tennessee Wig-Walk (B. Lou)
6. You're Gone (Davis Sisters)
7. Let Me Go, Devil (Tex Ritter)
8. Hey Joe! (Carl Smith)
9. To Be Alone (Rex Allen)
10. For Now And Always (Snow)

"Potato" Pete Hunter  
KRCT—Baytown, Tex.

1. There Stands The Glass (Webb Pierce)
2. I Forgot More (Davis Sisters)
3. God Was So Good (Al Terry)
4. It's Been So Long (W. Pierce)
5. Two Friends Of Mine (Lefty Frizzell)
6. You Gotta Have A License (Tommy Collins)
7. I Know In My Heart (Hunter)
8. I Dess I Dotta Doe (Billie Jo Moore)
9. Little Boy Blue (Salty & Mattie Holmes)
10. Wishing Ring (Al Britt)

Charlie Walker  
KMAC—San Antonio, Tex.

1. Caribbean (Mitchell Torok)
2. Let Me Be The One (Locklin)
3. I'm Walking The Dog (Pierce)
4. I'm Looking At The Moon (Rudy Grayzell)
5. North Wind (Slim Whitman)
6. I Forgot More (Davis Sisters)
7. There Stand The Glass (Webb Pierce)
8. Hey Joe (Carl Smith)
9. Divorce Granted (E. Tubb)
10. Tain't Nice (Carlisle)

Ramblin' Lou  
WHLD—Niagara Falls, N. Y.

1. There's A Rainbow In Every Teardrop (Slim Whitman)
2. I Forgot More (Davis Sisters)
3. Satisfaction Guaranteed (Carl Smith)
4. Let Me Be The One (Locklin)
5. I Found Out More (Cody)
6. Pig Latin Serenade (Johnny & Jack)
7. Idle Gossip, Idle Words (Lee & Cooper)
8. Hey Joe (Kitty Wells)
9. Weary Blues From Waiting (Hank Williams)
10. No Longer A Prisoner (Snow)

Pop's Country Store  
WXGI—Richmond, Va.

1. Leave Her Alone (R. Price)
2. Remembering (Mac Wiseman)
3. Pa-Paya Mama (J. Logsdon)
4. Idle Gossip, Idle Words (Lee & Cooper)
5. Run 'Em Off (Onie Wheeler)
6. True Love Moved Out (Margie Collie)
7. Bimbo (Jim Reeves)
8. A Million Tears (Anderson)
9. Sorrow And Pain (Davis Sis.)
10. Pig Latin Serenade (Johnny & Jack)

Dal Stallard  
KCMO—Kansas City, Mo.

1. I'm Walking The Dog (Webb Pierce)
2. There Stands The Glass (Webb Pierce)
3. Let Me Be The One (Hill)
4. Mama, Come Get Your Baby Boy (Eddy Arnold)
5. I Forgot More (Davis Sisters)
6. Shake A Hand (Red Foley)
7. Caribbean (Mitchell Torok)
8. When God Comes And Gathers His Jewels (Hank Williams)
9. When Mexican Joe Met Jolie Blon (Hank Snow)
10. There's A Rainbow In Every Teardrop (Slim Whitman)

Cousin Johnny  
WNLC—New London, Conn.

1. I Forgot More (Davis Sisters)
2. Idle Gossip, Idle Words (Lee & Cooper)
3. Seven Days In Heaven (Tex Williams)
4. Sorrow And Pain (Davis Sis.)
5. Sittin' In The Saddle (Yodelin' Slim Clarke)
6. Counterfeit Kisses (E. Tubb)
7. The Roosters Are Crowing (Wayne Raney)
8. Hey Joe! (Kitty Wells)
9. Is it True (Jim Jesse)
10. No Regrets (Ed Camp)

Carl J. Swanson  
WRUN—Utica, N. Y.

1. Satisfaction Guaranteed (Carl Smith)
2. North Wind (Slim Whitman)
3. She Taught Me How To Yodel (Kenny Rober)
4. Hey Joe! (Carl Smith)
5. Let Me Go, Devil (Wade Ray)
6. Caribbean (Mitchell Torok)
7. Castaway (Rosalie Allen)
8. Remembering (Mac Wiseman)
9. Let Me Be The One (Locklin)
10. Dear Mr. Godfrey (R. Wallis)

Chuck Thompson  
& Elmer

- WFOR—Hattiesburg, Miss.
1. Tain't Nice (Carlisle)
  2. I'm Walking The Dog (Pierce)
  3. Nine Little Kisses (S. Long)
  4. Let Me Be The One (Locklin)
  5. Only A Pastime (D. Glenn)
  6. Bimbo (Jim Reeves)
  7. There Stands The Glass (Webb Pierce)
  8. Satisfaction Guaranteed (Carl Smith)
  9. Weary Blues From Waiting (Hank Williams)
  10. North Wind (Slim Whitman)

Gabe Tucker  
KATL—Houston, Tex.

1. North Wind (Slim Whitman)
2. I Forgot More (Davis Sisters)
3. Release Me (Jimmie Heap)
4. Bimbo (Jim Reeves)
5. Caribbean (Mitchell Torok)
6. No Longer A Prisoner (Snow)
7. Tain't Nice (Carlisle)
8. Let Me Be The One (Locklin)
9. Whirlpool (Owen Perry)
10. A Heap Of Lovin' (Hawkins)

Lillie Anne  
WIRC—Hickory, N. C.

1. Let Me Be The One (Locklin)
2. Hey Joe (Carl Smith)
3. Caribbean (Mitchell Torok)
4. I Forgot More (Davis Sisters)
5. Forgive Me John (Shepard & Huskey)
6. I Have But One Goal (Bill Lowery & Smith Bros.)
7. North Wind (Slim Whitman)
8. Walkin' And Hummin' (Ferlin Huskey)
9. I'm Looking A The Moon (Skeets McDonald)
10. Let Me Be The One (Billy Strange)

Randy Blake  
WJJD—Chicago, Ill.

1. Let Me Be The One (Locklin)
2. I'm Walking The Dog (Pierce)
3. I Forgot More (Davis Sisters)
4. Kiss Me Like Crazy (Maddox)
5. Satisfaction Guaranteed (Carl Smith)
6. Mama, Come Get Your Baby Boy (Eddy Arnold)
7. Unpucker (Carlisle)
8. For Now And Always (Snow)
9. 50-50 Honky Tonkin' (George McCormick)
10. Who Stole That Train (Price)

Jolly Joe Nixon & Tom Brennan

- KXLA—Pasadena, Calif.
1. I Forgot More (Davis Sisters)
  3. Walkin' And Hummin' (Ferlin Huskey)
  3. Talk Of The Town (Don Reno & Red Smiley)
  4. One By One (Ken Marvin)
  5. Let Me Be The One (Strange)
  6. There Stands The Glass (Webb Pierce)
  7. Remembering (Mac Wiseman)
  8. Is It True (Jim & Jesse)
  9. Bimbo (Jim Reeves)
  10. A Dear John Letter (Shepard & Huskey)

Joe Morris  
WKDK—Newberry, S. C.

1. I Forgot More (Davis Sisters)
2. I'm Walking The Dog (Pierce)
3. Hey Joe (Carl Smith)
4. Mama Come Get Your Baby Boy (Eddy Arnold)
5. There Stands The Glass (Webb Pierce)
6. Santa Got Stuck In The Chimney (Jimmy Boyd)
7. Jealous Love (Davis Sisters)
8. Unpucker (Carlisle)
9. Preach The Gospel (Louvin Bros.)
10. Let Me Be The One (Locklin)

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 May You Enjoy Many,  
 Many More

Sincere  
 Good Wishes  
 On Your  
**28th Anniversary**

Gratefully,  
**ROD BRASSFIELD**



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 of  
**WSM'S "MR DEEJAY" SHOW**  
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**PRINCE ALBERT'S "GRAND OLE OPRY"**  
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**MEL ALLEN'S "THE OLE MAD WITCH"**  
 (Critics say it's terrific)  
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**"YOUR LOVE, IT LINGERS"**  
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Contact: Red (Chuck) Matthews  
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**Grand Ole Opry's Stage: Ryman Auditorium**

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

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

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

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

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

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

The house is always sold out and tickets for reserved seats are exhausted six to ten weeks in advance. During the winter of 1951, Tennessee and much of the Central South was paralyzed by a disastrous ice storm. All public transportation was halted for several days. Electric power and telephone service were badly disrupted. Most of the roads to Nashville were closed. Nevertheless, 2000 ardent fans showed up at the Ryman Auditorium to see the Opry. That's more than half a house of the 3,574 seat auditorium.

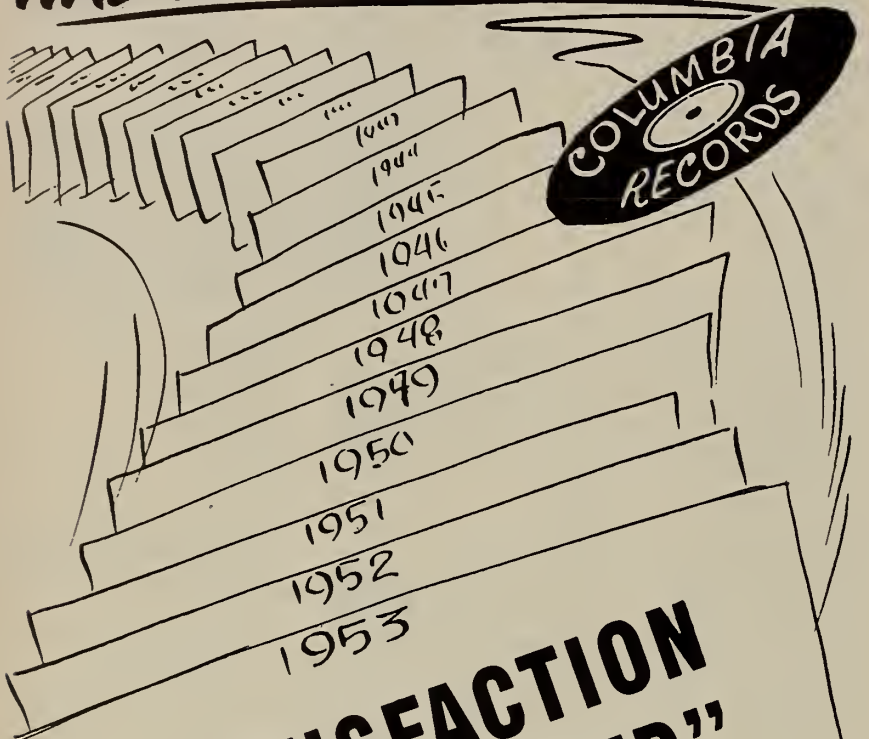
During the four and a half hour course of the show, more than 125 artists and their side men perform before the microphones. The show is split up into thirty and fifteen minute segments and sold to individual sponsors. Only the Prince Albert segment which is carried by the full NBC network is rehearsed,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

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

**THE CASH BOX**  
*Reports*  
**THE NATION'S BIG 10**  
**HILLBILLY, FOLK & WESTERN JUKE BOX TUNES**

- 1 I FORGOT MORE THAN YOU'LL EVER KNOW**  
 Davis Sisters  
 (RCA Victor 20-5345; 47-5345)
- 2 A DEAR JOHN LETTER**  
 Jean Shepard & Ferlin Huskey  
 (Capitol 2502; F-2502)
- 3 HEY JOE!**  
 Carl Smith  
 (Columbia 21129; 4-21129)
- 4 THERE STANDS THE GLASS**  
 Webb Pierce  
 (Decca 28834; 9-28834)
- 5 CARIBBEAN**  
 Mitchell Torok  
 (Abbott 140; 45-140)
- 6 LET ME BE THE ONE**  
 Hank Locklin  
 (Four Star 1641)
- 7 FORGIVE ME JOHN**  
 Jean Shepard & Ferlin Huskey  
 (Capitol 2586; F-2586)
- 8 NORTH WIND**  
 Slim Whitman  
 (Imperial 8208)
- 9 IT'S BEEN SO LONG**  
 Webb Pierce  
 (Decca 28725; 9-28725)
- 10 I'M WALKING THE DOG**  
 Webb Pierce  
 (Decca 28834; 9-28834)

# FOR 28 YEARS - GRAND OLE OPRY HAS SATISFIED MILLIONS



## "SATISFACTION GUARANTEED" and "WHO'LL BY MY HEARTACHES"

COLUMBIA  
21166; 9-21166

*Carl Smith*



Direction: JAMES DENNY WSM ARTISTS SERVICE BUREAU, NASHVILLE, TENN.

## Folk & Western Notes from California

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



JIMMY DAVIS



JOHNNY BOND



LEFTY FRIZZELL



TOMMY DUNCAN

# Grand Ole Opry Artists

## ROY ACUFF



Roy Acuff, WSM Grand Ole Opry star from the hills of East Tennessee, doesn't describe himself as a hillbilly. "I sing country style," Roy says. "I'm the old harp singing style . . . the breed that started singing before there were such things as micro-phones."

What Roy means is that when he started out with a medicine show, as a boy tenor, the medicine show didn't have a mike or public address system. But he's come a long way since those early days in Union County and later in Knox County, Tennessee, in the Smoky Mountains.

Roy, as a high-school boy was a pretty good athlete. He wanted to be a big-league baseball player, but a sunstroke put him on the sidelines. He was being scouted for a New York Yankee contract when he suffered the stroke.

While recovering he learned how to play a \$12 fiddle. Since then he has gained his great fame on the WSM Grand Ole Opry, in the movies and through the sale of more than 25 million records.

## Annie Lou & Danny

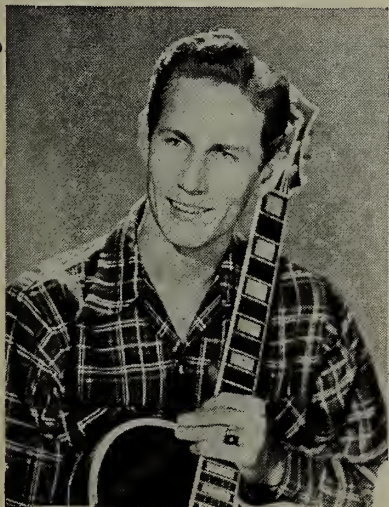


Tennessee-born Annie Lou and Danny, are one of the most popular vocal and instrumental duets in the folk music field today.

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

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

## CHESTER ATKINS



Chester Atkins was born in Luttrell, Tennessee 26 years ago, and though he hasn't come a great distance from Luttrell in mileage, he has come a long way in the field of guitar playing.

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

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

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

## ROD BRASFIELD



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

But what most people don't know is that lean, slack-jawed, simple appearing Rod Brasfield is a reformed tragedy actor who became a comedian by the merest of accidents.

Rod is a veteran of show business generally. His first job as a boy was sweeping out chautauqua tents and laying the sawdust on the ground. Later on he played in everything from high class stock companies to burlesque. In 1944, he came to WSM in Nashville where he was given a spot on the 22 year old favorite, the Grand Ole Opry.

Reversing the adage, Rod's last love is the best—radio. And a full bag of fan mail every week is evidence that his coast-to-coast audience agrees.

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GRAND OLE OPY  
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# Grand Ole Opry Artists

## JERRY BYRD



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

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

## MARTHA CARSON



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

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

## CARTER SISTERS



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

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

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

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

## LEW CHILDRÉ



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

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# Grand Ole Opry Artists

## COWBOY COPAS



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

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

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

## JIMMY DICKENS



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

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

## WHITEY FORD



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

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

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

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

## GRANDPA JONES

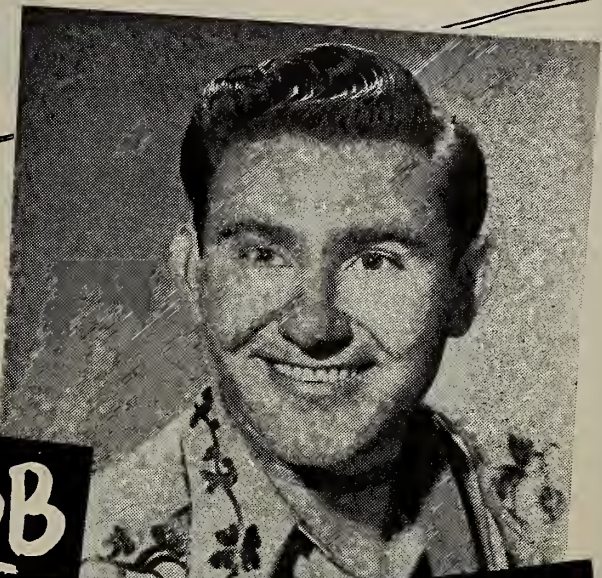


Known as "Grandpa" to his thousands of fans because of his old-man get-up, Louis M. Jones is nevertheless only 40. He was born in Niagra, Kentucky, on October 20, and you have only to listen to his RCA Victor recording of "Retreat" to be convinced that he's no grandfather.

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



*Handwritten signature*



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## Grand Ole Opry Artists

**JOHNNY & JACK**

**GEORGE MORGAN**



Johnnie and Jack grew up with folk music in their families, so it was natural that one day they would choose that field for their profession.

Johnnie Wright's father played a five-string banjo, and his grandfather was the champion of the old-time fiddlers in their part of Tennessee.

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

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

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



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

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

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

**BILL MONROE**

**MOON MULLIGAN**



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

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

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



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

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

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

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

Congratulations WSM and Grand Ole Opry



# Grand Ole Opry Artists

## MINNIE PEARL



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

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

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

And although Minnie is pretty dumb, no one has complained, for Minnie is too real and very lovable. Nobody could dislike her or take exception to what she says. All agree that Minnie Pearl has added glory . . . if not glamour . . . to the Grand Ole Opry.

## RAY PRICE



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

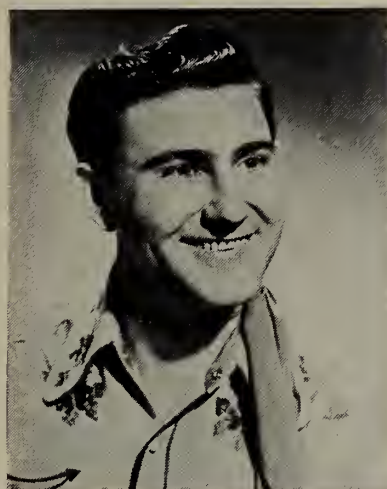
In 1943, during World War II, Ray enlisted in the Marine Corps where he served 2½ years.

For about 3 years he played the rodeo circuits as a rider, doing trick riding, roping, etc.

Ray has been a professional singer of both pop and folk music for over 5 years.

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

## WEBB PIERCE



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

Webb was accepted by the WSM Grand Ole Opry in September of 1952. He records for Decca. His first disk was his now famous "Wonderin'." A short time after the record hit the market, it sky-rocketed to the top of the Country Folk Hit Parade. Webb is also an outstanding song writer having written such hits of his own as "New Silver Bells," "That Heart Belongs To Me," "So Used To Lovin' You," "I Haven't Got The Heart," "The Last Waltz," "It's Been So Long," and others.

## MARTY ROBBINS



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

At KPHO in Phoenix Marty was given a half hour show in the morning, five days a week called "Chuck Wagon Time." He organized his own band, the K-Bar Cowboys, and after gaining a large following was rewarded with a quarter hour television show on KPHO-TV four days a week.

Marty later was guest on the Prince Albert segment of the Grand Ole Opry, and made several record hits on Columbia.

He started at WSM on January 19, 1953, and since then has appeared on the Grand Ole Opry every Saturday and been a guest artist on other WSM country music shows.

Marty and wife Marizona have one child, a three-year-old boy named Ronnie.

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- SORROW AND PAIN
- HOW'S THE WORLD TREATING YOU
- JUST WAIT TILL I GET YOU ALONE
- MIDNIGHT
- IT'S A LOVELY, LOVELY WORLD
- CANNON BALL YODEL
- YOU'RE GONE
- ONLY A PASTIME
- DON'T PLAY THAT SONG

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## Grand Ole Opry Artists

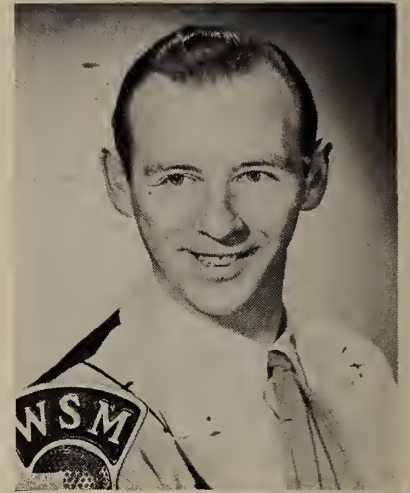
### CARL SMITH



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

After being discharged from the Navy, Carl returned to WROL, Knoxville to the old group he sang with while in school. Later he moved to WGAC, Augusta, and from there to WWNC, Asheville, N. C. In 1949 he returned to Knoxville to join the Molly O'Day Show. While on station WROL, Knoxville, as a featured singer, Carl made his first Columbia record which was "Guilty Conscience" and "Washing My Dreams In Tears." A few weeks later he moved to WSM and the Grand Ole Opry. At the present time, Carl has six morning shows each week on WSM (5:15 a. m. Tuesday, Thursday, Saturday) (6:15 a. m. Monday, Wednesday and Friday CST) also his Grand Ole Opry appearance at various times during the four hour show.

### HANK SNOW



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

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

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

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

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### ERNEST TUBB



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

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

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

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

### KITTY WELLS



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

Muriel Deason, now known to millions as Kitty Wells, is in private life, Mrs. Johnny Wright, wife of the senior partner in the team known as Johnny and Jack, also stars of the Grand Ole Opry. They have three children, Ruby Jean, 13; Johnny, Jr., called Bobby, 10, and Carol Sue, 7.

Kitty Wells' recording of "It Wasn't God Who Made Honky Tonk Angels" on Decca Records brought her overnight success.

Congratulations WSM and Grand Ole Opry

Fondest Wishes  
on your  
28th  
Anniversary



It Brings Many  
Pleasant Memories

of  
**Bill Monroe**  
and his  
**BLUEGRASS BOYS**  
of

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b/w

"CABIN  
OF LOVE"

Decca 28749

star of  
**WSM'S  
GRAND OLE OPRY**  
Radio and TV.

# HANK WILLIAMS

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

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

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

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

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

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

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

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

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

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

**JUNE**

**ANITA**

**HELEN**

**MOTHER MAYBELLE**

A BOUQUET ON YOUR  
28th ANNIVERSARY  
**CARTER SISTERS  
AND  
MOTHER MAYBELLE**  
Stars On WSM'S  
GRAND OLE OPRY  
RADIO & TV

## MANAGER'S DIRECTORY

These Men Guide

The Stars Of

### Grand Ole Opry

● **X. COSSE**

MARTHA CARSON

● **TILLMAN FRANKS**

THE (BILL) CARLISLES

● **HOT GILLIAM**

COWBOY COPAS

● **HUBERT LONG**

WEBB PIERCE

● **FRANKIE MORE**

JOHNNIE & JACK  
KITTY WELLS

● **DEWEY MOUSSON**

LITTLE JIMMIE DICKENS

● **NORM RILEY**

GOLDIE HILL

● **BOB ROSS**

GEORGE MORGAN

● **FORD RUSH**

ROY ACUFF

Under The  
Supervision Of

## JAMES DENNY

WSM ARTIST  
SERVICE BUREAU

## A Tribute To WSM & Grand Ole Opry

by Pee Wee King

(Dedicated to the memory of the late J. L. Frank.)

When we auditioned at the Grand Ole Opry in June 1937 we were immediately signed to a one year contract which stretched out into a ten year stay. What memories I have of the many fine people and artists who were part of the Pee Wee King Golden West Cowboy Unit!

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

About that time, our former bossman, Gene Autry, called us to Hollywood where we made our first western movie. This was 1938 and the movie was titled, "Gold Mine In The Sky." It was also our first association with Fred Rose (the Irving Berlin of the Hillbillies). Fred wrote a couple of songs for the movie.

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

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

When the second World War came the Grand Ole Opry Camel Caravan made history with its 19 month extended tour of 41 states and 4 foreign countries. The first unit of entertainers to appear overseas during this war. We were proud of our record. During this time San Antonio Rose became a permanent member and Charlie Wiggins joined our band.

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

Then came a tall Texas Troubadour, Ernest Tubb. Shortly thereafter, during a Sunday performance at Montgomery, Alabama, I introduced as a

part of our Grand Ole Opry unit, which J. L. Frank was showing, a young lad named Hank Williams. What followed is history.

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

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

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

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

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

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

Congratulations and best wishes to all my friends at WSM and the Grand Ole Opry.

Congratulations  
on your  
**28th**  
**ANNIVERSARY**

Grady  
Martin

Congratulations  
**WSM**  
and  
**Grand Ole Opry**  
on your  
**28th**  
**Anniversary**  
and Thanks For Letting Us  
Photograph  
The Great Stars Of  
**GRAND OLE OPRY**

GORDON GILLINGHAM  
JEANNE & GORDON PHOTOGRAPHERS  
NASHVILLE TENN.

Best Wishes  
on your  
**28th**  
**ANNIVERSARY**

Louis  
Innes

MAR-KAY MUSIC  
NASHVILLE, TENNESSEE

Many More  
Successful Years  
To  
**GRAND OLE OPRY**  
On Your  
**28th**  
**Anniversary**  
**JERRY BYRD**  
Mercury Records

## Stapp Knows How To Pick 'Em

To get a place on the Grand Ole Opry is the ultimate aim of the country musician, for that means he has arrived at the top of big time country music. The best way to get that spot is for the aspirant to get the attention of WSM's program director Jack Stapp, whom "Time" Magazine called the Rudolph Bing of Grand Ole Opry, and convince him that he has the potentialities of developing into a finished country performer.

The simplest way to do this is to attend the regular weekly auditions held at WSM. Stapp's attention is sometimes called to promising performers by some of the Grand Ole Opry Stars and by visiting song pluggers. This often results in a special audition for the recommended performer.

Regardless of how a potential star comes to the attention of WSM, if he has a distinctive style, seems sincere and forceful, Stapp often will give him some guest spots on regular shows and perhaps his own early morning show in order to give him an opportunity to develop. In the course of a year, he should have gained in popularity and improved sufficiently in style and performance to prove his worth. If he has not, he probably will have shown conclusively that he is lacking in some necessary quality and that he will never find his way to the top.

After director Stapp satisfies himself with the singing style and instrumental ability of the new talent, he also checks into his ability to talk and read effectively. The informal nature of country music makes it desirable for the entertainer to act as master of ceremonies very often, and he must be able to read effectively so that he may help to deliver the commercial announcements for his sponsors' products.

## Advertising On Grand Ole Opry Pays Off; Sponsors Wait In Line

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

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

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

In the fall of 1951, the individual Friday night shows were unified as separate segments of a big country show known as The Friday Night Frolic. This show originates in the WSM studio auditorium from 7:00 to 9:30 and plays to a live audience limited to the studio's capacity of 500.

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

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

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

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

Because of WSM's broad coverage, most of the sponsors are manufacturers and wholesale distributors. But the station has one retail advertiser. That's Harvey's department store that was established in Nashville in 1941. He used WSM as an advertising medium. In ten years, his store expanded from the original 35 foot front to four buildings with a frontage of about 300 feet, and his business volume from \$500,000 to more than \$11,000,000.

The station also has one large mail-order account. Mr. Otis Carter has been selling baby chicks by mail over WSM for 15 years. Carter has a half hour pre-Opry show. In the fall of 1951, he sold all the chicks he had. Running out of his stock, he put up his cattle for sale and two programs did the trick. He sold every head of cattle for a total of \$51,592. Mr. Carter's words sum up the effect of WSM's ability to sell.

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



1. I FORGOT MORE THAN YOU'LL EVER KNOW  
The Davis Sisters  
(RCA Victor 20-5345; 47-5345)
2. THERE STANDS THE GLASS  
Webb Pierce  
(Decca 28834; 9-28834)
3. HEY JOE!  
Carl Smith  
(Columbia 21129; 4-21129)
4. A DEAR JOHN LETTER  
Jean Shepard & Ferlin Huskey  
(Capitol 2502; F-2502)
5. LET ME BE THE ONE  
Hank Locklin  
(4 Star 1641; 45-1641)
6. CARIBBEAN  
Mitchell Torok  
(Abbott 140; 50-140)
7. FORGIVE ME, JOHN  
Jean Shepard & Ferlin Huskey  
(Capitol 2586; F-2586)
8. I'M WALKING THE DOG  
Webb Pierce  
(Decca 28834; 9-28834)
9. SHAKE A HAND  
Red Foley  
(Decca 28839; 9-28839)
10. IT'S BEEN SO LONG  
Webb Pierce  
(Decca 28725; 9-28725)

**Congratulations**  
**On Your**  
**28th**  
**ANNIVERSARY**  
**From**  
**COUSIN JODY**  
**and his**  
**"Country Cousins"**

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

**The Original Hit!**  
**"CARIBBEAN"**  
**MITCHELL TOROK**  
 on Abbott # 140  
**ABBOTT RECORD CO.**  
 6636 Hollywood Boulevard  
 Hollywood 28, Calif.

WE SHIP ANYWHERE  
**BUCKLEY'S**  
 1767 CHURCH PH 42-3444  
**ONE STOP**  
**NASHVILLE**  
**TENN.**  
 48's and 78's **5¢** Over Regular Wholesale  
 WE STOCK ALL LABELS  
 ORDER FROM CASH BOX CHARTS

**A GREAT FIRST!**  
**LITTLE**  
**Rita Faye**  
 SINGS A DUET WITH HER TINY SELF -  
**"ALABAMA"**  
 M-G-M-11565

**Big Operator & DJ Reaction**  
 On The  
**-SONG FROM BATON ROUGE-**  
 entitled  
**"GET A MOVE ON, BABY"**  
 recorded by  
**LEON TASSIN**  
 Pelican 105  
 (BMI)  
**BUCKEYE PUBLISHING CO.**  
 204 W. 8th STREET CINCINNATI

... at his best!

george

**MORGAN**

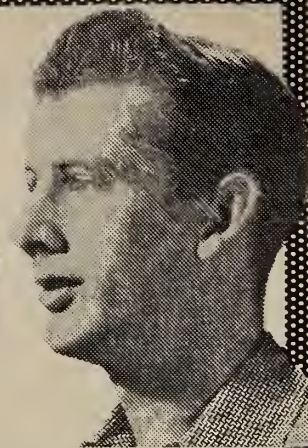
sings

**NO ONE KNOWS IT BETTER THAN ME**

by Joachim Millien, Boudleaux Bryant and Vic McAlpin

on COLUMBIA RECORDS

MELODY TRAILS



## Country Instruments

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

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

In early years of the Grand Ole Opry, the banjo was quite widely used by folk artists, but it has gradually been supplanted by the guitar. Uncle Dave Macon, the first vocalist on the Opry, accompanied his singing with a banjo for 26 years. Stringbean, one of the featured artists on the Prince Albert portion of the Opry, plays a banjo, as do several of the musicians in the four original old time bands. But just about all the top singers accompany themselves with a guitar.

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

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

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

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

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

## Jim Denny—the Artist's Friend



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

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

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

Grand Ole Opry has 128 artists and Denny has talked to as many as 20 states in one day with reference to bookings. He has also had as many as 28 long distance calls backed up as he plods through the endless maze of details and time consuming tasks that weigh so heavily on his shoulders. Denny has booked shows in every state in the Union and all the provinces of Canada. He was responsible for setting up the Grand Ole Opry show at New York's Hotel Astor Roof in 1952.

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

### GOOD BETS FABOR RECORD CO'S NEW RELEASES!



← **Ginny Wright**  
Louisiana Hayride Artist  
with Jim Reeves Reciting  
**"I LOVE YOU"**  
b/w  
**"I WANT YOU YES"**  
(You Want Me No.)  
Fabor # 101



→ **Tom Bearden**  
Louisiana Hayride Artist  
**"WOMEN, WOMEN, WOMEN"**  
b/w  
**"WE WERE WED IN JUNE"**  
Fabor # 100

## FABOR RECORDS

6636 Hollywood Blvd., Suite # 207

Hollywood 28, Calif.

## Congratulations & Best Wishes GRAND OLE OPRY-WSM

CURRENT RELEASE  
**"GOODBYE BOBBY BOY, GOODBYE"**  
recorded by  
**RED FOLEY** Decca

**FORREST MUSIC CORP.**  
ELMO WHITE, prof. mgr.  
9 East 40th Street New York

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

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

Congratulations WSM and Grand Ole Opry

*Thanks to EVERYONE for making these HITS possible!!!*

(No. 1 in CASH BOX and BILLBOARD)

**"I FORGOT MORE THAN YOU'LL EVER KNOW"**

(and the answer)

**"I FOUND OUT MORE THAN YOU EVER KNEW"**

(Also picked in all charts)

**"NORTH WIND"**

**AND NOW**

(Bullseye in Cash Box and Record of the week in Billboard)

**"BIMBO"**

**FAIRWAY MUSIC CORP.**

6365 Selma Ave., Hollywood, Calif.

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

Every Week In

**THE CASH BOX**

**ALL FOR ONLY \$15. PER YEAR**

(52 ISSUES)

THE CASH BOX  
26 West 47th Street  
New York 19, N. Y.

Please enter our subscription for 1 year (52 issues) at \$15. Enclosed Our Check  Please Send Us A Bill

FIRM NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

Individual's Name .....

**BMI AWARDS "CITATION OF ACHIEVEMENT" TO TOP FOLK COMPOSERS AND PUBLISHERS AT GRAND OLE OPRY**

NEW YORK—Writers and publishers of 24 of the outstanding folk tune leaders of 1952 will be honored by BMI during the program of events commemorating the 28th Anniversary of Grand Ole Opry in Nashville Nov. 21.

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

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

BMI "Citations of Achievement" were scheduled to be presented to the following list of composers and publishers in recognition of the great popularity attained by their folk song leaders during 1952:

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

**For the Disk Jox  
it's the  
CASH BOX**

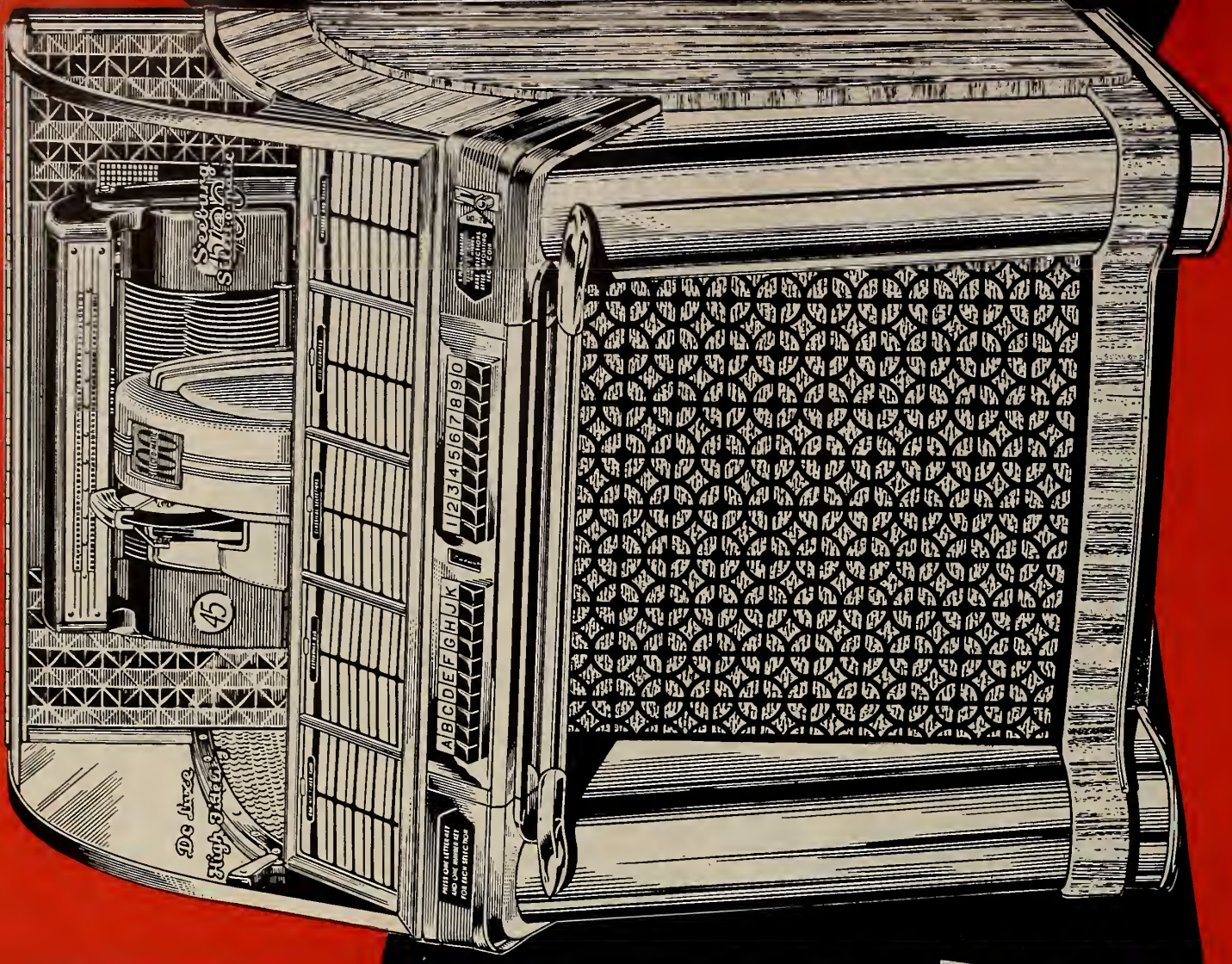
NOW THE MOST COMPLETE MUSIC SYSTEM IS

# Even more complete!

WITH "BUILT-IN"

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

NOTHING TO CONVERT... NOTHING TO ADAPT!



THE MOST WIDELY PUBLICIZED MECHANISM FOR THE PLAYING OF RECORDED MUSIC

# Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

*America's Finest and Most Complete Music Systems*





# Here and There

ATLANTIC CITY, N.J.—The matter of licensing cigarette vendors is now confronting the legislators of the City of Chicago. One of the reasons advanced why these machines haven't been in operation in this great city (only one in the country) is that "minors could purchase cigarettes". Coinmen who intend to open cigarette operation, if the city licenses the machines, have promised to do everything in their power to forbid minors to buy cigarettes. However, we find a parallel in the problem faced by tavern owners. In a convention of the National Licensed Beverage Association at the Traymore Hotel, Atlantic City, this past week, Rocco B. Bunino, president, made this statement: "It's about time the responsibility for purchases by minors is placed where it belongs—on the parents. The home is the place for minors to learn obedience to law, personal responsibility and good citizenship."

WASHINGTON, D.C.—The Small Business Administration, which had ruled out wholesale and retail businesses as borrowers, changed its rules this week to allow any business except those specifically excluded by law to get money if they were reasonable risks. SBA's requirement that remains unchanged is that the applicant must prove he cannot obtain funds from private lenders, and that repayment of the loan must be "reasonably" assured. It is reported that the interest policy remains unchanged; 6 per cent on all direct loans.

NEW YORK—The Cash Box has long advocated a sensible and definite method of depreciating equipment. It has reported, from time to time, efforts being made by Congress and Governmental agencies. Altho several plans have been presented, they are all in the process of being "studied". This week, the Journal Of Commerce says editorially: "More flexible depreciation deductions for industry should be placed at the very top of the list of tax relief provisions that Congress will be asked to adopt at the next session." . . . "any loss of revenue due to more flexible depreciation schedules for industry will be only temporary at worst. Larger deductions from taxable income in the early years of the life of a new facility will be offset by correspondingly smaller deductions in the later years." . . . "Business should be authorized to adopt any depreciation schedule that management regards as suitable to the special conditions of the enterprise."

PARIS, FRANCE—There is a rumor making the rounds here, which many believe true, that there will be a ban by the French Government put on the import into France on coin operated machines, effective December 1.

# What's Happened To Profits?

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

*These are approximate average increases. They have been verified by a noted Certified Public Accountant who analyzes the books of many Chicago operators as in keeping with the increases these operators have undergone since 1951.*

- OVERHEAD EXPENSE, UP . . . . . 25%
- LICENSE FEES AND TAXES, UP . . . . . 15%
- GENERAL COSTS, UP . . . . . 20%
- MISCELLANEOUS EXPENSES, UP . . . . . 20%
- EQUIPMENT COSTS, UP . . . . . 30%

## THE ANSWER REMAINS 10c PLAY FOR MUSIC: 10c Play Plus Front Money. FOR AMUSEMENT: Straight 10c Play.

Many inquiries have been received by *The Cash Box* from operators large and small about the nation as to, "What's happened to profits?"

These operators, like most others, now find that they "must have more income" to enjoy the same profit they had in 1951.

In short, as they state, and as is verified by a noted Chicago Certified Public Accountant who handles and analyzes the books of many operators in that city:

"There must be at least 23.5% more intake today to equal the same profits we enjoyed in 1951."

This C.P.A. agrees with this figure. In fact, he claims:

"Actually, in the case of the operating companies our firm handles, there is approximately 27% more income needed today, to equal the same profit enjoyed in 1951."

There seems to be only one answer to this problem. *The Cash Box* has, for over eleven years, been bringing this "answer" to the attention of the entire industry, time and time again: **10c Play.**

With more income needed to offset the constantly growing, inflationary overhead expense and cost of doing business, operators must take in more coin than they did, even two years ago, to enjoy the same sort of profitwise business they enjoyed in 1951.

There are just so many peak hours of playtime on any location, anywhere in the nation. On 5c play, only so much intake is assured. The operators already know this amount of intake.

They are suffering because, while their intake remains more or less the same in 1953 as it did in 1951, costs and expenses have continued to rise—to about 23.5% more in 1953 than in 1951.

The amusement operators must adopt straight 10c play. This brought the shuffle games to great prominence everywhere. The shuffle game operators continue on 10c play.

It is now up to the five-ball operators to do the same. The manufacturers of the five-ball games are all for 10c play. They leave this entirely up to the operators.

As far as music is concerned, the automatic music operators must also change to 1 play 10c, 3 plays 25c and, at the same time, assure themselves of some profit income by obtaining front money guarantees from their locations.

The vending machine operators have kept pace with all cost and expense increases. As cigarettes go up in price, because of additional city, county and state taxes, the operators of cigarette vendors raise their price accordingly, to maintain their profit income level.

As prices of soft drinks, coffee, foods, candies, nuts, and all other vended items go up in price, the vending machine operator instantly changes his coin chute to continue to bring in the same profit margin he formerly enjoyed. Otherwise, the vending machine operators would long, long ago have been pushed out of business.

Industries and utilities all over the nation have raised their prices to match their increased costs. They haven't hesitated a second to do so. Even the corner bootblack is now getting 3 and 4 times as much per shoe shine as he formerly did. Double what he got in '51.

But, for some unknown reason, the coin machine operators continue to flounder along, trying to maintain a profitwise income level on the impossible coinage they featured 20 years ago.

Now the complaints are becoming more vociferous and the industry suffers. The fact remains that every manufacturer in the field is for whatever method the operator can use which will assure the operator profit.

The manufacturer realizes that financially healthy operators mean better customers for him and for his products. He wants the operator to earn profit.

The manufacturer tries with every bit of his intelligence and ingenuity to build products which will be more attractive to the public and will, therefore, bring the operators more playing customers.

But the peak hours of play remain, more or less, the same. Therefore, it is up to the operator himself.

It is up to the operator to check his own books, against the above increased costs, and then decide for himself whether or not "dime play is the answer."

# BATTLE FOR BETTER BIZ

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

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

CHICAGO—The battle to assure continued better business in '54 is now under way thruout the entire industry.

Operators are discussing ways and means as to how they can assure themselves of such continued better business in the months to come.

Jobbers and distributors are also discussing methods which they can adopt and which will assure them of continuing right ahead with as fine business as enjoyed in 1953.

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

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

It is, therefore, the general belief of a great many in the trade, that it will be up to the operators, themselves,

to better their path for themselves in '54.

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

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

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

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

## **Manufacturers Of Coin Operated Equip To Exhibit At NAAPPB Show**

### **Operators, As Well As Distribs And Arcade Owners Expected To Attend**

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

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

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

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

AUTO-PHOTO COMPANY  
Los Angeles, Calif.

BALLY MANUFACTURING CO.  
Chicago, Ill.

CAPITOL PROJECTOR CORP.  
New York, N. Y.

CHICAGO COIN MACHINE CO.  
Chicago, Ill.

DODGEM CORP.  
Exeter, N. H.

EXHIBIT SUPPLY  
Chicago, Ill.

GENCO MFG. & SALES CO.  
Chicago, Ill.

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

KING AMUSEMENT CO.  
Mount Clemens, Mich.

THE BERT LANE COMPANY, INC.  
Miami, Fla.

## **MOA CONVENTION WILL BE BIGGEST EVER HELD**

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



GEORGE A. MILLER  
President and General Manager, MOA

OAKLAND, CALIF. — George A. Miller, president and general manager of M.O.A. (Music Operators of America) advised this past week that plans for what he terms, "The biggest convention ever held by M.O.A.," are now nearing completion. As yet Miller hasn't advised just

LEE MANUFACTURING CO.  
New York, N. Y.

METEOR MACHINE CORP.  
New York, N. Y.

MIKE MUNVES CORPORATION  
New York, N. Y.

PHILADELPHIA TOBOGGAN CO.  
Philadelphia, Pa.

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

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

SCIENTIFIC MACHINE CORP.  
Brooklyn, N. Y.

SUN DISTRIBUTING CO.  
Waco, Texas

WILLIAMS MANUFACTURING CO.  
Chicago, Ill.

who the exhibitors at this convention will be.

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

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

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

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

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

Miller is very enthusiastic over this forthcoming convention of Music Operators of America. He pointed out:

"The automatic music industry has gone thru many problems these past few years. The Bryson-Kefauver Bill in 1952. The McCarran Bill in 1953.

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

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

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

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

LIGHTNING SPEED OF TRAP HOLES . . . FLASHING ACTION OF 4 FLIPPERS!!

**EXCITING AS A  
THREE  
RING  
CIRCUS!**



*Gottlieb's*  
**PIN WHEEL**

HERE'S THE PLAY:

- ★ Any 3 balls in line or 4 balls in center square trap holes awards Replays.
- ★ Double Rotation sequence lights up corresponding Roll-Over for Super-High Score and Super-Point Score.
- ★ Completing both Red and Blue Sequence lights up center Roll-Over for Replays.



- ★ 4 POP BUMPERS ★ 4 FLIPPERS
- ★ 2 CYCLONIC KICKERS ★ HIGH SCORE to 6 MILLION ★
- ★ New Hinged Front Door

*D. Gottlieb & Co.*  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS  
"There is no substitute for Quality!"

**Wurlitzer Line Displayed At Seattle Convention Of Licensed Beverage Assn.**



SEATTLE, WASH.—Northwest Sales Company, this city, Wurlitzer distributor for the Northwest territory and Alaska, showed the Wurlitzer line of phonographs and boxes at the convention of the Washington State Licensed Beverage Association held in this city.

Ron Peeples, president of the distributing organization, reported that the display was a tremendous success and a great deal of interest was shown in the equipment displayed. He stated that a selected program of popular music was put on continuous

play and that the Model "1500" offered entertainment during the entire convention.

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

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

**Liquor Tax Called Threat To Taverns**

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

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

Of further interest, are the resolutions approved by the delegates. For top consideration is that which demands a readjustment of the Federal excise tax on distilled spirits from \$10.50 a gallon to \$6. Also the elimination of the present cabaret tax. In another resolution, the delegates noted that the industry, particularly the tavern branch, is depicted by certain TV and radio productions in an unfavorable, and in some instances unsavory light.

**CLOSE-OUT!**

**25  
AMI  
Model  
"A"**

**Write—Wire—Phone  
FOR REAL LOW PRICE!**

**RUNYON  
SALES COMPANY**

Factory Representatives for:  
AMI, Inc., Bally Manufacturing Co.,  
J. H. Keeney & Co., Permo, Inc.  
593 10th Ave., New York 18, N. Y., LO 4-1880  
221 Frelinghuysen Ave., Newark 8, N. J., BI 3-8777

**CLEANED-CHECKED  
READY TO GO!**

Wur. 1015 .. \$125.	Rock-Ola 1422 \$ 95.
Wur. 1080 .. 125.	Rock-Ola 1426 125.
See. 100-A .. 78 rpm ... 495.	AMI A ..... 225.
See. 146 ..... 95.	AMI B ..... 295.
	AMI C ..... 325.

Wur. 5/10/25c 3020 Wall Boxes, ea. \$12.50

**DAVID ROSEN**

Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

**4 REASONS WHY**  
**Bally® KIDDY-RIDES**  
**EARN BIGGEST PROFITS YEAR AFTER YEAR**

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



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

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

**BOOTHS 95, 96, 111, 112**  
**OUTDOOR AMUSEMENTS EXPOSITION**  
**SHERMAN HOTEL**  
**NOVEMBER 29, 30, DECEMBER 1, 2.**

**SPECIAL SALE!**  
 STATLER rebuilt 8  
 Column CIGARETTE **\$39.50**  
 —and 9 Column  
 COOKIE Machines.. EACH  
**Supreme Distributors, Inc.**  
 416 S. W. 8th AVE., MIAMI 37, FLA.

**Wurlitzer - Frankie Laine Contest Winner Soon**

NEW YORK—A. D. Palmer, Jr., advertising and sales promotion manager for The Rudolph Wurlitzer Company, North Tonawanda, N.Y., spent most of the week here putting the finishing touches to the Wurlitzer-Frankie Laine contest.

Palmer attended the meeting on Wednesday and Thursday, November 18 and 19, when a gathering of Columbia record executives and trade press experts listened to the dubs submitted by sectional winners. Top winner will be announced shortly.

**DROP IN**

TO SEE GENCO'S

**Shuffle Pool**

the game with  
**ENDLESS COMBINATIONS OF STRAIGHT and BANK SHOTS!**

**LANIEL AMUSEMENT**

1815 Quest Notre Dame, W. MONTREAL, QUE., CANADA

**Jess Henderson, Dallas Coinman Dies**

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

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



**BIG, BOLD ILLUMINATED SCORE INDICATOR**  
 PLAYER CAN SEE HIS SCORE AT A GLANCE WITH  
*Williams*  
**"GUN CLUB"**

**POINT SCORE!**

**HIGH SCORE!**



CREATORS OF DEPENDABLE PLAY APPEAL  
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

- ⊙ Numbers 1 to 6 each lite a letter to spell G-U-N C-L-U-B on backglass!
- ⊙ Spelling G-U-N C-L-U-B Scores 1 free play and lites bottom center rollover and 2 top side rollovers for replays! Thereafter, 1 to 6 scores 1 replay.
- ⊙ Hitting 2 stand-up targets after spelling G-U-N C-L-U-B lites up 4 additional side rollovers for 1 replay. A "SURE SHOT" feature!
- ⊙ Ball over either of the 2 bottom side rollovers, when lit, lites up the next consecutive letter in G-U-N C-L-U-B!

Available with 5c or 10c Coin Chutes...  
 We Recommend 10c PLAY!

*Williams*  
**GUN CLUB**  
 RAPID-FIRE ACTION!!!

- ⊙ TWO BULLET-SPEED THUMPER BUMPERS!
- ⊙ THREE KICKOUTS!
- ⊙ 2 FLIPPERS!
- ⊙ TWO REBOUND KICKERS AT BOTH BOTTOM SIDES!

They Shoot the Works on This One!

*Order Today*

See Your Distributor Now!

HINGED FRONT DOOR for easy SERVICING!

**As I See It**

A Weekly Column by  
**AL SCHLESINGER**



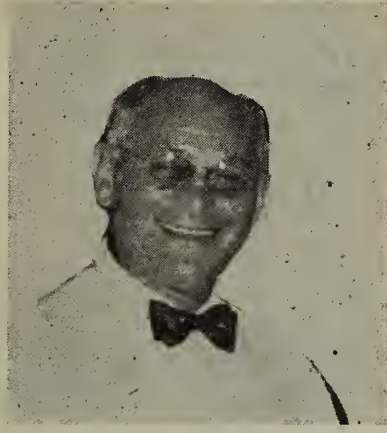
A nickel Mills Dewey Bell operating in his dad's saloon on a commission basis gave Ed Mapes his first idea about the coin machine business. The late Jack Keeney was the operator and since Jack would not sell the machine when Ed wanted to buy it, he went out and purchased his first machine for his dad's location. That was over forty years ago.

Today, Ed Mapes owns the largest irrigated ranch in California. It consists of 10,000 acres of land and 2,600 head of cattle in the rich San Joaquin Valley. He spends from eight to ten hours a day riding this ranch. As he sits in the saddle riding along, his mind must go back to the days when he headed a coin machine empire along the west coast. He can recall the branch offices at San Francisco, Los Angeles, Portland, Seattle, Tacoma and Stockton. At one time there were 3500 slot machines in operation. Hundreds of employees travelled the highways and byways of the west coast handling the business of this coin machine empire. When the slots went out of fashion, Ed can recall the time he originated the free play on the Mills "Official" pin game and operated thousands of this type game along with a thousand phonographs. When he retired in 1950 everything was sold to his employees who had been with him for twenty years or more. Ed is very proud of his boys, most of whom have done exceedingly well.

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

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

**Taran Rejoices!**



SAM TARAN

MIAMI, FLA.—Sam Taran, head of the distributing firm in this city bearing his name, received news of a personal nature on Monday, November 16, which, he states: "Is the best news I've ever had in my life."

**N. Y. Polio Fund Drive Committee Meets Nov. 23**

NEW YORK—Sam Kresberg will head a group of coin machine leaders in the music and games division who meet at Bob Olin's Restaurant, this city, on Monday, November 23 for luncheon, to discuss organizing an industry Polio Fund Drive in this area.

**CLEANING HOUSE!**

**LOOK AT THE BARGAINS!**

- UNITED DELUXE 6-Player BOWLER .. \$85.00
- UNITED SUPER 6-Player BOWLER .. 175.00
- UNITED 10th FRAME BOWLER .. 265.00

- 500 ASSORTED PIN GAMES With Flippers And Power Bumpers
- Games Made Up to 1952 .... **\$15. each**
- Games Made In 1952 ..... **\$25. each**

**THIS IS IT!**

UNITED'S  
**RIO**

Going Great Guns!  
 The Best Yet!

**NOW DELIVERING!**

WILLIAMS'  
**GUN CLUB**

**BILOTTA** DISTRIBUTING COMPANY  
 (Exclusive Wurlitzer Distributor)  
 NEWARK NEW YORK  
 (WAYNE COUNTY)  
 (Phone: 598)



GENCO'S

# Shuffle Pool

the game with  
ENDLESS COMBINATIONS OF  
STRAIGHT and BANK SHOTS!

**S. L. LONDON MUSIC  
COMPANY**

3130 W. Losbon Ave.  
MILWAUKEE, WIS.

### HOLIDAY SPECIALS!

PALM BEACH	\$269.50
SPOT LITE	124.50
FROLIC	269.50
BRIGHT SPOT	139.50
UNITED 5 WAY	94.50
BRIGHT LITE	112.50
RODEO	242.25
CONEY ISLAND	147.25

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We are exclusive factory distributors for:

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4533 PAYNE AVE., CLEVELAND, O.  
(Tel.: HE 1-7577)

**AIR MAIL SUBSCRIPTION  
To The Cash Box \$30**

# ATTENTION!! MUSIC OPERATORS!

*This Is Your Last Chance  
To Cast Your Vote In The*

## 8th Annual MUSIC POLL of THE CASH BOX

*Fill Out The Ballot Below And Rush It  
To: THE CASH BOX, 26 W. 47th ST., N. Y. C.*

MY BEST MONEY-MAKING RECORD FOR 1953 WAS

(Name of Record Here)

(Artist Here)

NOTICE: Be sure to include Name of Artist On All Records Listed

BEST:

Orchestra .....

Female Vocalist .....

Male Vocalist .....

Vocal Combination .....

Small Instrumental Group .....

Western Record .....

Western Artist .....

Folk Record .....

Folk Artist .....

Rhythm 'N Blues Record .....

Rhythm 'N Blues Artist .....

MOST PROMISING NEW:

Orchestra .....

Female Vocalist .....

Male Vocalist .....

Vocal Combination .....

Small Instrumental Group .....

Western Artist .....

Folk Artist .....

Rhythm 'N Blues Artist .....

### IMPORTANT!

EACH JUKE BOX YOU OWN COUNTS FOR ONE VOTE. EACH WALL OR BAR BOX YOU OWN COUNTS FOR ONE VOTE. EACH WIRED TELEPHONE MUSIC SHELL OR MIRRORED CABINET YOU OWN COUNTS FOR ONE VOTE. BE SURE TO LIST THE COMPLETE NUMBER OF UNITS YOU OWN INDIVIDUALLY ON THE BOTTOM TO GIVE THE RECORDS AND ARTISTS YOU SELECT FULL CREDIT. THESE BALLOTS ARE CONFIDENTIAL. INDIVIDUAL FIGURES ARE NOT REVEALED!

NAME .....

FIRM .....

ADDRESS .....

CITY ..... STATE .....

### LIST YOUR VOTES HERE

I operate the following number of Juke Boxes .....,  
Wall and Bar Boxes ....., Wired Telephone Music Shells .....,  
TOTAL NUMBER ..... ARE YOUR VOTES!



GENCO'S

# Shuffle Pool

the game with  
ENDLESS COMBINATIONS OF  
STRAIGHT and BANK SHOTS!

**MARMER  
DISTRIBUTING CO.**

300 W. Court St.  
CINCINNATI, OHIO

## AMOA Of Baltimore Plans 6th Annual Banquet For Feb. '54

BALTIMORE, MD. — The Amusement Machine Operators Association of Greater Baltimore is now planning to present its 6th Annual Dinner-Dance. While no date has been announced, it is understood it will be held some Saturday or Sunday night in February.

Irv Goldner, president for the past number of years, together with his many able associates have always come up with outstanding banquets, and it is expected the 1954 Dinner-Dance will outshine previous affairs.

Once again, it is hoped that Mayor of Baltimore and other officials will participate, as they have in the past.

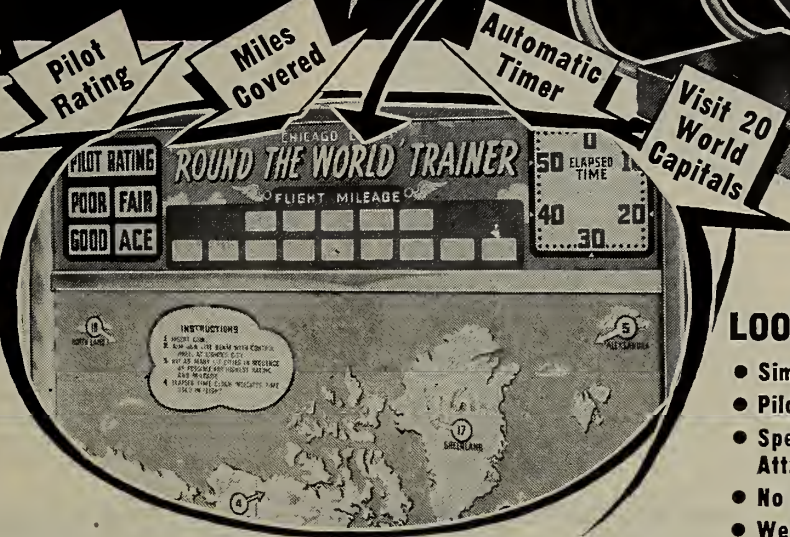
*"It's What's in THE CASH BOX That Counts"*

# HERE IT IS! chicago coin's 'ROUND the WORLD TRAINER

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

**chicago  
coin**  
MACHINE COMPANY

★ Report of Tests Prove It's Got Eye and Play Appeal!  
★ Wide Spread Appeal with Men — Women — Boys — Girls!  
★ And Plenty of Profit Appeal!



★ A Natural Attraction  
for ALL LOCATIONS!

1725 West Diversey Blvd., Chicago 14, Ill.



## LOOK AT THESE FEATURES!

- Simulates actual Flight Actions!
- Pilot Controls Desired Speed!
- Specifically designed as an Adult Attraction!
- No Gears or Belts to go out of Order!
- Weather-proofed Throughout for Indoor or Outdoor Locations!

LOOK FOR US AT THE  
**OUTDOOR SHOW!**

## More Factory Roadmen In 1954

### Manufacturers Reported Planning To Cover Nation More Intensively In Coming Year

CHICAGO—All larger manufacturers in this area are reported to be planning a more intense coverage of the nation than what has been seen since prior to the Korean war.

When the Korean war came on along with the resultant buying scare as more defense production was ordered, many called in their roadmen, and fewer of these salesmen have been seen about the country.

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

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

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

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

The large manufactories are in po-

sition to turn out new machines at a speedy production rate. This causes need for more intensive coverage of the market.

### London Recording Artist At N. Y. Party



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

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



## BUY THE BEST IN MUSIC

Reconditioned—Refinished	
SEEBURG 1-46	\$135
SEEBURG 1-47	165
SEEBURG 1-48 BLOND	195
WURLITZER 1015	150
WURLITZER 1100	275
WURLITZER 1400	495
WURLITZER WOM Model 2140	25
A.M.I. MODEL A	275
A.M.I. MODEL B	325
A.M.I. MODEL C	350
A.M.I. MODEL D40	475
A.M.I. MODEL D80	595
A.M.I. WOM (5/10)	20

NEW CHICOIN HIT PARADE \$132.50

EXCLUSIVE SEEBURG DISTRIBUTORS IN ILLINOIS AND IOWA

**ATLAS MUSIC COMPANY**  
2200 NORTH WESTERN AVE.  
CHICAGO 47, ILLINOIS  
(Phone: ARmitage 6-3005)

### F.A.B., Atlanta Office, Moves To New Quarters

ATLANTA, GA.—Robert P. Tanner, manager of F. A. B. Distributing Company, Inc., Atlanta branch, advises that effective Monday, November 23, the firm will be located at its new address, 361 Parkway Drive, N.E.

Tanner has issued invitations to operators in his territory to visit him at the new address.

# English Singer & Op At Atlantic-N. Y.



NEW YORK—While visiting this country, Dorothy Squires, London Records recording artist, dropped into Atlantic-New York Corporation. Meyer Parkoff, Atlantic head, used his camera to take the above pic showing Dominic Ambrose, Suffolk-Nassau Music, Patchogue, L. I. and Miss Squires as they listen to her latest recording "Things Go Wrong" and "If You Love Me."

## THRU THE COIN CHUTE MIAMI MURMURS

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

### Runyon Donates Phono

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

# DROP IN

TO SEE GENCO'S

# Shuffle Pool

the game with  
ENDLESS COMBINATIONS OF  
STRAIGHT and BANK SHOTS!

**CARL J. SPEIS**  
316 W. Columbia Ave.  
EVANSVILLE, IND.

**CLOSE OUT SPECIAL**

**YOU NAME THE PRICE!**

**Seeburg Models**  
146  
147  
148

**DAVIS DISTRIBUTING CORPORATION**  
SEEBURG FACTORY DISTRIBUTORS  
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SYRACUSE, NEW YORK  
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**ROCK-OLA**  
**COMET**  
120 SELECTIONS

MODERN, COMPACT, EFFICIENT DESIGN . . . LOADED WITH TIME-TESTED PERFORMANCE FEATURES!  
**LOCATION PROVED!**  
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SEE HOW YOUR PROFITS Multiply

WITH GENCO'S NEW

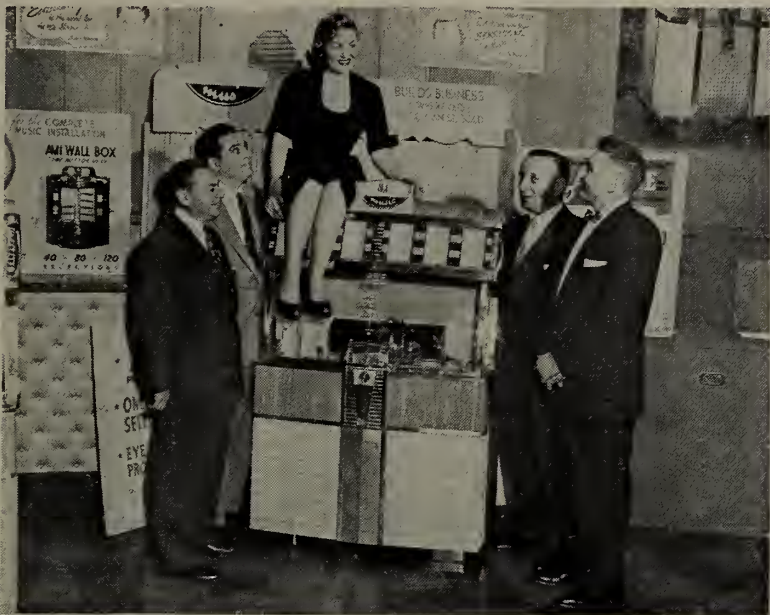
# Shuffle Pool

the game with FAST  
50-SECOND PLAYING TIME!

SEE IT AT  
**FRANK SWARTZ SALES COMPANY**  
515-A Fourth St., South  
NASHVILLE, TENN.

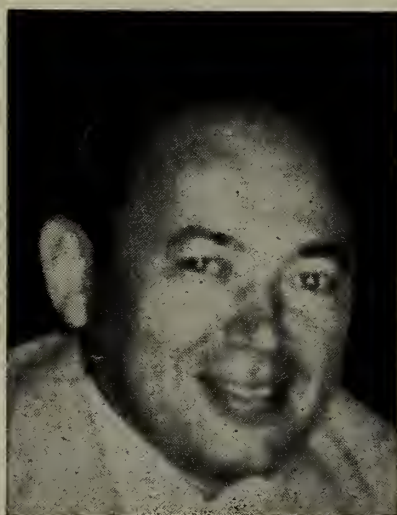


# Jubilee Singer Visits Runyon Sales



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

## Miami's Third Annual Banquet In Final Stages Of Preparation



W. M. BLATT

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

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

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

# DON'T FORGET

# TO COME IN AND SEE



GENCO'S NEW

# Shuffle Pool

the game with FAST 50-SECOND PLAYING TIME!

## TARAN DISTRIBUTING COMPANY

3401 N. W. 36th St. MIAMI, FLA.

90 Riverside Ave. JACKSONVILLE, FLA.

**Brand New MAMMOTH SNAP-ACTION PINS MORE THAN DOUBLE SIZE OF FORMER PINS!**

# 10<sup>TH</sup> FRAME

SHOOTS ON AS LONG AS PLAYER "STRIKES" To Score Double or Triple!!!

OPTIONAL 0 to 9 MATCH SCORING!

## Keency's 6-PLAYER PACEMAKER

with 4 SCORE CARDS FOR ANY TYPE PLAY!

**KEY** in front of game switches from regular to match play of discretion of operator or location attendant.

PLAYER CAN ALSO SCORE DOUBLE OR TRIPLE IN THE 3rd - 5th - 7th and 10th FRAMES!

J. H. Keency & Co., Inc.  
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

WRITE-WIRE-PHONE YOUR Keency DISTRIBUTOR!

THE BIG PUSH IS ON WITH Keency's PACEMAKER SIZES: 8 FEET OF 9 FEET

HINGED FRONT DOOR FOR EASY SERVICING!  
READY WITH IMMEDIATE DELIVERY!

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# ACCLAIMED EVERYWHERE

## Rock-Ola COMET

The Original 120 Selection Phonograph



ROCK-OLA MANUFACTURING CORPORATION  
800 NORTH KEDZIE AVENUE, CHICAGO 51, ILLINOIS

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**DON'T FORGET TO COME IN AND SEE**



**GENCO'S NEW**  
**Shuffle Pool**

the game with **FAST 50-SECOND PLAYING TIME!**

**COMMERCIAL MUSIC CO.**  
1501 Dragon St.  
DALLAS, TEXAS  
901 E. Houston St.  
SAN ANTONIO, TEXAS

**HOT DOG!**



**GENCO'S NEW**  
**Shuffle Pool**

the game with **SENSATIONAL MOVING REFLECTED-LIGHT BALLS!**

SEE IT AT  
**H. B. BRINCK**  
827 E. Front St.  
BUTTE, MONT.

**THRU THE COIN CHUTE**

**CALIFORNIA CLIPPINGS**  
**LOS ANGELES**

Much interest has been created by the Amusement Park Show which will be held in Chicago starting Nov. 29. Many local boys will be in the windy city for the show. Bryant Herren, General Manager of Auto-Photo Company announces that they will be on hand to display their newest Auto Photo machines. Van Natten, sales manager for the firm, recently returned from his Eastern business trip and is also getting ready for the event. . . . Bob Bever, local Dan Stewart Company manager, is the happiest guy in town over the fact that they have been reappointed Rock-Ola distributors for Southern California. He says they are anxiously awaiting first shipments to fill the many orders they have already taken for the new "Comet Fireball." . . . Coinrow suffered a great loss recently when Ray Price died from cancer. Ray was well known in the area. He was employed by Al Cohn and had also worked for Frank Robinson of R & H Amusement Company. . . . Lou Wolcher of Advance Automatic Sales, San Francisco was in town this past week. Lou and Charley Robinson of C. A. Robinson and Co. were seen taking in the night spots during his visit. Charley now has United's new "Rio" in-line, fast action game, displayed on his showroom floor. He says that all the ops are particularly impressed with the extra scores, extra balls and attractive ball return features. . . . Heinz Heddergott, western representative for National Rejectors, Inc., spent a few days in his office after returning from his Canadian hunting trip then dashed off again on a business trip to the Rocky Mountain territory. He plans to cover Colorado, Idaho and Montana before returning to California.

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

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

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

**THRU THE COIN CHUTE**

**DALLAS DOINGS**

Clark Richardson of Borger says that business is good. He is stocking up on United Shuffle Alleys. . . . Paul McCarty of Dumas is increasing his route. . . . Hugo Joeris of Amarillo says that his boy is ill. We are hoping for a speedy recovery. . . . Rudy Kimbell of Amarillo is increasing his route. . . . Carl Casperson, credit manager of Commercial Music, is recovering from a siege of pneumonia. . . . Jack Eskew's dog, a greyhound had six new pups. . . . Frank Mencuri, sales manager of Chicago Coin, has been in Dallas this week visiting the folks at S. H. Lynch. . . . Speedy Walker of Waco was in town this week bemoaning the loss of Baylor to the University of Houston. . . . Benny McDonald of Forth Worth says that his business is good and his farm out of Forth Worth is doing well. . . . Boyd Dixon of Shawnee, Okla., a former customer of Lynch, was in town visiting this week. . . . A. C. Hughes, Walter Wiggins of McKinney, and E. L. Certain, Jr., are back from Washington where they attended the McCarran Bill hearings. . . . Mr. and Mrs. Wiggins came home by way of New York where they had a wonderful vacation. . . . Coinmen offering condolences to the family of Jess Henderson, who died this past week.

# **The Coin Machine Industry**

## **GOES TO THE NAAPPB CONVENTION**

### **So.....They've Asked**

# **The Cash Box**

## **TO RUN A SPECIAL SECTION**

### **In The DECEMBER 5 Issue**

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## **ADVERTISING DEADLINE**

### **Wednesday**

# **NOVEMBER 25**

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WITH GENCO'S NEW

# Shuffle Pool

the game with FAST 50-SECOND PLAYING TIME!

SEE IT AT

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855 No. Broad St.  
PHILADELPHIA, PA.



# HOT DOG!

GENCO'S NEW

# Shuffle Pool

the game with SENSATIONAL MOVING REFLECTED-LIGHT BALLS!

SEE IT AT

**GENERAL VENDING SALES CO.**  
245 W. Biddle St.  
BALTIMORE, MD.

## THRU THE COIN CHUTE

### EASTERN FLASHES

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

All of the local games manufacturers will be exhibiting at the forthcoming convention of the NAAPPB (outdoor show), as will Mike Munves, the "Arcade King." Many games distributors, operators and arcade men also advise they're going to attend. Will make this the largest assemblage of members of the games division of the coin machine industry since it ran its own show some years back. . . . We entered the showrooms of Al Simon, Alfred Simon, Inc., this week, and it looked shockingly empty. Al smilingly told us that he just had to send out his floor samples on Genco's "Shuffle Pool"; and ChiCoin's "Round The World Trainer" and "Advance Bowler." However, deliveries coming along, and Al expected to be able to put samples out on the floor again. . . . Nat Cohn, Riteway Mfg. & Sales, displayed his "3-D Theatre" machines on the floor. They're simply breathtaking in beauty and design. Also sneaked a look at some of those bathing beauties—mmmmmmmm. Kiddie "3-D Theatre" same type cabinet, but one foot lower to allow the moppets to view pics. Has a cut-out of a clown on top. . . . Harry Rosenberg, Double-U Sales, Baltimore, Md., in town for a few days with the missus. Ostensibly for a short vacation, but, naturally, Harry had to visit his coin friends along coinrow. . . . Hymie Koepfel, Koepfel Distributing, out again with the truck, picking up music machines. On the way thru Washington, D. C., Hymie stopped off to visit with the family of Ted Keve, who died last week, and offer his condolences.

The winner in the local Wurlitzer-Frankie Laine contest is a 17 year old girl, Patty Bross. Paul Brenner, local dj presented the miss on his TV program, Friday, November 20. Joe Young and Abe Lipsky, Young Distributing, appeared on the program and presented the girl with a check for \$100 (sectional prize). Sectional winners have submitted their record dubs, and the business of picking the winner is now underway. . . . The trade offering its condolences to Lester Klein, one of the industry's old-time ops, on the death of his wife, Thursday, Nov. 12. . . . Sam Goldsmith and Leo Willens, Capitol Projector, in confab with Ed Ravreby of Boston, Mass. Ed has become one of the leading figures in the kiddie ride biz, acting as consultant to operators. Goldsmith tells us of the fantastic success being enjoyed by Charlie Rubinstein in his new arcade on 8th Ave. and 42nd St., with his 16 or 17 Capitol movie machines, both regular and 3-D. . . . Meyer Parkoff (Atlantic-New York Corp.) and his wife, relaxing in Miami Beach for a fast 10 day holiday. Harry Rosen, who would like to spend the winter in Miami Beach, just can't get away. Maybe for the Xmas holiday week, Harry? . . . Barney (Shugy) Sugerman (Runyon Sales Co.) and wife, Mollie, still talking about the wonderful time they had on their recent trip to the west coast, and the most gracious people they met there. . . . The peppy and ever-smiling "Senator" Al Bodkin breezes thru coinrow, prior to attending the board of directors meeting of the music operators association, leaving all with whom he comes in contact, in a happy relaxed mood. "The good-will ambassador of the coin machine industry" should get an annual retainer—he's worth any amount. . . . George Ponsler, business manager for the Associated Amusement Machine Operators of N. Y., advises more than 400 tickets have already been sold for its 4th Annual Banquet being held at the Latin Quarters on Sunday night, Dec. 20. Looks like about 500 will go before show time. . . . Dave Stern and Bob Slifer, Seacoast Distributors, settling down to some fast action now that orders piling up for Rock-Ola's new "Comet" phono.

## THRU THE COIN CHUTE

### UPPER MID-WEST MUSINGS

Gil Roenhild, serviceman for Anchor Amusement Co. of Minneapolis, hobbling into the locations now making his service calls. The reason is that Gil broke his leg playing football. . . . In the Twin Cities doing some public relations work was Dave Miller prexy of Essex records. . . . Hank Vangen of Minneapolis made a trip into North Dakota after ducks and he and his party had no trouble bagging their limit. . . . Herman Fisher of Aberdeen, S. D., is recuperating at home from an operation which was performed some time ago at the Vets Hospital in Sioux Falls, S. D. Making the trip in the same plane to the Minnesota-Iowa football game were Charles Webber, Webber Music Company; Sol Nash, Twin City Novelty Company; and Harold Lieberman and Lew Rubin of the Lieberman Music Company all of Minneapolis.

Don Thraen of New Ulm, Minn., is managing a route in and around New Ulm, Minn. Don had been associated for several years with his father Ray Thraen of Tracy, Minn., in the Tracy Sales Company. . . . Clayton Norberg of the C & N Sales company of Mankato, Minn., reports that when he went out duck hunting that the ducks were too elusive for him and that he was not able to bag any. . . . Newell Benson, manager of the Omaha office of the Atlas Music Company was fatally injured in a plane crash Saturday, Nov. 14th. Newell was returning from a football game when the crash occurred. . . . Recent visitors to the Twin Cities were Jerry Hardwig of St. Cloud, Minn.; Frank Mager of Grand Rapids, Minn.; A. A. Cluseau of Grand Rapids, Minn.; Joe Totzke of the Totzke Music Company, Fairmont, Minn.; L. P. Wilbur of Duluth, Minn.; Hugh May, National Specialty Company of Eau Claire, Wis.; Frank Coubal of Bloomer, Wis.; Elgin McDaniel of Wadena, Minn.; Pete Wornson of Mankato, Minn.; Mr. and Mrs. Ralph Harvey of Mitchell, S. D.; Harry Galep of Menomonie, Wis.; Pete Vanderhyde of Dodge Center, Minn.; and Amos Miller of Spooner, Wis.

## Nebraska Music Guild To Hold 2 Day Meet December 5 & 6

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

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

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

to present it to the entire group and get their opinion."

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

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

Members are invited to bring their wives and families.

# THRU THE COIN CHUTE CHICAGO CHATTER

Starting with Thanksgiving, this week, the holiday season gets under way. The year races to its end. The time has come when all should pause and look back. Reminiscence. Recount the events of the past months of '53. There's so much to be thankful for this Thanksgiving. This was a great year. A boom year. A year of real progress. A year of greater growth. A year when many new faces appeared in the trade. And many also faded away. Yet all should give thanks. Sincerely. Fervently. That the Thanksgivings yet to come will never be worse. That the years, which seem to be rushing down on all in the field with such breakneck speed, will be just as kind and fruitful as was this year. That the few weeks yet left to this year will be pleasurable. The entire industry should bow its collective head in silent prayer, for all the good things that it has enjoyed, and for all the good things that have come into being, this Thanksgiving of 1953.

Our selection for the best marathon dancing couple, Don and Nancy Moloney. With the very pretty and charming Nancy wearing Jimmy Tatler's key and chain on the dance floor of the Pump Room, in the arms of Donald Moloney. A sight that caused us to grieve for our long lost youth. . . . This week, Nate Gottlieb had a joke told to him, instead of telling one. And Nate liked it. So, if you can catch him between those long distance phone calls, ask him to tell it to you. . . . Operators from almost everywhere reported to be waiting for "the cold weather" which always crowds the locations. Seems between the opening of the hunting season and the mild weather, many have lost much play. Not to mention, of course, the start of the holiday season. . . . Bill De Selm celebrated his birthday this past week by shooting a round of golf in the low 90's. Which is grand golf for Billy—who has been consistently in the high (but we mean HIGH) 90's. . . . Herb Oettinger won the double championship over at United this year. Champ golf player. Champ gin player. To celebrate his winning the golf championship, Herb bought a set of "pro" Wilson woods. Claims he now never drives under 300. (What everyone wants to know is: "300 what?")

Ray Riehl gets younger looking every time we see him. . . . Sol Gottlieb getting ready to attend the amusement ops affair in Noo Yawk. Sol always likes to meet the boys at these dinners. . . . George Jenkins, after seeing the statement he made here last week, said: "I'm learning to embroider. So I can make that into a motto for my bedroom wall." . . . Thanks to Max Hurvich of Birmingham who said over the long distance phone, "The Cash Box is the real operators' magazine." . . . Bill FitzGerald of AMI came up with a lulu of a story this past week. Ask him to tell you what happened to the big game hunter when they served him peanuts at a party. . . . Les Rieck of Evans foresees a better year than ever ahead for all the music biz. . . . Paul Golden of La Ru Novelty having his men show the 'Front Money Guarantee' which appears in the 'End-Of-Month Inventory Issue' of The Cash Box. (It's in this issue.) . . . Art and Kay Weinand two very worried and anxious parents all this past week when their son, Georgie Weinand, who's the little boy you see riding the Exhibit Kiddie Rides in Exhibit's ads, started hemorrhaging a few days after a tonsilectomy. But so badly that the doctors were called while Art and Kay packed Georgie in ice. Georgie's alright now. And both Art and Kay very much relaxed.

Art Weinand advises that Exhibit will show Roy Rogers' \$18,000.00 saddle (the one he used for the "Tournament of Roses") at Exhibit's booths at the NAAPPB show. . . . Ralph Sheffield out on the road talking things over with Genco distribs. And rushing in those orders for more of the "Shuffle Pool" games to Avron Gensburg and Sam Lewis, who report, "We're getting backlogged." . . . George Kozy of ABT a very busy man getting all set for the Park Show at the Sherman Hotel. . . . With Mrs. Paul Huebsch very ill, Paul was forced to stay home, and help take care of their three children. But Paul reported this past week that Mrs. Huebsch feeling much better. He's back at the Keeney factory working twice as hard to try and catch up. . . . There'll be more factory roadmen visiting 'round the nation in '54. Maybe something like the old days all over again. As business gets ever more competitive. . . . Charles (Little Jimmy) Johnson of Globe Distributing agrees, "It's what's in 'The Cash Box' that counts'. And that," Jimmy says, "goes for everything."

Charley Kagel phones us from St. Loo to locate someone 2,000 miles away. Says he, "I knew 'The Cash Box' would know." . . . Occupying a ringside table at the Chez: Herb Oettinger, Bill De Selm, Ray Riehl, Mort Weinberger, Gil Kitt and Bob Shaeffer. . . . Johnny Ruggiero of "The Jones Boys" writes to advise that the firm all back of "The Jones Boys" song which is published by George Pincus' music firm. "That's our song," is the way John puts it. . . . Al Tholke, Ken Sheldon and Johnny Casola phone the United factory from Noo Ohleans to tell about the big attendance at their Service School. . . . Jack Nelson on his way to Miami to grab that big order quick. Jack never let's any grass grow under his feet. . . . Ray F. Jones and Bill Erskine pass thru Our Town after quail hunting down in southern Illinois. And form the "Ale & Quail Club." To join the club you've got to be a good shooter and a hardy drinker. . . . Love to read that South Dakota Phono Ops' Bulletin which is sent to all members by Harold Scott. It's homey.

Seems like Mike Imig of Yankton, S. D. is making like Eddie Cantor. Mrs. Imig just gave birth to a girl. That makes five girls for the Imig menage. . . . Archie La Beau has gone on TV with the Rock-Ola "Comet" phono and is creating quite an amount of attention in the Twin Cities. Phono looks very fine on the TV screen. . . . Ralph Nicholson, Bally roadman, named to handle Harold Lieberman's territory: Minn., Ia., Neb., North and South Dak., in addition to Indiana. . . . Williams' new Kiddie Ride will be seen at the Park Show. In the meantime, Sam Stern of Williams, very much thrilled that more ops switching to 10c pinball play. . . . Bill O'Donnell returned from Jake Dobkin's Alan Sales Co. showing of new building in Wheeling, W. Va. with a stack of orders this high. In addition, he reported, the Bally Service School held during the showing had the largest attendance ever yet. Over 85 operators were present to hear Bally's engineers. . . . The "Co-Op Club," of which Lou Casola of Rockford is Chairman, is getting lots of nice comment from well known ops 'round the state. . . . Lyn Durant busier than ever at United's experimental factory. (Can this mean something new?) . . . Story of Dave Russell and J. W. (Patty) Conklin re: Canadian Nat'l Exhibit and Bally kiddie rides is something to read. (Should give one weekly tabloid lots of food for tho't).

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LOS ANGELES 6, CALIF.

## CHICAGO CHATTER

Scores were lower than ever at the Chicago Phono Bowling League this past week. But you can't blame the bowler. Blame Selman Schultz, Clarence Goldberg and Margaret Kraft of Decca. Who came into the Fireside Bowl with their newest sexsational singer, Pat Morrissey. And had Pat taking pics with all the boys present. No wonder they were weak. And scores were low. Anyway, it seems this visit helped the Decca-Coral team, who took two games from Melody Music, with Frank Tutomase scoring a 507 series and Leo Sochacki 481, while the best Melody could do was Al Hofeler's score of 437. . . . Bill Nyland returned, after five weeks in the hospital, and came thru with a 468 series. This plus Mabel Mankins' 469 (HIGH for the Women) and Jerry Mankins' 454 for Western Automatic was enough to chop down the Coven team for two games, even the Frank Lantz of Coven scored a 441. . . . It took B&B to cool off the hot Mercury team. With Warren Paradee better known as "Fireball Bunk") scoring a 465 and Marino Pieroni getting hot with a 495 Mercury bowed for two games, even tho Irv Cairo scored a 482 and Fred Sipiora a 489. . . . Ray Gallet zoomed in with a 497 and Paschke took Gillette to the cleaners for all three games. . . . Julius Mohill figured "this is the night." And came thru with a 453. So Star took ABC for three games. Friend Bob Gnarrow still in a rut, only scoring a 449 series. . . . Biggest upset of the night: Atlas Music took Oomens for two games! Jack ("I took my pills tonight") Madigan came thru with 466 and "Marvelous" Morrie Minkus a 445. And even tho Carl Latino was hot with a 554, HIGH for the Men, Johnny Oomens with 534 and Isabel Oomens low with 404, Atlas was just too, too much for the Oomens! . . . It's getting closer to the end . . . so if you want to see some great bowlers in action . . . better get out this Monday nite and visit the 12-team Chicago Automatic Phono-graph Bowling League.

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ALL CLASSIFIED ADVERTISING CLOSSES WEDNESDAY NOON AT The Cash Box, 26 W. 47th St., New York 36, N. Y.

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## CLASSIFIED ADVERTISING SECTION

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CLASSIFIED ADVERTISING SECTION

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

FOR SALE—Wall Box Bargains! Wurlitzer Model 5204 (104 selections) \$75; AMI (40 selections) \$12.50; Rock-Ola (20 selections) \$5; Packard (24 selections) \$5; Seeburg (5-10-25c) \$25; Seeburg (5c) Postwar, \$7.50. Authorized Seeburg Distributors. W. B. DISTRIBUTORS, INC., 1012 MARKET ST., ST. LOUIS, MISSOURI.

FOR SALE—Distributor's stock of new Wurlitzer Phonograph parts for Model 1100 and older. Distributor's cost \$3300. Will sacrifice entire lot for \$750. Detailed inventory sent on request. CAIN-CAILLOUETTE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 5-5635.

FOR SALE—5 AMI Model B, \$310 each; 2 Genco Sky Gunners, \$250 each; 4 for 25c semi-automatic camera, \$195. All equipment in A-1 condition. RELIABLE COIN MACHINE CO., 184-188 WINDSOR ST., HARTFORD, CONN.

FOR SALE—Silver Chest, like new, \$275; Golden Nugget \$125; Jumping Jax \$90; Genco 400, \$80; Dale Gun \$60; Chicago Coin Pistol \$95; Mutoscope Sky Fighters \$125; Chicago Coin 4 Player Derby \$225; Big Bronco, very clean, \$495; Evans Horse Race Wheel, write; Chicago Coin Super Jet, used, \$495; Metal Typer, very clean, \$345; Pop Corn Sez \$49.50; Funny House Mirrors, write; Jungle Joe \$150; Genco Sky Gunner, like new, \$285; Chicago Coin Band Box (New) \$225. Shuffle Alleys—United 4 Player Formica Top \$85; United 5 Player Formica Top \$100; United 6 Player Formica Top \$115; United 6 Player DeLuxe \$135; United 6 Player Super \$195; United 10th Frame \$285; United 10th Frame (Matched) \$300; United Cascade \$325. Bingos—Bally Spot Lite \$135; Bally Bright Spot \$150; Bally Frolics \$225; Bally Atlantic City \$250; Bally Palm Beach \$275; Bally Beauty \$360; Keeney Lite-A-Line \$65; Williams Long Beach \$139.50; United ABC \$50; Universal 5 Stars \$49.50. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

FOR SALE—Bingo Games—Music Boxes—6 Player Bowlers—One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and refinished and ready for location. Call—write for your needs. PARKWAY MACHINE CORP., 715 ENSOR ST., BALTIMORE 2, MD. Tel.: EAsTern 7-1021.

MISCELLANEOUS

NOTICE — Phonograph Motors Rewound—Any make of split-phase Juke Box Motor rewound \$4.00. No Extras. \$4.00 is all you pay. Mailing list 4,000 Juke Box Operators \$35. CAROLINA ELECTRIC CO., P. O. BOX 125, MATTHEWS, NORTH CAROLINA. Tel.: 2711.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WEBster 1-1121.

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

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—Christmas Gift—Executive Sportster simulated Alligator with smart 52 x 68 Wool O' The West Robe. Write for circular. WESTERN DISTRIBUTORS, 1226 SOUTH-WEST 16th AVE., PORTLAND 5, OREGON.

NOTICE—Want service mechanic for Pin Games, Music, and Cigarette machines; now employ six mechanics. PENNSYLVANIA VENDING CO., 1822 CARSON ST., PITTSBURGH 3, PA. Tel.: HEMlock 1-9900.

NOTICE—Outdoor Barbeque Cook-N-Wagon—see Miller's High Life ad. To Operators and Distributors delivered any place in United States for \$89.50. BUDGE WRIGHT'S WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND, OREGON.

MINIMUM FRONT MONEY REQUIRED BY JUKE BOX OPERATORS

Minimum Front Money Required by Juke Box Operators Each Week From Their Locations on All Types of Automatic Phonographs to Assure Complete Amortization is Based on THE CASH BOX' "CONFIDENTIAL PRICE LISTS"

AIREON

Table with 2 columns: Model Name and Price Per Week. Includes Fiesta, '48 Coronet, '49 Coronet.

AMI

Table with 2 columns: Model Name and Price Per Week. Includes Model A, Model B, Model C, Model D-40, Model D-80, Model E-40, Model E-80, Model E-120.

EVANS

Table with 2 columns: Model Name and Price Per Week. Includes Jubilee, Century.

MILLS

Table with 2 columns: Model Name and Price Per Week. Includes Throne Of Music, Empress, Constellation.

PACKARD

Table with 2 columns: Model Name and Price Per Week. Includes Manhattan.

ROCK-OLA

Table with 2 columns: Model Name and Price Per Week. Includes 1422, 1426, 1428 (Magic-Glo), 1432 (Rocket), 1434, 1436 (Fire-Ball), 1438 (Comet).

SEEBURG

Table with 2 columns: Model Name and Price Per Week. Includes 9800 Hi-Tone, 8800 Hi-Tone, 8200 Hi-Tone, 146, 147, 148, M100A, M100B, M100C, HF-100-G.

WURLITZER

Table with 2 columns: Model Name and Price Per Week. Includes 750, 780, 800, 850, 950, 1015, 1080, 1100, 1250, 1400, 1600, 1500.

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

Notice: All minimum front money requirements are based on The Prices That Appear in each month's "End-Of-Month Inventory Issue" in "The Confidential Price Lists" of "The Cash Box."

Notice!

YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX"

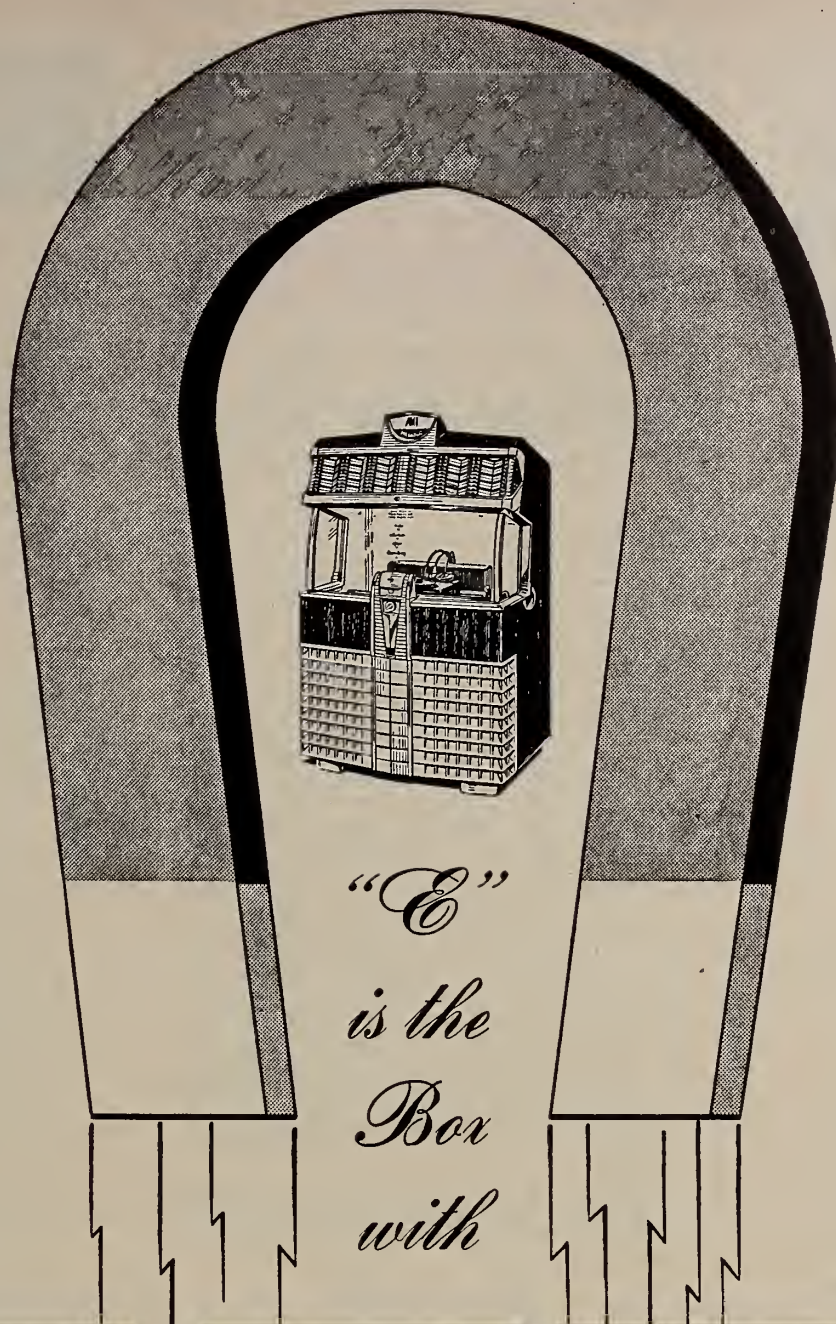
Your Deposit is GUARANTEED

AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX

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





*"E"*  
*is the*  
*Box*  
*with*

# "GET!"

**THE PUBLIC GETS:** 120 Perfect Selections, Eye Level Program, One Button Play, Thrilling Tone and Virtuosity.

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

**THE OPERATOR GETS:** Instant Jump in Take, Uninterrupted Performance, Ability to Interest Top Spots.

**AMi** *Incorporated*

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

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



**NUMBER OF EACH MACHINE OWNED  
VALUE OF MACHINES HERE**  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

### AIREON

4. Fiesta	25.00	35.00
4. '47 Hideaway	40.00	49.50
4. '48 Coronet 400	25.00	35.00
4. '49 Coronet 100	25.00	39.50

### A M I

4. WM Wall Box	14.50	20.00
2* Model A '46	169.00	250.00
2* Model B '48	269.50	310.00
4* Model C	289.00	375.00
2. Model D-40	425.00	550.00
3. Model D-80	550.00	650.00

### BUCKLEY

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

### MILLS

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

### PACKARD

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

### ROCK-OLA

4. Playmaster '46	35.00	49.50
4* 1422 Phono ('46)	60.00	95.00
4. 1424 Phono (Hideaway)	49.50	69.50
4. 1426 Phono ('47)	89.50	150.00
2. 1428 Magic Glo	199.50	269.50
4. 1432 Rocket ('51)	239.50	295.00
4. 1434	329.50	395.00
2. Fireball	585.00	650.00
6. 1501 Wall Box	3.00	4.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
6. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
6. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

### SEEBURG

6. Hi-Tone 9800	29.50	49.50
6. Hi-Tone 9800 RC	29.50	49.50
6. Hi-Tone 8800	29.50	49.50
6. Hi-Tone 8800 RC	29.50	49.50
6. Hi-Tone 8200	29.50	49.50
6. Hi-Tone 8200 RC	29.50	49.50
4. 146S	75.00	89.50
4* 146M	89.50	115.00
4. 147S	90.00	135.00
4* 147M	99.50	135.00
4. 148S	135.00	175.00
4. 148M	145.00	185.00
4* 148ML	159.50	215.00
4* M-100A	425.00	549.50
4* M-100B	565.00	695.00
4. M-100C	785.00	825.00
4. W1-L56 Wall Box 5c	4.95	9.95
4. 3W2 Wall-a-Matic	6.95	10.00
4. W4L-56	20.00	35.00
4. 3W5-L56 Wall Box 5, 10, 25c	18.50	24.50
4. W6L-56-5/10/25 Wireless	22.50	29.50
4. 3W7-L-56	25.00	34.50
6. Tear Drop Speaker	12.50	17.50

←TOTAL NO. TOTAL VALUE→

## THIS WEEK'S USED MACHINE QUOTATIONS

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

### How To Use "The Confidential Price Lists"

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

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

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

#### EXPLANATION

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

**NUMBER OF EACH MACHINE OWNED  
VALUE OF MACHINES HERE**  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

### PHONOGRAPHS (Cont.)

#### WURLITZER

6. 750E	29.50	49.50
6. 780M Colonial	29.50	49.50
6. 780E	29.50	49.50
4. 800	29.50	69.00
4. 850	29.50	69.50
4. 950	29.50	79.50
4* 1015	90.00	165.00
4. 1017 Hideaway	75.00	110.00
1* 1100	195.00	275.00
1* 1080	99.50	175.00
2. 1250	265.00	325.00
4. 1400	495.00	575.00
4. 2140 Wall Box	5.00	25.00
4* 3020 Wall Box	10.00	19.50
4. 3025	5.95	6.00
4. 3031 Wall Box	4.00	9.95
4. 3045 Wall Box	5.00	20.00
4. 3048	29.50	32.50
4. 4820	32.50	35.00
4. 219 Stepper	7.50	19.50

←TOTAL NO. TOTAL VALUE→

**NUMBER OF EACH MACHINE OWNED  
VALUE OF MACHINES HERE**  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

### PHONOGRAPHS (Cont.)

#### MISCELLANEOUS

4. ChiCoin Band Box	75.00	100.00
4. Chicago Coin Hit Parade	45.00	59.50
4. Ristocrat	29.50	39.50
4. Williams Music Mite	35.00	100.00
4. Evans Constellation	169.50	189.50
7. Evans Century-100	585.00	625.00

←TOTAL NO. TOTAL VALUE→



Manufacturers and date of game's release listed.  
Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit;  
(Ge) Genco; (Got) Gottlieb; (Re) Keeney; (Un)  
United; (Wm) Williams.

4. ABC (Un 3/51)	50.00	90.00
2. Across the Board (Un 9/52)	95.00	150.00
4. Ali Baba (Got 6/48)	20.00	34.50
4. Alice (Got 8/48)	19.50	29.50
1. All Star Basketball (Got 1/52)	99.50	115.00
4. Aquacade (UN 4/49)	20.00	39.50
4. Arcade (Wm 11/51)	99.50	135.00
4. Arizona (Un 4/50)	24.50	45.00
4* Atlantic City (B 5/52)	199.50	335.00
4. Baby Face (Un 12/48)	20.00	39.00
6. Ballerina (B 48)	10.00	24.50
4. Banjo (Ex 3/48)	10.00	45.00
4. Bank-A-Ball (Got 5/50)	29.50	35.00
4. Barnacle Bill (Got 8/48)	25.00	34.50
2. Basketball (Got 10/49)	40.00	49.50
1* Beach Club (B 2/53)	395.00	475.00
1* Beauty (B 11/53)	325.00	395.00
4. Be Bop (Ex 3/50)	49.50	65.00
4. Bermuda (CC 11/47)	20.00	45.00
4. Big Hit (CC 7/52)	139.00	159.00
4. Big Top (Ge 2/49)	45.00	64.50
4. Black Gold (Ge 3/49)	29.50	59.50
6. Blue Skies (Un 11/48)	19.50	24.50
2. Bolero (Un 12/51)	105.00	125.00
4. Bomber (CC 3/51)	29.50	40.00
6. Bonanza (Wm 11/47)	12.50	29.50
6. Bone Head (Ge 11/48)	25.00	34.50
4. Boston (Wm 5/49)	25.00	39.50
4. Bowling Champ (Got 2/49)	20.00	45.00
4. Bowl League (Got 8/47)	10.00	29.50
2* Bright Lights (B5/51)	99.50	145.00
4* Bright Spot (B 11/51)	125.00	220.00
6. Broadway (B 6/51)	89.50	99.50
4. Buffalo Bill (Got 5/50)	27.50	37.50
4. Buccaneer (Got 10/48)	20.00	34.50
6. Build Up (Ex 2/48)	15.00	25.00
4. Buttons & Bows (Got 3/49)	20.00	32.50
2* Cabana (Un 3/53)	295.00	475.00
4. Camel Caravan (Ge 6/49)	47.50	69.50
4. Caravan (Wm 6/52)	79.50	105.00
4. Campus (Ex 2/50)	29.50	37.50
4. Canasta (Ge 7/50)	25.00	40.00
4. Carnival (B 7/48)	10.00	49.50
4. Carolina (Un 3/49)	22.00	39.00
6. Caribbean (Un 3/48)	15.00	25.00
4. Catalina (CC 2/48)	10.00	35.00
4. Champion (B 12/49)	29.00	49.50
2. Champion (CC 6/49)	20.00	29.50
1. Chinatown (Got 10/52)	135.00	165.00
4. Cinderella (Got 3/47)	10.00	29.50
6. Circus (Ex 8/48)	19.50	39.50
2* Circus (Un 8/52)	175.00	295.00
4. Citation (B 10/48)	19.50	42.50
4. College Daze (Got 8/49)	29.50	45.00
3* Coney Island (B 9/51)	134.50	225.00
4. Contact (Ex 10/48)	19.50	45.00
2. Control Tower (Wm 3/51)	40.00	69.50

←TOTAL NO. TOTAL VALUE→

**NUMBER OF EACH MACHINE OWNED**  
**VALUE OF MACHINES HERE**  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

**PINBALL GAMES (Cont.)**

1. Coronation (Got 11/52)	135.00	155.00
4. County Fair (Un 9/51)	59.50	79.50
4. Crazy Ball (CC 7/48)	20.00	45.00
4. Crossroads (Got 5/52)	110.00	135.00
2. Cyclone (Got 5/51)	105.00	120.00
2. Dallas (Wm 2/49)	35.00	44.50
6. De Icer (Wm 11/49)	49.50	59.50
2. Dew Wa Ditty (Wm 6/48)	20.00	30.00
2. Domino (Wm 5/52)	95.00	135.00
4. Double Action (Ge 1/52)	25.00	45.00
2. Dbl. Feature (Got 12/50)	40.00	89.00
2. Dbl. Shuffle (Got 6/49)	45.00	65.00
4. Disk Jockey (Wm 11/52)	145.00	165.00
4. Dreamy (Wm 2/50)	29.50	40.00
7. Dude Ranch (B 9/53)	459.50	495.00
4. Eight Ball (Wm 1/52)	100.00	125.00
6. Entry (B '47)	19.50	29.50
4. El Paso (Wm 11/48)	29.50	39.50
4. Fairway (Wm 6/53)	175.00	185.00
4. Fighting Irish (CC 11/50)	45.00	75.00
4* Five Star Univ. (5/51)	49.00	79.00
4. Floating Power (Ge 12/48)	29.50	44.50
2. Flying High (Got 2/53)	145.00	175.00
4. Flying Saucers (Ge 12/50)	35.00	45.00
4. Football (CC 8/49)	39.50	65.00
4. Four Corners (Wm 12/52)	125.00	150.00
4. Four Horsemen (Got 9/50)	49.50	69.50
2. Four Hundred (Ge 5/52)	80.00	225.00
4. Four Stars (Got 6/52)	99.50	135.00
4. Freshie (Wm 9/49)	30.00	45.00
4* Frolics (B 10/52)	225.00	335.00
2* Futurity (B 3/51)	50.00	140.00
2. Georgia (Wm 7/50)	30.00	45.00
4. Gin Rummy (Got 2/49)	29.50	42.50
4. Gizmo (Wm 8/48)	19.50	35.00
4. Glamour (Got 7/51)	20.00	30.00
6. Glider (Ge 8/49)	29.50	39.50
4. Globe Trotter (Got 11/51)	119.50	135.00
4. Gold Cup (B 4/48)	29.50	55.00
4. Golden Gloves (CC 7/49)	25.00	39.50
4* Golden Nugget (Ge 2/53)	99.50	175.00
6. Gondola (Ex 5/49)	19.50	25.00
4. Grand Award (CC 1/49)	35.00	45.00
4. Grand Slam (Got 4/53)	137.50	175.00
6. Grand Stand (B '50)	39.50	49.50
4. Guys-Dolls (Got 5/53)	164.00	225.00
4. Handicap (Wm 6/52)	99.50	129.50
2. Happy Days (Got 7/52)	125.00	140.00
4. Happy-Go-Lucky (Got 3/51)	100.00	125.00
4. Harvest Moon (Got 12/48)	29.50	39.50
4. Harvest Time (Ge 9/50)	35.00	55.00
4. Harvey (Wm 5/51)	65.00	85.00
4. Hawaii (Un 8/47)	15.00	45.00
4. Hayburner (Wm 6/51)	69.50	75.00
4. Hit Parade (CC 2/51)	27.50	29.50
2. Hit & Runs (Ge 3/51)	30.00	40.00
4. Hit 'N' Runs (Got 4/52)	125.00	145.00
4. Holiday (CC 12/48)	19.50	45.00
4. Holiday (Ke 12/51)	125.00	175.00
2. Hong Kong (Wm 9/51)	85.00	110.00
4. Horsefeathers (Wm 1/52)	79.50	99.50
4. Horse Shoe (Wm 12/51)	79.50	109.50
4. Hot Rods (B '49)	25.00	40.00
4. Humpty Dumpty (Got 10/47)	10.00	29.50
4. Jack 'N' Jill (Got 4/48)	15.00	20.00

←TOTAL NO. TOTAL VALUE→

**NUMBER OF EACH MACHINE OWNED**  
**VALUE OF MACHINES HERE**  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

**PINBALL GAMES (Cont.)**

4. Jalopy (Wm 8/51)	85.00	95.00
2. Jamboree (Ex 5/48)	19.50	30.00
4. Jeanie (Ex 6/50)	29.50	50.00
4. Jockey Special (B 11/47)	15.00	45.00
4. Joker (Got 11/50)	25.00	40.00
4. Judy (Ex 7/50)	29.50	45.00
4* Jumping Jacks (Ge 10/52)	90.00	150.00
4. Just 21 (Got 1/50)	15.00	35.00
4. K. C. Jones (Got 11/49)	39.50	75.00
4. King Arthur (Got 10/49)	20.00	29.50
4. King Cole (Got 5/48)	20.00	29.50
4. King Pin (CC 12/51)	50.00	115.00
4. Knockout (Got 1/51)	45.00	69.00
4. Lady Robin Hood (Got 1/48)	19.50	29.50
4. Leaders (Un 10/51)	135.00	175.00
4. Lite-A-Line (Ke 6/52)	65.00	79.50
1. Long Beach (Wm 7/52)	99.50	139.50
1. Lucky Inning (Wm 5/50)	25.00	45.00
4. Lucky Star (Got 5/47)	15.00	24.50
2. Mad. Sq. Garden (Got 6/50)	65.00	75.00
4. Magic (Ex 11/48)	19.50	29.50
4. Majors '49 (CC 2/49)	27.50	45.00
4. Major League Baseball (Un 6/48)	20.00	45.00
4. Manhattan (Un 2/48)	10.00	17.50
4. Majorettes (Wm 4/52)	85.00	99.50
4. Mardi Gras (Ge 5/48)	24.50	29.50
4. Marjorie (Got 7/47)	14.50	20.00
4. Maryland (Wm 4/49)	29.50	49.00
4. Merry Widow (Ge 6/48)	24.50	29.50
4. Melody (B 47)	15.00	25.00
4. Mercury (Ge 3/50)	25.00	34.50
4. Mermaid (Got 6/51)	69.00	125.00
6. Mimi (Ex 2/48)	10.00	20.00
1. Minstrel Man (Got 3/51)	40.00	65.00
4. Monterey (Un 5/48)	10.00	29.50
4. Moon Glow (Un 11/48)	20.00	29.50
4. Morocco (Ex 10/48)	19.50	22.50
4. Niagara (Got 12/51)	110.00	145.00
2. Nifty (Wm 12/50)	50.00	69.00
6. Nudgy (B 47)	15.00	22.50
6. Oasis (Ex 10/50)	10.00	19.50
6. Oklahoma (Un 5/49)	35.00	64.50
6. Old Faithful (Got 12/49)	65.00	75.00
4. Olympics (Wm 5/52)	125.00	150.00
4. One Two Three (Ge 10/48)	34.50	45.00
2* Palm Beach (B 7/52)	250.00	350.00
4. Paradise (Un 7/48)	12.50	29.50
4. Paratrooper (Wm 8/52)	95.00	125.00
4. Pin Bowler (CC 6/50)	29.50	49.50
4. Pinch Hitter (Un 5/49)	15.00	29.50
4. Pinky (Wm 9/50)	25.00	39.50
4. Play Ball (CC 1/51)	25.00	35.00
6. Play Boy (CC 5/47)	19.50	24.50
4. Playland (Ex 8/50)	20.00	49.50
4. Playtime (Ex 8/49)	30.00	45.00
4. Puddin' Head (Ge 10/48)	25.00	39.50
4. Punchy (CC 12/50)	25.00	40.00
4. Quarterback (Wm 10/49)	19.50	29.50
1. Quartet (Got 2/52)	140.00	165.00
4. Queen of Hearts (Got 12/52)	175.00	200.00
4. Quintet (Got 3/53)	175.00	190.00
4. Rag Mop (Wm 10/50)	35.00	45.00
4. Rainbow (Wm 9/48)	19.50	22.50
4. Ramona (Un 2/49)	20.00	39.00
6. Rancho (B '48)	10.00	17.50
6. Rawhide (Ex 12/52)	49.50	55.00

←TOTAL NO. TOTAL VALUE→

**NUMBER OF EACH MACHINE OWNED**  
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**PINBALL GAMES (Cont.)**

4. Red Shoes (Un 11/50)	39.50	60.00
6. Rio (Un 12/46)	15.00	20.00
6. Rip Snorter (Ge 10/49)	14.50	22.50
4. Rocket (Ge 5/50)	25.00	39.50
2. Rockettes (Got 8/50)	30.00	85.00
4. Rodeo (Un 2/53)	259.50	275.00
4. Rondevoo (Un 5/48)	15.00	24.50
1. Rose Bowl (Got 10/51)	90.00	135.00
4. Round Up (Got 11/48)	24.50	39.50
2. St. Louis (Wm 2/49)	30.00	44.50
7. Saddle and Turf (Ev 10/53)	350.00	385.00
6. Sally (CC 10/48)	10.00	20.00
4. Samba (Ex 5/48)	19.50	29.50
4. Saratoga (Wm 10/48)	29.50	39.50
4. Screwball (Ge 8/48)	24.50	35.00
4. Sea Jockeys (Wm 11/51)	125.00	150.00
6. Sea Isle (CC 11/47)	14.50	19.50
4. Select-A-Card (Got 4/50)	29.50	55.00
4. Serenade (Un 11/48)	19.50	34.50
4. Shanghai (CC 4/48)	19.50	27.50
2. Shantytown (Ex 10/49)	50.00	85.00
2. Sharpshooter (Got 5/49)	35.00	45.00
4. Shoo-Shoo (Wm 2/51)	32.50	95.00
6. Short Stop (Ex 7/48)	20.00	29.50
2. Shoot the Moon (Wm 11/51)	99.50	120.00
4. Show Boat (Un 1/49)	10.00	20.00
4. Show Boat (Un 12/52)	250.00	325.00
2. Silver Skates (Wm 2/53)	115.00	145.00
6. Silver Streak (B 47)	10.00	20.00
4. Singapore (Un 11/47)	10.00	29.50
4. Skill Pool (Got 8/52)	165.00	185.00
2. Slugfest (Wm 3/52)	75.00	139.00
6. Smarty (Wm 12/46)	10.00	17.50
6. Smoky (Ex 1/47)	12.50	19.50
6. Snooks (Wm 6/51)	49.50	79.00
2. South Pacific (Ge 2/50)	30.00	69.00
4. Spark Plugs (Wm 9/51)	69.50	99.50
4. Special Entry (B '47)	29.50	35.00
6. Speedway (Wm 9/48)	19.50	29.50
4. Spinball (CC 5/48)	10.00	19.50
4. Spot Bowler (Got 10/50)	65.00	95.00
2* Spot-Lite (B 1/52)	95.00	195.00
2. Sportsman (Wm 2/52)	45.00	59.50
4. Sportsman (Wm 2/52)	49.50	59.50
4. Springtime (Ge 3/52)	49.50	59.50
6. Stage Door Canteen (Got 11/45)	10.00	25.00
4. Stardust (Un 5/48)	15.00	39.00
4. Stars (Un 6/52)	100.00	185.00
1. Starlight (Wm 3/53)	135.00	145.00
2. Steeple Chase (Un 1/52)	115.00	135.00
2. Stop & Go (Ge 3/51)	40.00	59.50
6. Stormy (Wm 1/48)	24.50	35.00
4. Summertime (Un 9/48)	25.00	34.50
4. Sunny (Wm 12/47)	10.00	29.50
2. Sunshine Park (B 12/52)	85.00	135.00
4. Super Hockey (CC 4/49)	34.50	59.00
6. Superliner (Got 7/46)	10.00	17.50
6. Superscore (CC 10/46)	10.00	24.50
6. Surf Queen (B '46)	10.00	19.50
6. Suspense (Wm 2/46)	14.50	20.00
6. Swanee (Ex 1/49)	25.00	35.00
4. Sweepstakes (Wm 1/52)	145.00	195.00
4. Sweetheart (Wm 5/50)	29.50	39.50
4. Tahiti (CC 10/49)	25.00	35.00
4. Tampico (Un 6/49)	39.50	64.50
4. Telecard (Got 1/49)	24.50	49.00
6. Temptation (CC 11/48)	15.00	24.50
4. Tennessee (Wm 2/48)	19.50	29.50
4. Thing (CC 2/51)	29.50	45.00
4. Three Feathers (Ge 5/49)	32.50	64.50

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**PINBALL GAMES (Cont.)**

4. Three Four Five (Un 6/51)	75.00	95.00
4. Three Musketeers (Got 7/49)	59.50	64.50
4. Thrill (CC 9/48)	29.50	35.00
4. Times Square (Wm 4/53)	165.00	190.00
6. Tornado (Wm 4/47)	12.50	17.50
4. Touchdown (Un 1/52)	69.50	99.50
4. Trade Winds (Ge 3/48)	25.00	29.50
6. Treasure Chest (Ex 12/47)	14.50	30.00
4. Trinidad (CC 3/48)	15.00	35.00
6. Triple Action (Ge 1/48)	25.00	35.00
4. Triplets (Got 7/50)	50.00	75.00
4. TriScore (Ge 1/51)	25.00	69.00
6. Trophy (B 4/48)	39.50	69.50
4. Tropicana (Un 1/48)	10.00	29.50
4. Tropics (Un 7/53)	369.50	400.00
4. Tucson (Wm 1/49)	22.50	45.00
2. Tumbleweed (Ex 9/49)	45.00	55.00
2* Turf King (B 6/50)	35.00	85.00
2. Twenty Grand (Wm 12/52)	125.00	145.00
4. Utah (Un 7/49)	29.50	59.00
4. Vanities (Ex 2/47)	10.00	19.50
6. Victory Special (B 46)	19.50	39.50
4. Virginia (Wm 3/48)	20.00	29.50
4. Watch My Line (Got 9/51)	49.50	65.00
4. Whizz Kids (CC 3/52)	75.00	105.00
4. Wild West (Got 8/51)	125.00	135.00
2. Winner (Univ.)	20.00	75.00
4. Wisconsin (Un 3/48)	20.00	45.00
2* Yacht Club (B 6/53)	269.50	410.00
6. Yanks (Wm 4/48)	15.00	25.00
4. Zingo (Un 10/51)	95.00	115.00

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**SHUFFLE REBOUNDS (Cont.)**

4. Keeney 4 Play League	75.00	137.50
4. Keeney 4-Way Bowl	35.00	40.00
4. Keeney 6-Player	125.00	195.00
4. Keeney 10 Play	229.50	335.00
4. Keeney Club Bowler	385.00	400.00
4. Keeney Super DeLuxe	195.00	225.00
4. Keeney Team Blr.	225.00	265.00
4. Rock-Ola Shuffle Jungle	24.50	35.00
4. Rock-Ola Shuffle-Lane	24.50	35.00
4. Un. Official Bowler	184.00	250.00
4. Un. Shuffle Alley	15.00	20.00
4. Un. Shuffle w/con.	29.50	69.50
4. Un. Shuffle Alley Exp.	27.50	39.50
4. Un. 2-play Express	29.50	45.00
4. Un. Sin Rebound	30.00	45.00
4. Un. Twin Rebound	35.00	39.50
4. Un. Slugger	35.00	55.00
4. Un. Skee Alley	50.00	65.00
4. Un. 4-Player Match	190.00	235.00
4* Un. 4-Player	50.00	125.00
4* Un. 5-Player	169.50	145.00
4* Un. 6-Player	115.00	150.00
4* Un. DeLuxe 6-Player	125.00	195.00
1* Un. Super 6-Play	195.00	265.00
4. Un. Clover	350.00	390.00
4. Un. Liberty	349.50	375.00
4. Un. Cascade	325.00	375.00
4. Un. Classic	425.00	450.00
4. Un. Olympic	395.00	425.00
4. Un. Manhattan	395.00	425.00
4. Un. Manhat. 6 Play	245.00	265.00
4. Un. Star 6-Play	245.00	295.00
4* Un. 10th Frame Star	245.00	350.00
4. Un. 10th Frame Super	264.50	300.00
4. Un. Shuffle-Cade	79.50	95.00
4. Un. Twin Shuffle Cade	75.00	85.00
4. Univ. Dbl. Shuffle	29.50	40.00
4 Univ Super Twin	45.00	55.00
4. Univ. DeLuxe Twin	65.00	85.00
4. Univ. Twin Bowler	35.00	45.00
4. Univ. HiScore Bowler	30.00	55.00
4. Williams DeLuxe Bowler	30.00	34.50
6. Williams Twin Shuffle	29.50	45.00
4. Williams Dbl Head	35.00	60.00

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1. Bally Shuffle-Line	35.00	75.00
4. Bally Hook Bowler	29.50	69.50
4. Bally Baseball	35.00	50.00
6. Bally Shuffle Champ	35.00	39.00
6. Bally Shuffle-Bowler	24.50	29.50
4. Bally Speed Bowler	34.50	49.50
4. ChiCoin Bowl-A-Ball	165.00	200.00
4. ChiCoin Bowling Twin	35.00	49.50
4. ChiCoin Bowling Alley	29.50	55.00
4. ChiCoin Alley w/con	30.00	45.00
4. ChiCoin Ace Bowl	39.50	49.50
4. ChiCoin Bowl Classic	35.00	60.00
4. ChiCoin Horseshoes	45.00	65.00
6. ChiCoin Rebound	25.00	45.00
4. ChiCoin Baseball	35.00	49.00
4. ChiCoin Trophy	35.00	59.50
4. ChiCoin 6 Player	95.00	150.00
4. ChiCoin 6 Player Match	220.00	295.00
4. ChiCoin 6 Play Hi Score	125.00	175.00
4. ChiCoin 6 Player DeLuxe	195.00	299.50
4. ChiCoin 6 Play 5th Frame	425.00	450.00
4. ChiCoin 10th Frame	195.00	285.00
4. ChiCoin 10th Frame Match	325.00	350.00
2. ChiCoin Crown	345.00	400.00
2. ChiCoin Name Bowler	325.00	340.00
4. ChiCoin Triple Score	395.00	405.00
4. ChiCoin Double Score	375.00	385.00
4. Exhibit Strike	25.00	39.50
4. Exhibit Twin Rotation	145.00	195.00
4. Genco Shuffle Target	30.00	49.50
6. Genco Bowling League	24.50	45.00
5. Genco Baseball	25.00	39.50
4. Genco 8 Player Reb'd	60.00	79.50
4. Genco Target Skill	30.00	50.00
4. Gottlieb Bowlette	15.00	40.00
4. Keeney ABC Bowler	15.00	25.00
4. Keeney Bowling Champ	10.00	35.00
4. Keeney King Pin	29.50	39.50
6. Keeney Pin Boy	24.50	39.50
4. Keeney Ten Pins	15.00	24.50
6. Keeney Lucky Strike	35.00	50.00
4. Keeney Dbl Bowler	35.00	79.50
4. Keeney League Bowl	75.00	139.50
4. Keeney Duck Pins	15.00	65.00
4. Keeney Super Deluxe League	195.00	225.00
4. Keeney DeLuxe League Bowler	145.00	175.00
4. Keeney Big League Bowl	85.00	129.50

←TOTAL NO. TOTAL VALUE→

4. ABT 6 Gun Rifle Range	450.00	600.00
6. Allite Strike 'N Spares	25.00	50.00
4. Boomerang	40.00	45.00
4. Bally Big Inning	75.00	150.00
6. Bally Bowler	49.50	69.50
6. Bally Convoy	47.50	79.50
4. Bally Defender	59.50	125.00
6. Bally Eagle Eye	39.50	49.50
4. Bally Heavy Hitter	35.00	60.00
6. Bally King Pin	35.00	45.00
6. Bally Lucky Strike	35.00	50.00
4. Bally Rapid Fire	75.00	95.00
6. Bally Sky Battle	49.50	85.00
6. Bally Torpedo	49.50	85.00
4. Bally Undersea Raider	75.00	125.00
6. Bank Ball	35.00	45.00
4. Bing-A-Roll	25.00	50.00
4. Champion Hockey	35.00	55.00
4. ChiCoin Basketball Champ	125.00	195.00
4* ChiCoin 4-Player Derby	100.00	225.00
4. ChiCoin Goalee	85.00	95.00
4. ChiCoin Hockey	55.00	75.00
2. Chi Midget Skee	65.00	150.00
2. ChiCoin Pistol	75.00	95.00
6. ChiCoin Roll-A-Score	39.50	75.00
4. Edelco Pool Table	49.50	75.00
2. Evans Bat-A-Score	115.00	165.00
6. Evans Ski Roll	90.00	125.00
4. Evans Super Bomber	45.00	125.00
4. Evans Play Ball	65.00	75.00
4. Evans Ten Strike '46	40.00	75.00
4. Evans Tommy Gun	49.50	95.00
4* Exhibit Dale Gun	49.50	65.00
4. Exhibit Gun Patrol	150.00	175.00
4. Exhibit Jet Gun	185.00	200.00
4. Exhibit Pony Express	85.00	135.00
4. Exhibit Silver Bullets	79.50	139.50
2. Exhibit Six Shooter	125.00	150.00
4. Exhibit Vitalizer	45.00	75.00
4. Genco Glider	25.00	45.00
4. Genco Advance Rolls	39.50	59.50
6. Genco Play Ball	29.50	40.00
6. Grotchen Met. Typer	79.50	149.50
2. Genco Sky Gunner	250.00	285.00
4. Hi Roll	25.00	40.00

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**ARCADE EQUIPMENT (Cont.)**

6. Irish Poker	50.00	65.00
6. Jack Rabbit	50.00	65.00
4. Jungle Joe	95.00	150.00
4. Keeney Air Raider	75.00	90.00
4. Keeney Anti Aircraft B1	15.00	35.00
4. Keeney Sub Gun	75.00	90.00
4. Keeney Texas Leaguer	25.00	45.00
4. Kirk Night Bomber	49.50	75.00
4. Lite League	35.00	49.50
4. Mills Panoram Peek	159.50	250.00
4. Mills Panoram	95.00	225.00
6. Mills Conv. for Panoram Peek	10.00	29.50
4. Mutoscope Ace Bombers	100.00	145.00
4. Muto. Atomic Bomber	125.00	149.50
4. Mutoscope Dr. Mobile	95.00	145.00
4. Mutos. Fly. Saucers	100.00	150.00
4. Mutos. Photo. (Pre-War)	125.00	250.00
4. Mutos. Photomatic (late)	395.00	595.00
4. Mutoscope Silver Gloves	185.00	245.00
4. Mutoscope Sky Fighter	65.00	125.00
2. Mutos Voice-O-Graph 35c	425.00	495.00
4. Periscope	95.00	120.00
4. QT Pool Table	65.00	85.00
4. Quizzer	75.00	95.00
6. Rockola Ten Pins HD	25.00	49.50
4. Rockola World Series	35.00	69.50
4. Scientific Baseball	39.50	65.00
4. Scientific Basketball	39.50	65.00
4. Scientific Batting Pr.	50.00	95.00
4. Scientific Pitch 'Em	135.00	195.00
2* Seeburg Bear Gun	185.00	225.00
4. Seeburg Chicken Sam	75.00	105.00
5. Seeburg Shoot the Chute	49.50	75.00
4. Set Shot Basketball	200.00	275.00
6. Skee Barrel Roll	25.00	49.50
4. Spares & Strikes	75.00	95.00
6. Skill Jump	25.00	39.50
4. Supreme Bolascare	40.00	95.00
6. Supreme Skee Roll	20.00	35.00
6. Supreme Skill Roll	20.00	35.00
4. Supreme Rocket Buster	35.00	50.00
6. Tail Gunner	39.50	55.00
4. Telequiz	125.00	165.00
4. Un. Team Hockey	40.00	85.00
6. Warner Voice Record	49.50	69.50
4. Western Baseball '39	35.00	85.00
4. Western Baseball '40	50.00	85.00
6. Whizz	15.00	24.50
4. Wilcox-Gay Recordio	99.50	125.00
4. Williams All Stars	35.00	65.00
6. Williams Box Score	39.50	65.00
4. Williams Star Series	59.50	65.00
4* Williams Super World Series	95.00	195.00
4. Williams Quarterback	65.00	75.00
4. Wurlitzer Skee-ball	35.00	65.00

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**CIGARETTE MACHINES**

4. Automatic "Smokeshop" (9 Col., 486 Cap.)	125.00	239.50
4. Du Grenier (Mod. A-7)	95.00	125.00
4. Du Grenier (Mod. A-9)	75.00	135.00
4. Du Grenier (Mod. AC-7)	85.00	140.00
4. Du Grenier (Mod. AC-9)	95.00	145.00
4. Du Grenier (Mod. E-7)	75.00	150.00
4. Du Grenier (Mod. ES-9)	85.00	155.00
4. Du Grenier (Mod. E-9)	85.00	165.00
4. Du Grenier (Mod. ES-11)	85.00	165.00
4. Du Grenier "W" (9 col.)	20.00	70.00
4. Du Grenier "S" (7 col.)	20.00	85.00
4. Du Grenier "S" (9 col.)	20.00	70.00
4. Du Grenier Champion (9 col.)	20.00	82.50
4. Du Grenier Champion (11 col.)	40.00	110.00
4. Eastern Electric C-8	75.00	125.00
4. Electro (8-col.)	100.00	215.00
4. Electro (10 col.)	200.00	250.00
4. Lehigh PX (Elec. 8 col.)	50.00	125.00
4. Lehigh PX (10 col.)	50.00	135.00
4. Lehigh King Size	65.00	125.00
4. National 750	45.00	85.00
4. National 950	45.00	125.00
4. National 930	45.00	95.00
4. National 9A (9 col.)	75.00	110.00
4. Nat. 9-ML Wheatwood	125.00	185.00

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### CIGARETTE MACHINES (Cont.)

4. National Electric	40.00	95.00
4. Rowe Diplomat (10-col.)	65.00	85.00
4. Rowe Imperial (6 col.)	25.00	30.00
4. Rowe Imperial (8 col.)	25.00	30.00
4. Rowe Royal (6 col.)	25.00	30.00
4. Rowe Royal (8 col.)	25.00	30.00
4. Rowe Royal (10 col.)	35.00	40.00
4. Rowe President (8 col.)	50.00	65.00
4. Rowe President (10 col.)	75.00	135.00
4. Rowe Crusader (10 col.)	75.00	155.00
4. Rowe Electric (8 col.)	65.00	85.00
4. Uneeda "A" (6 col.)	35.00	87.50
4. Uneeda "A" (8 col.)	35.00	65.00
4. Uneeda "A" (9 col.)	35.00	65.00
4. Uneeda "E" (6 col.)	35.00	75.00
4. Uneeda "E" (8 col.)	35.00	85.00
4. Uneeda "E" (9 col.)	35.00	65.00
4. Uneeda "E" (12 col.)	35.00	65.00
4. Uneeda "E" (15 col.)	35.00	65.00
4. Uneeda 500 (7 col.)	35.00	65.00
4. Uneeda 500 (9 col.)	35.00	65.00
4. Uneeda 500 (15 col.)	35.00	65.00
4. Uneeda Monarch (8 col.)	45.00	55.00
4. Uneeda Monarch (10 col.)	65.00	85.00
4. Uneeda Monarch (12 col.)	85.00	115.00

### CANDY MACHINES

4. Mills (5 col., 70 cap.)	10.00	39.50
4. Stoner (Mod. 102, 6 col., 102 cap.)	50.00	100.00
4. Stoner (Mod. 120, 6 col., 120 cap.)	75.00	125.00
4. Stoner (Senior, 8 col., 100 cap.)	85.00	165.00
4. Stoner (Mod. 80, 4 col., 180 cap.)	50.00	175.00
4. Stoner (Mod. 120, 5 col., 7 col.)	74.50	150.00
4. Stoner DeLuxe Theatre (8 col., 160 cap.)	75.00	200.00
4. Stoner DeLuxe Theatre (16 col., 320 cap.)	165.00	300.00
4. Martin's "Little Candy Store" (8 col., 160 cap.)	79.50	89.50
4. Coan "U-Select-It" (74 cap.)	15.00	50.00

### HOT COFFEE

4. Andico Cafe Petit, 200 cups	300.00	400.00
4. Bert Mills Coffee Bar, 200 cups	150.00	200.00
4. Bert Mills Coffee Bar, 600 cups	200.00	300.00
4. Bert Mills Coffee Bar, 500 cups	300.00	450.00
4. Chief-Way, Model 100, cap. 400-600	625.00	675.00
4. Hot-O-Mat Comb. Hot Coffee-Choc., 600 cups	250.00	300.00
4. U-Select-It Hot Coffee, 600 cups	350.00	425.00

### CARBONATED DRINK

4. Drink-O-Mat, single flavor, 5c, 1000 cups	200.00	275.00
4. Drink-O-Mat, 3 flavor, 5c, 1000 cups	425.00	475.00
4. Drink-O-Mat, 4 flavor, 5c, 1000 cups	500.00	525.00

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### CARBONATED DRINK (Cont.)

4. Lyons #1400, single flavor, 5c	425.00	450.00
4. Lyons #1400-2F	450.00	550.00
4. Lyons Model 500, 5c single	150.00	250.00
4. Mills, Automatic Fountain, 400 cups	125.00	200.00
4. Mills, Automatic Fountain, 400 cups, without changemaker	100.00	110.00
4. Soda Shoppe	1000.00	1100.00
4. Spacarb single 5c, 1000 cups	175.00	250.00
4. Spacarb 3 Unit 5c, 1000 cups	400.00	550.00
4. Spacarb 4 Unit 5c, 1000 cups	600.00	650.00
4. Super Vend 3 flavor, 600 cup A-1	150.00	300.00
4. Super Vend 3 flavor, 600 Cup A-2	200.00	350.00

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### NON-CARBONATED DRINK

4. American Simplex, single flavor, 5c, 200 cups	100.00	125.00
4. Refreshomat, 5c, 10c 300 cups	100.00	300.00

### CAN DRINK

4. Juice-Bar, 6 sel., 600 cans	325.00	450.00
4. Refresher, 3 sel., 300 cap cap.	400.00	500.00

### ICE CREAM VENDORS

4. Vendo "Dairy-Vend" 203 Bar Capacity	250.00	350.00
4. Rowe "Ice Cream Vendor" (Ice Cream Sandwiches or "Pops"), 200 cap.	350.00	475.00

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## Manufacturers New Equipment

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

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

Challenger (Counter Model Gun)	\$ 65.00
Rifle Sport, 3 and more Guns, plus complete ranges of various types	\$1,408.25

#### AMI, INCORPORATED

AMI "E"-40 Phonograph	\$795.00
AMI "E"-80 Phonograph	925.00
AMI "E"-120 Phonograph	1,050.00
W-8 5-10-25c-Wall Box	89.50
W-120 5-10-25c-Wall Box	99.00
HS-80 Hideaway	775.00
HS-120 Hideaway	885.00
AMIVOX Speaker	27.50

#### AUTO-PHOTO CO.

Auto-Photo	\$2,545.00
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#### BALLY MFG. CO.

The Champion (Mech. Horse)	\$1,065.00
Space Ship	1,165.00
Speed Boat	995.00
Palm Springs	699.50

#### CHICAGO COIN

Gold Cup	\$665.00
Hi-Speed Crown Bowler	625.00
Advance Bowler	615.00
'Round the World Trainer	1185.00

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

Century (Model 2045)	\$1,050.00
Jubilee (Model 245)	825.00
Jubilee (Model 278)	795.00

#### EXHIBIT SUPPLY

Big Bronco	\$ 997.50
Roy Rogers' Trigger	1,047.50
Rudolph The Red Nosed Reindeer	725.00
Pete The Rabbit	725.00
Rawhide	725.00
Space Gun	375.00
Space Patrol	1,047.50
Silent Salesman (Card Vendor)	79.50
Sea Skate	1,047.50
Western Gun	375.00

#### GENCO MFG. & SALES CO.

Shuffle Pool	\$675.00
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#### D. GOTTLIEB & CO.

Pin Wheel	\$364.50
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#### INTERNATIONAL MUTO. CORP.

Photomat '53	\$2,150.00
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#### J. H. KEENEY & CO., INC.

Electric Cigarette Vendor	\$284.50
Coin Changer Model	304.50
Pacemaker Bowler	600.00

#### MARVEL MFG. CO.

(New Model) Shuffle-Score Overhead Scoreboard	\$139.50
Wall Type Scoreboards for Shuffleboards	95.00

#### ROCK-OLA MFG. CORP.

Model 1438 "Comet Fireball" Phono. 120 Selections, 45 RPM Only	
Model 1440 "Comet Fireball" Playmaster 120 Selections 45 RPM Only	
Model 1546 "Comet Fireball" Chrome Wall Box, 120 Selections	
Model 1608 "Tone-O-Lier" 8" Chandelier Speaker	
Model 1611 "Tonette" 8" Wall Speaker with Vol. Control & Transformer Blonde or Mahog.	
Model 1906, Remote Volume Control	

#### J. P. SEEBURG CORP.

M100C (Select-O-Matic "100" phonograph)	
HM 100C (Select-O-Matic "100" R. C. Special)	
3W-1 Wall-O-Matic "100"	
MRVC-1 Master Remote Volume Control	
CVS4-8-8" Wall Speaker Ivory (Teardrop)	
CVS6-8-8" Recessed Speaker	
CVS7-12-12" Recessed Speaker	
PS6-1Z Power Supply	
ARA1-L6 Auxiliary Remote Amplifier	
AVC-1 Automatic Volume Compensator Unit	

#### UNITED MFG. CO.

Imperial Shuffle Alley	\$675.00
Royal Shuffle Alley	650.00
Rio	725.00

#### WICO CORP.

Major Leaguer (Automatic Baseball Pitcher)	\$1,295.00
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#### WILLIAMS MFG. CO.

Army-Navy	\$364.50
Pennant Baseball	479.50

#### THE RUDOLPH WURLITZER CO.

Model "1500" Phonograph	
Model "1600" Phonograph	
Model "1650" Phonograph	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5204 5c-10c-25c-Wall Box (104 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	

Genco Presents

AMERICA'S NEWEST

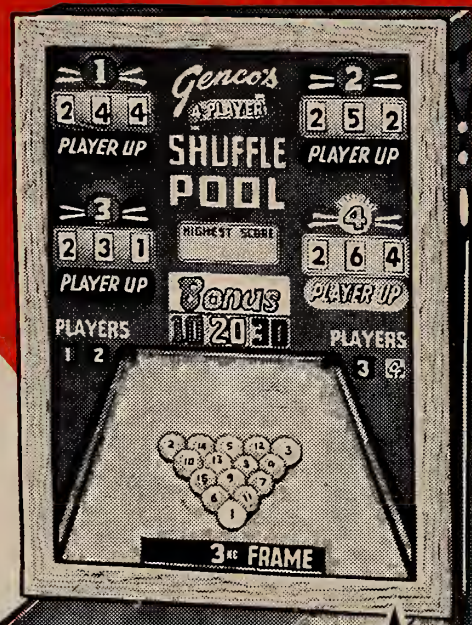
ALL-LOCATION

Amusement Rage

4 PLAYER

# Shuffle Pool

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



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

REALISTIC  
3-DIMENSION  
COLORED LIGHT  
BALLS

Move on "Break" —  
DISAPPEAR when Hit!

- EASY SERVICING THROUGHOUT
- LIFETIME FORMICA PLAYFIELD
- SIZE—8-FT.x2-FT.

See us at Booth 141  
At The Outdoor Show

Write, Wire, Phone for Full Details!

# GENCO

MANUFACTURING & SALES CO.

2621 N. Ashland Ave.,

Chicago 14, Illinois

**UNITED'S**

# RIO

with **NEW SPELL-NAME** Feature

Spell **R-I-O** for **4-IN-LINE SCORE**

(CAN ALSO SPOT NUMBERS 2-5-8)

Spell **R-I** for **3-IN-LINE SCORE**

(CAN ALSO SPOT NUMBERS 2-5-8)

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

*plus*

**TWO SPECIAL CARDS**

(FOR EXTRA IN-LINE SCORES)

**5** SELECT-EM FEATURES

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

**FOUR CORNERS SCORE**

**EXTRA TIME FEATURE**

**UP TO 3 EXTRA BALLS PER GAME  
NEW, EXTRA LARGE CASH BOX**

**E-Z SERVICE FEATURES:**

- BACK GLASS SLIDES OUT EITHER SIDE
- BACK GLASS MECHANISM TILTS FORWARD FOR EASY ACCESS
- HINGED FRONT DOOR
- HINGED BACK DOOR

**SELECTOR KNOB**

**SEE YOUR DISTRIBUTOR**

SEE UNITED'S **IMPERIAL** AND **ROYAL** SHUFFLE ALLEYS

Now at your Distributor

STANDARD PINBALL CABINET SIZE

AVAILABLE IN 2 SIZES  
8 FT. BY 2 FT  
9 FT. BY 2 FT.

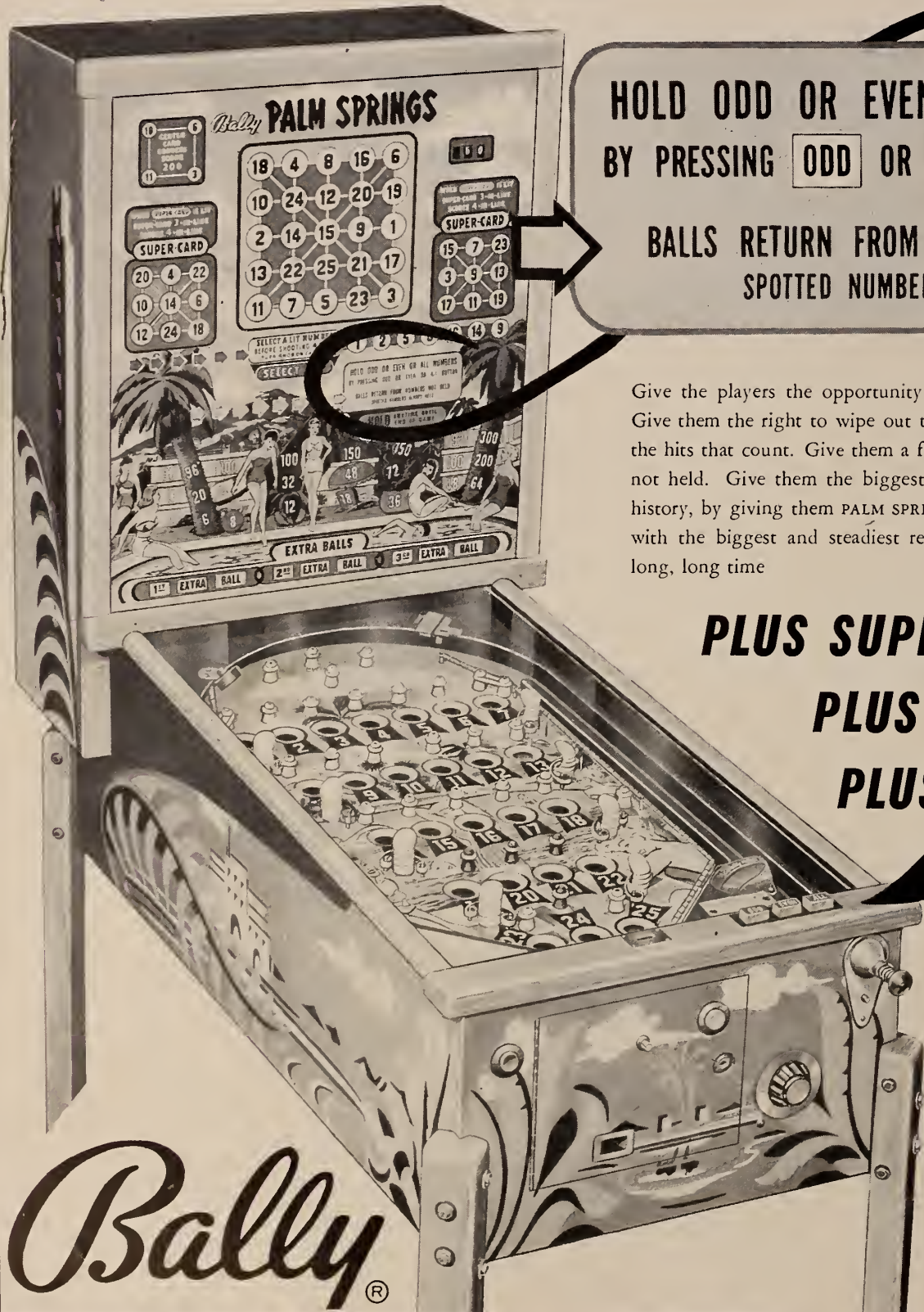
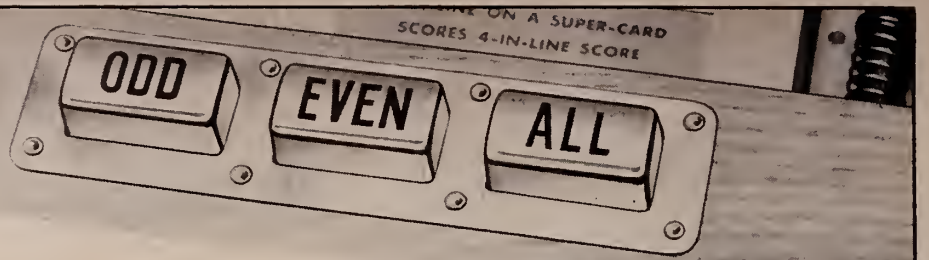


**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



# HOLD

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



HOLD ODD OR EVEN OR ALL NUMBERS BY PRESSING **ODD** OR **EVEN** OR **ALL** BUTTON

BALLS RETURN FROM NUMBERS NOT HELD  
SPOTTED NUMBERS ALWAYS HELD

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

**PLUS SUPER-CARD SCORES**  
**PLUS CORNER SCORES**  
**PLUS SELECT-A-SPOT**

**ADVANCING SCORES**  
**EXTRA BALLS**

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

**Bally**®

# PALM SPRINGS