

THE CASH BOX

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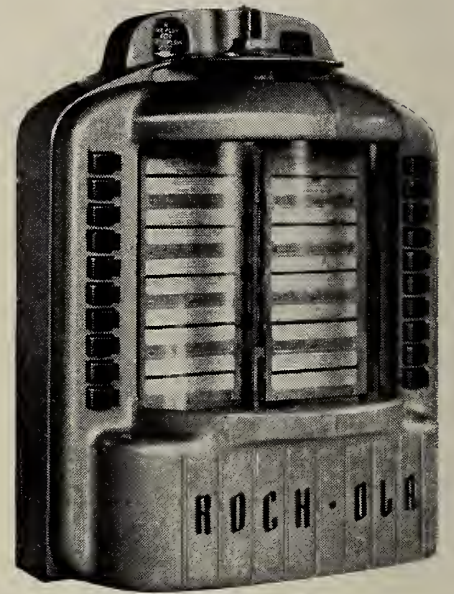
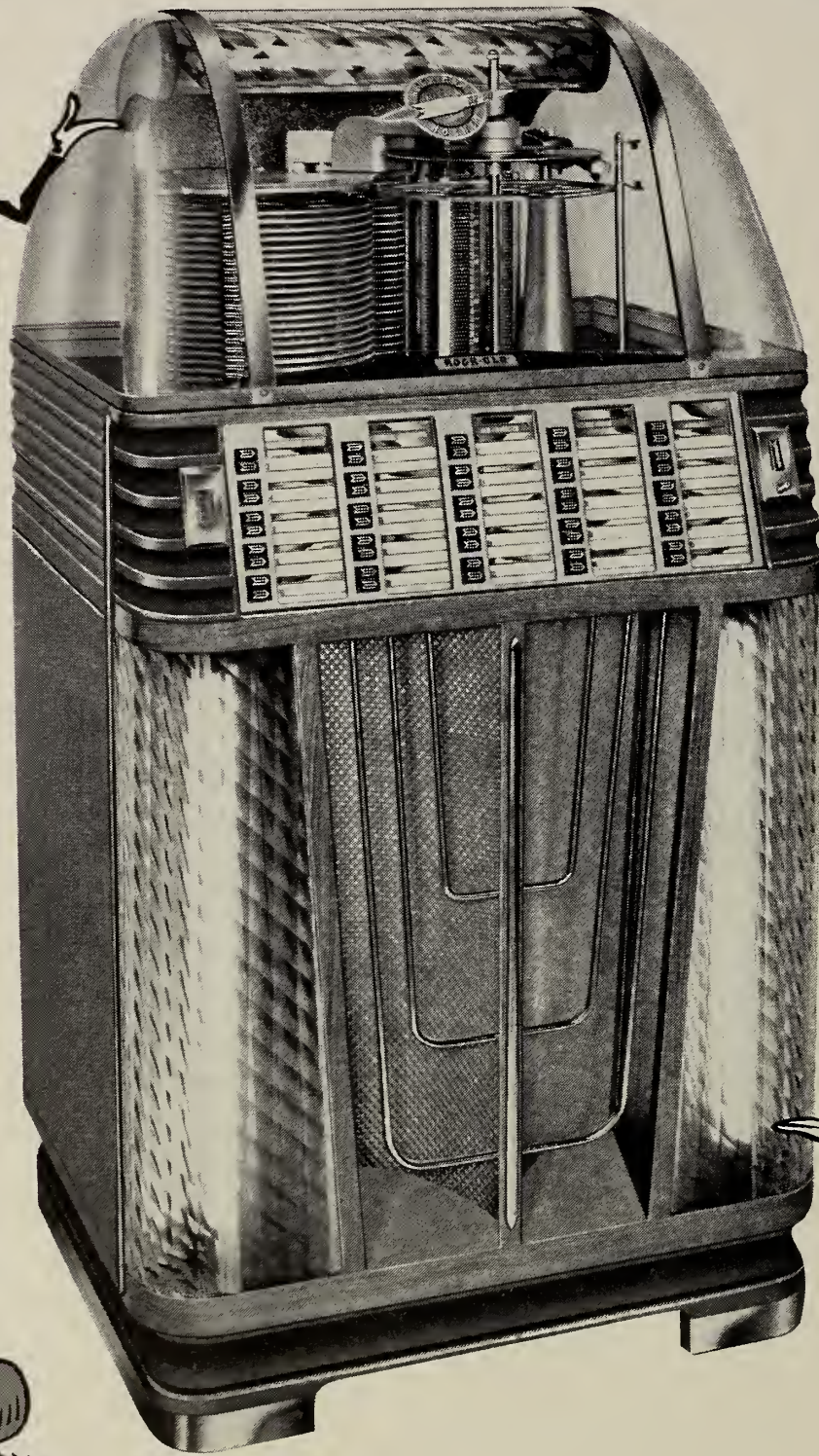
"There's a pawnshop on a corner in Pittsburgh, Pennsylvania"—and outside of it stands Guy Mitchell. Guy, whose smash Columbia recording of "Pittsburgh, Pennsylvania" keeps his record intact with a hit for almost every disk he's made, was again accompanied on this one by Mitch Miller. If Guy keeps turning out one money-maker after another, he may be singing about pawnshops, but he'll be shopping at Tiffany's.

"Brighten Your Profit Picture"

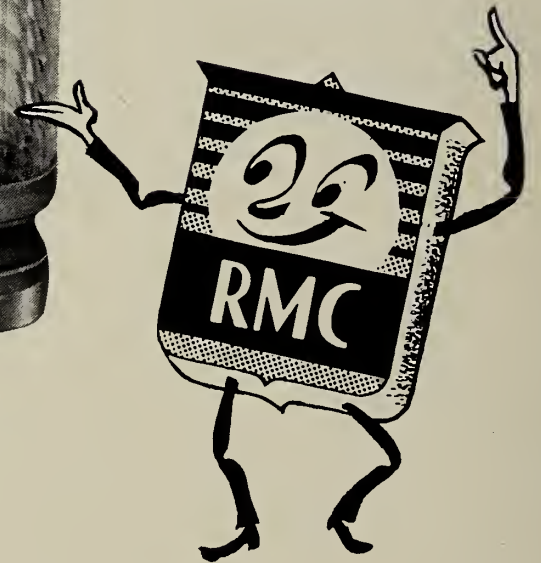
with the **ROCK-OLA** profit twins



ROCK-OLA
SUPER ROCKET
50 SELECTION
PHONOGRAPH
MODEL 1434



ROCK-OLA 50 SELECTION-3 WIRE
UNIVERSAL WALL BOX
MODEL 1542



- ★ Twin Features
- ★ Single Button Selection
- ★ Dual Title Strips
- ★ Positive Electric Accumulator
- ★ Multi-Selective Choice After Coins Deposited
- ★ Location Proven
- ★ Simple to Operate

Both designed with the operator in mind to help you make more money.

ROCK-OLA MANUFACTURING CORP.
800 North Kedzie Avenue • Chicago 51, Illinois



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THE CASH BOX covers the coin operated machines industry, and all allied to this industry in any fashion whatsoever, throughout the United States, Canada, Central and South America, Africa, Japan, Hawaii, Philippine Islands, and other Asiatic and Pacific countries, as well as certain European nations. *The Cash Box* is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to:—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others in any fashion identified with, or allied to, the coin operated music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the coin operated vending, music and amusement fields are covered by *The Cash Box*. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered by *The Cash Box*.

THE CASH BOX IS RECOGNIZED by various associations of coin machine operators throughout the United States as their "official" weekly magazine.

"THE CONFIDENTIAL PRICE LISTS"

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Scarcity of Experienced Mechanics

Starts Big Demand for

SCHOOL FOR MECHANICS

All Over Again

Almost since its very first issue *The Cash Box* has been urging the industry to create a "School For Mechanics."

This, *The Cash Box* believed then, and believes just as firmly today, is one of the most outstanding necessities for the continued prosperity and growth of the industry.

Without experienced mechanics operators cannot afford to expand their routes.

Likewise, without experienced mechanics, distributors and jobbers are forced to hold back on sales of equipment, new or used.

The fact remains that, like in all other phases of American industry today, the mechanic is "king."

It is up to him whether an operator can safely, efficiently and profitably conduct a large route of machines of all types.

It is up to him whether distributors and jobbers can afford to sell more and still more new and used machines and be assured that they will have someone on hand at all times to service the machines when such need arises.

Therefore, *The Cash Box* has urged the industry many, many times over the past years to help create a "School For Mechanics." Technically trained high school youths can further their electronics education and, at the same time, be assured a very good paying position the moment they are graduated from some centrally located trade school that will teach them the art of servicing and repairing the various types of coin operated equipment.

There are many outstanding and recognized trade schools thruout the

country that would be tremendously happy to institute a course in coin operated machines mechanics.

The majority of the manufacturers are willing to have their top engineers spend time, either during the day, preferably in the evening, to teach at such schools, so that better mechanics will be turned out for those who need them in the field.

Because of the military draft and the demand from large manufactories for well trained electronics men, coin machine operators have been consistently losing their best mechanics.

The shortage of good mechanics is now nationwide. Operators are crying because they haven't the men to service their equipment.

The Cash Box offered its services time and time again to get out around the City of Chicago's trade schools and help to arrange a course for young men who want to become mechanics.

All that is required is for those people in this field who want and need mechanics to indicate their willingness to defray part of the schooling expense and also, at the same time, assure the graduates that there will be a lucrative paying position awaiting them.

The Cash Box has also suggested the men in the industry volunteer the services of their ace mechanics so that these men will be available to teach youngsters the art of machine repairs.

It is now up to all those coinmen who are suffering from the present mechanics' shortage to advise *The Cash Box* just what they would like to do. Just what they would like to have done for them.

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

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

THE CASH BOX



R & B Gets MAJOR Treatment from Majors

The major record companies are turning their attention to the rhythm and blues field in full force.

This aspect of the record market, which until recently was completely dominated by independent firms, is now attracting the efforts of the largest diskeries.

Columbia has established a subsidiary company to better exploit the market; Decca and Coral have revitalized their rhythm and blues departments; Mercury has instituted a completely new set-up which has paid off in a number of hits; and RCA Victor, with new emphasis in the field has been turning out hot favorites, with the promise of more to come.

The independents certainly aren't taking a back seat for they still put out the majority of rhythm and blues hits—and very likely they always will—but the competition is beginning to get heavy.

Until now independents have had the field to themselves because the nature of the business favored a smaller organization. For one thing, sales in this field are much smaller. A rhythm and blues disk which reaches the 100,000 mark is a smash hit. For a pop record on a major label, that just is a fair sale.

It's very natural for a distributor of a major record company to want to concentrate on the pop market where a record has a potential sale of possibly 500,000 or in the case of a real smash 1,000,000. The profit on a 1,000,000 sale is without question considerably larger than that of ten records which sell 100,000 each.

But whenever a slump in the pop market occurs—and as in all businesses, it happens periodically—distributors begin to realize that it's better to have 10 records selling 100,000 each than no records selling a 1,000,000.

In the organizational approach to these revitalized departments, almost every major has felt that the way to deal with the rhythm and blues market is to create a separate set-up not only in A & R work but in sales as well. They understand that business in this field is done on a more personal basis which only the intimateness of a small department can handle. And furthermore, profit and loss figured on the basis of the expenses of a small department, even with a proration for the expenses of the whole company, can come to quite a favorable amount.

It's been interesting to note that the recruitment of personnel for the rhythm and blues departments of the majors has come from the only developing ground possible until now—the independents. These men for the most part have carried over the methods of business which they learned in smaller record firms and have proven that they work just as well in specialized departments of the majors.

As a matter of fact, in their methods of operation, in their approach to the market, in their reliance on the importance of personal contact, the rhythm and blues departments of the majors resemble for all the world separate little independent record companies.

With the majors concentrating in the field as they are now, the already established small diskeries have a new source of competition. But it's always been our observation that the greater competition there is, the greater are the beneficial results for everyone involved. And this applies to the rhythm and blues market also. Competition puts everyone on his toes, brings out the best possible efforts and therefore develops more first rate record productions which increase the demand, expand the market, and create an eventual greater profit for all.

Competition in the rhythm and blues field between the majors and the independents, more than in any other segment of the record business, is on an equal basis. Yet despite that, it's still not a question of the best man winning. For in this large, exciting and growing market, there's room enough for all.

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

			Pos. Last Week
1	WHEEL OF FORTUNE KAY STARR	CA-1964 (F-1964)—Kay Starr CR-60650 (9-60650)—Jimmy Scott DE-27967 (9-27967)—Arthur Prysock DE-48280 (9-48280)—Helen Humes DY-787—Sunny Gale & Eddie Wilcox O.	2
2	CRY JOHNNIE RAY	CA-1875 (F-1875)—Four Knights CR-60592 (9-60592)—Eileen Barton DE-27857 (9-27857)—Paul Chapman KI-15145—Alan Holmes LO-1169 (45-1169)—Vera Lynn	1
3	ANYTIME EDDIE FISHER	CA-1895 (F-1895)—Helen O'Connell DE-27972 (9-27972)—Sy Oliver O.	3
4	TELL ME WHY FOUR ACES	CA-1929 (F-1929)—Norman Kaye CR-60625 (9-60625)—Horace Bailey DE-27860 (9-27860)—Four Aces DE-27926 (9-27926)—Roberta Lee ME-5767 (5767 x 45)—Ralph Marterie	4
5	PLEASE, MR. SUN JOHNNIE RAY	CA-1966 (F-1966)—Les Baxter CO-39636 (4-39636)—Johnnie Ray CR-60647 (9-60647)—Georgie Auld	5
6	THE LITTLE WHITE CLOUD THAT CRIED JOHNNIE RAY	CA-1892 (F-1892)—Lou Dinning DE-27893 (9-27893)—Roberta Lee	7
7	TIGER RAG LES PAUL & MARY FORD	CA-1920 (F-1920)—Les Paul & Mary Ford	6
8	BERMUDA BELL SISTERS & HENRI RENE O.	CA-1956 (F-1956)—Ray Anthony DE-27893 (9-27893)—Roberta Lee ME-5774 (5774x45)—Jimmy Palmer	8
9	BROKENHEARTED JOHNNIE RAY	CA-1956 (F-1956)—Ray Anthony O. CO-39636 (4-39636)—Johnnie Ray	9
10	BLUE TANGO LEROY ANDERSON	CA-1966 (F-1966)—LES BAXTER DE-27875 (9-27875)—LEROY ANDERSON DE-28031 (9-28031)—GUY LOMBARDO	

11) BLACKSMITH BLUES. 12) BE MY LIFE'S COMPANION. 13) DANCE ME LOOSE. 14) SLOW POKE. 15) PERFDIA. 16) WIMOWEH. 17) HAMBONE. 18) COME WHAT MAY. 19) TULIPS AND HEATHER. 20) STOLEN LOVE. 21) PITTSBURGH, PENNSYLVANIA. 22) A GUY IS A GUY. 23) AT LAST. 24) SILVER AND GOLD. 25) AT LAST, AT LAST.



THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. WHEEL OF FORTUNE Kay Starr (Capitol)
Sunny Gale & Eddie Wilcox (Derby)
Bobby Wayne (Mercury)
2. BLUE TANGO Leroy Anderson (Columbia)
3. TELL ME WHY Four Aces (Decca)
4. CRY Johnnie Ray (Columbia)
5. AT LAST Ray Anthony (Capitol)
6. PLEASE, MR. SUN Johnnie Ray (Columbia)
7. ANYTIME Eddie Fisher (RCA Victor)
8. BROKEN HEARTED Johnnie Ray (Columbia)
9. BLACKSMITH BLUES Ella Mae Morse (Capitol)
10. BERMUDA Bell Sisters (RCA Victor)

Music publishers this week received a "Kinsey Report" of Boston disk jockeys from an anonymous sender, whom they think they know. Makes mightee interesting reading. . . Alan Curtis, formerly of WFGM, Fitchburg, Mass., now at WWNH, Rochester, New Hampshire. . . Rex Dale, WCKY, Cincinnati, Ohio, disk jockey, whose "Make Believe Ballroom" program is a heavy favorite with listeners in the Greater Cincinnati area, is no newcomer to radio. Dale started in 1937 after a tour of the nation with his own orchestra. . . Paul Munson (WAAS—Springfield, Mass.) leaving radio after ten years with the station to take on a job as advertising manager for a chain of super markets. Paul would like pics of artists for display purposes in the stores. . . Lou Barile (WKAL—Rome, N. Y.) just completed his third annual popularity poll as selected by his "Hall Of Records" listeners. Top tune is "Because Of You"; Top male vocalist Perry Como; Leading the fems is Doris Day; Ralph Flanagan led the top dance orchestras; Harry James was tops among the swing bands; and, Spike Jones led in the corn department. Up and coming stars are: female—Rosemary Clooney; male—Johnnie Ray.



ART BROWN
(WWDC—Washington, D. C.)

Art Brown of WWDC, Washington, D. C., is breeding his one horse stable "Pass Me Not" to "Tailspin," well remembered in racing circles for its victory over the highly regarded "Phalanx." The blessed event had better turn out to be a Kentucky Derby winner. Horses eat lots of oats. . . Robin Seymour (WKM—Dearborn, Mich.) had a piano carving party recently with the kids carving their initials in the studio piano. . . Ed McKenzie (WXYZ—Detroit, Mich.) leaving for a vacation in Europe on March 28th. . . Bud Brees, singing deejay of WPEN, Philadelphia, Pa., had a smash response to an announcement he made on his show. Agreeing to a sponsor's request that he make a personal appearance at the "Home Show" in Philadelphia's Convention Hall, Bud told his listeners that he would give a record to those people who come to his sponsor's booth and ask for Bud Brees. Two hours before the

advertised time, despite an admission price of fifty cents, WPEN listeners started lining up at the booth and asking for Bud. He gave away 6,000 records in two nights. . . Bud Wilson (WKBR—Manchester, N. H.) is currently featuring the "Academy Award Derby for 1951." The five songs in nomination for the Motion Picture Academy of Arts and Sciences award for the best picture tune of 1951 are featured daily on the program. Bud has asked his listeners to send in their choice and at this moment the leading tune is "A Kiss To Build A Dream On."

Chuck Wilson, deejay and Program Director of WBVP, Beaver Falls, Pa., worked an interesting gimmick with Sid Dickler, handling Sunny Gale's promotion during her week at Len Litman's Copa in Pittsburgh. Sunny was doing a one nighter at the Moose Club in Ellwood City. Sid sent along twenty-five "Wheel Of Fortune" disks to Chuck who had arranged for a big paddle wheel. Lucky folks who held the winning numbers got themselves an autographed copy of the platter. . . Pvt. Pete Dreyer, former deejay for the armed services in the states, just getting on his feet again. He was very ill and spent twenty-three days in a Tokyo Army Hospital. Gets his copy of The Cash Box all the way over in Tokyo. . . Disk jockeys can win themselves fifty dollars. All they have to do is ask their listeners to furnish a fifteen word or less reply to the query, "What is a dipsy doodle?" The deejay sends his best entree to Mike Conner, Coral Records, 48 W. 57th St., New York, before March 31st. Contest is to arouse interest in the Modernaires' recording of "The Dipsy Doodle."

Clicking...
John Greer's
"STRONG
RED WHISKEY"
and
"IF YOU
LET ME"

RCA Victor
20-4484
47-4484



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

WEEK OF MARCH 22

- Ⓢ Any Time / Never Before
Eddie Fisher 20-4359 (47-4359)*
- Ⓢ That's The Chance You Take / Forgive Me
Eddie Fisher 20-4574 (47-4574)*
- Ⓢ Blue Tango / The Gypsy Trail
Hugo Winterhalter 20-4518 (47-4518)*
- Ⓢ Tell Me Why / Trust In Me
Eddie Fisher 20-4444 (47-4444)*
- Ⓢ Tulips And Heather / Please, Mr. Sun
Perry Como 20-4453 (47-4453)*
- Ⓢ Easy On The Eyes / Anything That's Part Of You
Eddy Arnold 20-4569 (47-4569)*
- Ⓢ Bermuda
The Bell Sisters 20-4422 (47-4422)*
- Ⓢ Hambone
Phil Harris & The Bell Sisters 20-4584 (47-4584)*
- Ⓢ Three Ways Of Knowing / When You Want A Little Lovin'
Johnnie & Jock 20-4555 (47-4555)*
- Ⓢ The Gold Rush Is Over
Honk Snow 20-4522 (47-4522)*
- Ⓢ At Last / Perfidia
Glenn Miller 27-0157 (42-0157)*
- Ⓢ Down South
Spike Jones 20-4568 (47-4568)*
- Ⓢ Egbert The Easter Egg
Roy Rogers 45-5336 (47-0306)*
- Ⓢ Poor Whip-Poor-Will / Wheel Of Fortune
The Bell Sisters 20-4520 (47-4520)*
- Ⓢ Noodlin' Rag
Perry Como 20-4542 (47-4542)*

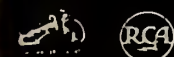
* 45 rpm cat. nos.

The stars who make the hits
are an

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA CAMDEN, NEW JERSEY



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

THE CASH BOX RECORD REVIEWS

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

"I'LL WALK ALONE" (2:54)
 "YOU'RE MY THRILL" (2:48)
 LEROY HOLMES ORCHESTRA
 (MGM 11198; K11198)

● The Leroy Holmes orchestra, with the vocal assistance of the Three Beaus and A Peep, takes a current revival and hops it up quite a bit. The result is a good end that could catch some of the plays the tune should garner. The lower half is a grand orchestrational piece that the Holmes group brings in solidly. We like the top dish.

"TO A WILD ROSE" (2:33)
 "SWEDISH PASTRY" (2:40)
 GEORGE SHEARING QUINTET
 (MGM 11199; K11199)

● The distinct sound of the George Shearing piano and quintet is shown to good advantage with a pair of interesting tunes. The top half is a simple treatment of a light but pleasant number, while the second lid displays the fancy finger work of the artist. Ops know this pianist has a big following.

"FESTIVAL" (2:41)
 "GOIN' ON A HAYRIDE" (2:35)
 THE DE MARCO SISTERS
 (MGM 11204; K11204)

● A lilting, hand clappin' ditty is taken for a happy spin by the De Marco Sisters. The girls project all of their personality and make the lid a potent one. The reverse level is another gay tune that carries a brisk bounce by the quintet and the result is a pleasurable half. Ops oughta check the first one.

"BEWARE" (2:38)
 "DON'T LAUGH AT ME" (2:34)
 RICKY VALLO
 (MGM 11203; K11203)

● A dramatic number gets a good orking by the Leroy Holmes orchestra and an equally fine reading by Ricky Vallo. The combination makes this a listenable half. The second lid is an attractive ballad that's on the receiving end of a sincere vocal by Vallo and the result is a strong waxing. Our nod goes to the flip side.

"THE GOLDEN HAIR BOY FROM THE VALLEY" (2:46)
 "APRIL SINGS" (2:39)
 BILL HAYES
 (MGM 11205; K11205)

● The big voice of Bill Hayes is used to good advantage on a slow sentimental tune on the top level. The George Bassman orchestra sets the musical mood to round out the disk. The under siding is a pleasant number that Bill works over easily with instrumental help from the Clay Warnick group. Ops should watch both lids.

"PENNYWHISTLE BLUES" (2:50)
 "BUDDY'S BLUES" (2:40)
 BUDDY DE FRANCO & QUARTET
 (MGM 11206; K11206)

● A fast moving ditty is given an instrumental going over by the Buddy De Franco Quartet. Some slick clarinet and piano playing are featured on this half. The lower portion is a slower number that Buddy handles with a good instrumental arrangement. Ops might be interested in this disk.

DISK OF THE WEEK

"SLEEPLESS" (2:45)
 "SOMEWHERE ALONG THE WAY" (2:50)

TONY BENNETT
 (Columbia 39695; 4-39695)



TONY BENNETT

● Tony Bennett's new release presents ops with a disk that can easily be the follow up to Tony's biggest "Because Of You." This new ballad is titled "Sleepless" and

it contains all of the essentials of a top money maker. It's a slow number that Tony reads expressively while the Percy Faith orchestra offers a lush musical backing. Tony's rendition has the warmth and charm to send the tune over the top. Ops oughta get on the bandwagon now. The under siding is another ballad that stacks up as a potential biggie too. This one is done in dramatic fashion too and Tony comes up with another winning performance. The Faith orchestra once again lends able assistance to the side and makes the lid a strong contender. With Tony's rendition and the material on this new disk, ops can be sure of another coin catcher.

"WHAT DOES IT TAKE" (2:40)
 "STAR GAZING" (2:56)
 HUGO WINTERHALTER ORCHESTRA
 (RCA Victor 20-4586; 47-4586)

● An infectious tune gets a Hugo Winterhalter treatment on the upper end. Johnny Parker offers one of his better vocals to make this a strong lid. The second dish presents the orchestra and chorus with a pleasant number that comes out listenable via the baton twirling of Winterhalter. Our nod goes to the top half.

"GENTLE HANDS" (2:50)
 "THESE THINGS SHALL PASS" (2:49)
 GORDON MacRAE
 (Capitol 2010; F-2010)

● A coupling of religious tunes is turned out by Gordon MacRae and the Van Alexander orchestra. Both ends are slow and pleasant numbers that are carried lightly by the vocalist and orchestra. The disk oughta get some spins and ops are urged to take a look.

"BEWARE" (2:32)
 "STOP THE MUSIC" (3:06)
 HENRI RENE ORCHESTRA
 (RCA Victor 20-4587; 47-4587)

● The upper end is a good tune that's done in a Latin tempo by the big orchestra of Henri Rene. Johnny Prophet chants the lyrics convincingly. The lower deck is a torch ballad that gets a sincere reading by Johnny and a lush orking by the Rene group. Both items look good.

"LOVE, WHERE ARE YOU NOW?" (2:10)
 "MY INTUITION" (2:08)
 JAN GARBER ORCHESTRA
 (Capitol 2012; F-2012)

● The Jan Garber orchestra wends its way through a listenable ballad on the top dish. The instrumental arrangement and the Roy Cordell vocal give the side a good sound. The under siding is a bouncy sort of item that gets a similar presentation. The band plays commercially. Ops should get the disk.

"BE ANYTHING" (2:45)
 "RIGHT OR WRONG" (2:50)
 HELEN O'CONNELL
 (Capitol 2011; F-2011)

● A gorgeous new ballad that's destined to kick off big is given first class coverage by chirp Helen O'Connell. The Harold Mooney orchestra chimes in with a good musical backdrop. The reverse end is another slow ballad that gets a fine reading by Helen who can always sell a song. The top one should grab some of the spins due the tune.

"TWO SHILLELAGH O'SULLIVAN" (3:17)
 "THE TUMBLE DOWN SHACK IN ATHLONE" (2:49)
 BING CROSBY
 (Decca 28048; 9-28048)

● Bing Crosby takes to a pair of Irish tunes on this release. Bing makes merry on the first half which is a bouncy item that's helped along by the Kingsmen and the Terry Botkin band. Flip is a pleasanat Irish aire on which Crosby and the John Scott Trotter orchestra collaborate nicely. Though St. Patrick's Day has passed this platter oughta go in the right spots.

"ST. LOUIS BLUES" (2:35)
 "PRETTY BABY" (2:43)
 BOB SCOBEY'S BAND
 (Good Time Jazz 54)

● The W. C. Handy classic is given a thorough going over by the Bob Scobey band. This Dixieland combination gives out with good listening. Again on the lower level the boys get together on a grand oldie and belt it out with much gusto. Ops who have the right places could make good use of the platter.

"SOME OF THESE DAYS" (2:45)
 "DIPPERMOUTH BLUES" (2:54)
 BOB SCOBEY'S BAND
 (Good Time Jazz 53)

● The Dixiland aggregation led by Bob Scobey makes the most of a wonderful oldie with a sock instrumental rendition on the upper lid. The same crew hammers out another beaty tune on the lower portion and winds up with a strong level. This type of music could go if placed properly.

"SO IN LOVE" (2:14)
 "INDIAN LOVE CALL" (2:44)
 ROBERTA PETERS & ROBERT MERRILL
 (RCA Victor 10-3786)

● A Cole Porter standard is presented on the top level by opera stars Roberta Merrill and Roberta Peters. The duo make pretty music and the lid could draw plenty of interest. The lower siding is another old time favorite that Merrill and Peters dish up in their ingratiating manner. Ops oughta take a look.

"CARIOCA" (3:00)
 "FLAMINGO" (2:34)
 CHICO O'FARILL
 (Mercury 8966)

● The exciting "Carioca" is belted out with a big sounding orchestra under the direction of Chico O'Farill. This oldie always makes good listening. The under end is another oldie that's carried to a listenable conclusion by the orchestra. A solid arrangement adds to the appeal of the platter. Ops oughta take a gander.

BEST BETS

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

- ★ "BE ANYTHING" Dolly Dawn Jubilee 6002
- ★ "IN SPITE OF ALL" Ruth Casey Cadillac 118
- ★ "LADY LOVE" Vaughn Monroe
RCA Victor 20-4611; 47-4611
- ★ "SO IN LOVE" Robert Merrill & Roberta Peters
RCA Victor 10-3786
- ★ "WHAT DOES IT TAKE" Hugo Winterhalter Orchestra
RCA Victor 20-4586; 47-4586

'ROUND THE WAX CIRCLE

NEW YORK:

One of the most promising vocalists we've heard in a long time is a charming young singer named Ruth Casey. Ruth made the first recording of "Cry" on the Cadillac label—and a great version it was too—and now she has two more sides for which the majors are angling; "Lonely" and "In Spite of All."



RUTH CASEY

Great things are in store for this girl. . . . Mitch Miller on a ten day vacation in Jamaica. . . . Billy Eckstine will make his fourth annual Easter appearance at the New York Paramount. . . . Hughie Winterhalter working for his ork leader dad. He's contacting deejays exploiting Hugo's disks. . . . Mercury Records held a meeting in Chicago last Saturday at which new promotion plans for current and future waxings were discussed. All field men, A & R heads, and company biggies participated in the discussions. . . . Sarah Vaughan has cut the Ruth Poll tune "Corner To Corners." Percy Faith, with a 30 piece band, accompanied the thrush. . . . Reports from Miami tell us Mary Small is a smash at Copa City. Her recording of "Romance Me" is getting a big play on deejay programs. . . . Ella Mae Morse, whose "Blacksmith Blues" is skyrocketing, is set on a string of clubs and theatres for the next three

months. . . . The Four Aces flew down to Washington, D. C., last week for a get together with V.P. Barkley and Sec'y of the Interior, Oscar Chapman re the annual Cherry Blossom Festival. The Aces' latest release, "Spring Is A Wonderful Thing," has been chosen as the official theme for the festival. . . . Decca plans to cut some sides with Morey Amsterdam. . . . Sid Ascher and Paul Brown are now managing Bobby Wayne. . . . "Honest and Truly," oldie that is currently being revived, was one of the first tune written by Fred Rose. . . . Jilla Webb now working the Vaughn Monroe show in Los Angeles. . . . Tony Bennett broke the Billy Daniels record at the "Black Magic Room" in Copa City, Miami, and then went on to break his own new record.

CHICAGO:

Carl Wayne, who was doing the selling in northern Indiana for Decca's offices here, has now taken over the firm's new branch office at 106 E. State St. in Peoria. According to "Shim" Weiner, asst midwest mgr, Decca intends to start shipping from these new Peoria offices on April 1. . . . Sunday Smith, the very gorgeous vocalovely clicking at the Towne Room in Milwaukee, writes to tell us she expects to be back in Chi soon. Wonder why someone hasn't signed her for TV? She's got the attraction power—and the voice. . . . Jimmy Martin opened a branch store at 4646 S. Cottage Grove which will serve as distrib point for the firm's Jazz & Blues labels. Paul Gill is in charge. . . . Don Belloc, who has created some well known hits, takes over as Musical Director for Job Records. Don puts it this way, "I am now 'Musical Director' of the 'Future House of Hits.'" . . . Nice card from the gal with that outstanding voice, Jilla Webb, to tell us that she's singin' with the Vaughn Monroe show right from NBC's Hollywood studios. . . . Can't get over Cee Davidson no longer at the Chez Paree. Cee was just like a tradition there. Maybe he'll now take some of the grand offers he's had from the nation's top spots. . . . Brian Farnon, formerly of the Oriental Theatre, takes over. . . . Paul Weston and his wife, Joe Stafford, arrive on the Super Chief, on their way to Noo Yawk, we're told. . . . Cutest circular seen in many and many a moon—the cross-eyed pic of Natt Hale—headlined: "When I look into your eyes—how can you possibly deny my request to keep plugging 'When I Look Into Your Eyes' by Champ Butler. (Pic so typical of Natt many here have tacked it up for realism's sake). . . . Bud Katzel, Decca's promotion man, reports that his trip with Bill Snyder to Indianapolis for a personal appearance, was highly successful. The man with the flying fingers has a big following in Indiana. . . . Hear that Dewey ('Tell 'Em Phillips Sent You') Phillips (WMBQ, Memphis) in Kennedy Veterans Hospital, after a very terrible auto accident. Dewey with both legs and arms broken.

LOS ANGELES:
Had us a visit from a guy we really had to look up to, all 6 ft. 3 inches of him. . . . Bob Savage, despite his big husky size and name, is really a much gentler soul than most singers trying hard to have their talents recognized by the public. . . . A handsome lad, Bob has a fine and interesting voice, as anyone knows who heard his first release, "Jungle" and his new one, "Confetti" and "Perfidia". . . . Bob was "discovered" by Sophie Tucker while working in a musical he'd written and is now concentrating on his singing, film acting and TV picture making. . . . Here's a guy that spent seven years in servcie—we'd thought four years was long enough—and his record of five DFC's, six Air Medals, a Bronze Star and Purple Heart indicate he was a pretty fair combat pilot. . . . Best of luck to you, Bob, and here's hoping your naturally fine voice isn't lost in the current but always dangerously passing craze for unique styles. . . . Speaking of style, have you heard what Stan Freberg has done via Capitol on "Try" his answer to "Cry".



BOB SAVAGE

Bumped into Dave Jacobs of Chappell and Williamson Publishing firms sitting friendly-like with Barney McDevitt of Robbins, Feist and Miller at the Hollywood Palladium. . . . And surprising thing each let the other get a good word in for current plug tunes, Dave working on "I Could Write A Book" and Barney on "Singing in the Rain" from film of same name. . . . RCA-Victor's Ralph Flanagan and crew really make for nice listening, we realized, even though we were traveling light that night and the boys weren't dancing. . . . Hottest dee-jays in town these days seem to be Johnny Grant, who gives forth during day at KMPC and from Palladium at night, and Larry Finley with his informal, entertaining and often informative comment, interviews and platters over KFVB from My Own Place. . . . That's the quaint monicker of the coffee and donut shop Larry's opening just a block away on the Sunset Strip from the veddy fancy Savoy Restaurant, where he'd held forth a long time.



VAUGHN MONROE

THE NOVELTY THAT IS GOING OVER WITH A BANG! TOPS FOR OPS!

HENRY JEROME

IT'S A HIT

'HOMING PIGEON'

b/w

"LET ME DREAM"

MGM 11174-78 rpm
K-11174-45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19 N.Y.

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

THE CASH BOX RECORD REVIEWS

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

"I HEAR A RHAPSODY" (2:50)
 "SERENADE IN BLUE" (2:49)

JIMMY DORSEY ORCHESTRA
 (Coral 60673; 9-60673)

● An oldie that's enjoying a big revival is given top coverage by the Jimmy Dorsey crew. With Bob Eberle offering an adequate reading this level might cash in on some of the spins the tune is gonna get. The under siding is another wonderful oldie that's made to sound great by the orchestra and vocalist. Ops oughta watch the top half.

"BE ANYTHING" (2:57)
 "YOU'RE NOT WORTH MY TEARS" (3:09)

DOLLY DAWN
 (Jubilee 6002)

● Thrush Dolly Dawn turns in a wonderful vocal treatment of a beautiful new ballad. Dolly makes use of various vocal improvisations to make this a solid contender. The reverse half is another current tune that Dolly handles excitingly. The Buddy Lucas Band supplies the musical settings for both lids. The top one is loaded.

"HONKY TONK BLUES" (2:51)
 "MOVE IT ON OVER" (2:39)

ART MOONEY ORCHESTRA
 (MGM 11196; K11196)

● A blues item from the folk and western field is given a pop airing by the Art Mooney orchestra. Shorty Long delivers the lyrics fittingly and makes the disk a strong one. The lower end is a rhythmic tune that Shorty belts out with the help of a group sing. The orchestra does some fine backing on both halves. Ops oughta check here.

"WITH A SONG IN MY HEART" (2:46)
 "ALL I DO IS DREAM OF YOU" (2:32)

ZIGGY ELLMAN ORCHESTRA
 (MGM 11197; K11197)

● Another revival tune is offered on the top deck. This Rodgers and Hart standard is given a wonderful instrumental going over by the Ziggy Elman crew. Ziggy himself displays some fine trumpeting. The lower portion is a smooth tune that's brought in easily by Ziggy and the Jud Conlon Singers. Ops oughta look in.

"IT'S BREAKING MY HEART" (2:12)
 "SO SHALL IT BE" (2:30)

JERRY SCOTT & SONG SPINNERS
 (Anchor 4)

● An ok tune is carried with a light jump by Jerry Scott and the Song Spinners to a listenable end. Eddie Stone gets orchestrational credits here. The second deck offers Jerry with an enchanting tune that comes out as a more likely side. Echo chambers are used lavishly and the result is a pleasurable half.

SLEEPER OF THE WEEK

"LOVE, WHERE ARE YOU NOW?" (2:40)
 "WHISPERING WINDS" (2:40)

PATTI PAGE
 (Mercury 5816; 5816x45)



PATTI PAGE

● A new Patti Page release can only mean a top platter and this one is no exception. The material Patti has here is first class and

the chirp does the rest. This new ballad titled "Love, Where Are You Now" is a slow, melodic number that gets a stirring reading from Patti. Adding power to the vocal is the Jack Rael orchestrational arrangement which rounds out the dramatic dinking. Patti is a natural and ops oughta take their cue. The lower dish is another Page specialty. This one embodies some of that folk flavor that the artist has had such success with. It's a lilting item that moves along with a light waltz tempo and Patti enhances the side with her multiple voice technique. Here too the orchestra creates the fitting musical mood. Ops can't afford to miss this platter—it's loaded with Page appeal.

"OJ-JEJ-OJ-JEJ" (2:39)
 "SKOCZNA POLKA" (2:45)
 WALTER SOLEK ORCHESTRA
 (RCA Victor 25-9249)

● A pair of good polkas are dished up by the Walter Solek orchestra. The first side is a beaty thing that gets a vocal treatment aside from the instrumental going over. Flip is faster moving number that also comes out as strong material. Both lids could find plenty of play in the right spots.

"IN SPITE OF ALL" (3:05)
 "I NEVER KNEW I CARED SO MUCH" (2:50)
 RUTH CASEY
 (Cadillac 118)

● A sweet voice and a grand tune add up to a potent half. Ruth Casey delivers a wonderful vocal to a pretty ballad that could easily find its way to the top. The second dish is another solw tune that Ruth chirps in an equally effective manner. The Graham Prince orking helps immeasurably. Our choice is the top one.

"PLEASE COME BACK TO ME" (2:40)
 "YES" (2:32)
 MICKI WILLIAMS
 (RCA Victor 20-4552; 47-4552)

● A couple of interesting tunes are belted out in a rhythm and blues manner by Micki Williams. The top level is a slow number that's on the receiving end of a good reading by Micki. Flip is another such tune that's done forcefully by the chirp. Ops in the right locations can use this one to its fullest.

"FESTIVAL" (2:45)
 "DELICADO" (2:34)
 PERCY FAITH ORCHESTRA
 (Columbia 39708; 4-39708)

● A ditty that's currently making the rounds is given a happy airing by the Percy Faith orchestra. The vocal chorus handles this number adequately and makes the hand clapper sound good. The under siding is a Latin tune that the orchestra belts out as a big production item. Flip comes out ok but our guess is the top one.

"PLEASE MR. SUN" (2:44)
 "BROKEN HEARTED" (2:50)
 JEFF RAYMOND
 (Remington 25023)

● A couple of top tunes are given coverage by Jeff Raymond with the help of the Jack Hanson orchestra and the Rainbows. Jeff does both biggies in the style of the Johnnie Ray waxings. The result is a listenable disk that can get some plays on the impetus of the originals. Ops oughta take a peek.

"ECSTASY" (2:33)
 "WAITIN'" (2:44)
 BERNIE MANN ORCHESTRA
 (King 15173)

● The Bernie Mann orchestra and vocalist Tommy Hughes collaborate on the top portion and turn out a listenable piece of wax. The tune is slow and Tommy does a fair job with the lyrics. The flip is a bouncy thing that's brought in with a cute presentation. This level shows Hughes to greater advantage. Ops oughta look in on the under side.

"TRY" (3:12)
 "PASS THE UDDER UDDER" (2:37)
 STAN FREEBURG
 (Capitol 2029; F-2029)

● Stan Freeburg, comic on wax, has one of his best sides to date. This one is a novel presentation of one of the top tunes in the country. Satirizing the vocal habits of Johnnie Ray, Stan has himself a strong end. The under siding is another cute novelty item that bounces along to a funny finish. Ops oughta take a good look here.

"I'M SO LONESOME I COULD CRY" (2:05)
 "MY AFFAIR" (3:02)
 SAVANNAH CHURCHILL
 (RCA Victor 20-4583; 47-4583)

● Savannah Churchill works her way through a slow, easy going tune on the top level and winds up with a pleasant disk. The choral backing adds to the appeal of the side. The lower half is another slow number that Savannah handles effortlessly. The material is weak for this artist, but ops are urged to take a look anyway.

"LADY LOVE" (2:30)
 "IDAHO STATE FAIR" (2:16)
 VAUGHN MONROE
 (RCA Victor 20-4611; 47-4611)

● A rousing ditty that contains a folkish flavor is served up by Vaughn Monroe and his orchestra. Vaughn takes this happy sounding number and romps through it in winning style with an assist from a supporting vocal group. The bottom dish is another folk type tune that Monroe and the chorus spin through gayly. Ops are urged to get with the top one.

"ANYTHING THAT'S PART OF YOU" (2:38)
 "TATTLE TALE" (2:10)
 BOB EBERLE
 (Capitol 2036; F-2036)

● Bob Eberle and the Dave Cavanaugh orchestra get together on a slow, soft tune and wind up with a listenable piece of wax. The artists' treatment carries the number. The under lid is a bouncy thing that comes out as a pleasant half via Bob's delivery. Ops can choose from either deck.

"MANSIONS OVER THE HILLTOP" (2:33)
 "HE KNOWS JUST HOW MUCH YOU CAN BEAR" (2:44)
 THE LE FERVE TRIO
 (Bibletone 7032)

● A pair of spiritual numbers are dished up on this etching by the Le Ferve Trio. The group conjures up some interesting harmony to go along with a couple of fair numbers. The instrumental backdrop is light and the group carries the melody. Ops who have the right spots can exploit this waxing properly.



The FOUR LADS

HAVE WHAT IT TAKES FOR
A HIT!

...with a Pair of Great Songs -

"TURN BACK"

"TIRED OF LOVING YOU"

and

with the **BILL DAVIS TRIO**
6860 (78 rpm) and 4-6860 (45 rpm)

OKeh

RECORDS A PRODUCT OF
COLUMBIA RECORDS, INC.

Columbia Ups Disk Sales 20% In 1951, Annual Statement Reveals

Firm Had 4 Disks Which Sold A Million

NEW YORK — Columbia Records increased its sales in 1951 twenty percent above the previous year as against an industry-wide increase of ten percent, according to its annual Report To The Stockholders issued last week.

"In the popular field" the report stated, "Columbia emerged as the leading record company of 1951. For nearly half the year, with only a two-week break from July to December, the company held first place on

best seller lists with four consecutive records."

It was also found that television failed to affect record sales. "On the contrary," it was stated "set-owners have tended to acquire phonograph attachments in addition. A continuing study carried on by Columbia during 1951 shows that record sales have increased to a greater extent in established television areas than in non-television markets."

The report emphasized Columbia's development of young talent revealing its newer singers—all under 26—sold a total of nearly 8,000,000 records in 1951. They were Toni Arden, Tony Bennett, Champ Butler, Rosemary Clooney, Guy Mitchell and Johnnie Ray.

During 1951, the diskery had four 1,000,000 record sellers: Guy Mitchell's "My Heart Cries For You"; Tony Bennett's "Because Of You"; Johnnie Ray's "Cry" and "Little White Cloud"; and Frankie Laine's "Jezebel."

"Cool of the Evening" Wins Academy Award

HOLLYWOOD—"In The Cool, Cool, Cool of the Evening" won the Academy Award for the best song to come out of the picture industry in 1951, and was presented with the "Oscar" last Thursday evening at the Pantages Theatre.

The prize winning tune from the picture "Here Comes The Groom" was written by Hoagy Carmichael and Johnny Mercer and published by Burke-Van Heusen & Associates.

The other four tunes nominated for this year's award were all published by the Robbins-Feist-Miller firms. They were: "A Kiss To Build A Dream On" from "The Strip"; "Wonder Why" from "Rich, Young & Pretty"; "Too Late Now" from "Royal Wedding"; and "Never" from "Golden Girl."

Coral Records Acquires Signature Masters

NEW YORK—Coral records has concluded a deal to acquire the masters from the Signature catalog. This acquisition involves approximately 1000 masters—one of the strongest standard catalogs of the post-war period.

The roster includes such artists as Ray Bloch, recently signed to a Coral pact, Connie Haines, a Coral artist for the past three years, Alan Dale, Paul Whiteman, Monica Lewis, Anita O'Day and Johnny Long, to list a few.

The first release of nine single records is set for April 1st. Five will be released on the Coral label; four jazz records are scheduled for release on the Brunswick label, whose active catalog is now being distributed through Coral Records.

These include some of the all-time best-selling Signature masters—Alan Dale's "Oh Marie," Ray Bloch's "Españharlem," Anita O'Day's "Boot Whip," Johnny Long's famous "Happy Birthday" record and Connie Haines-Alan Dale duet on "Darktown Strutter's Ball." The four Brunswick records will feature Flip Phillips, Ben Webster, Yank Lawson and Johnny Bothwell.

Twelve LP sets will be released approximately April 20th.

THE CASH BOX



Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending March 22 without any changes on the part of THE CASH BOX.

Howard Miller

WIND—Chicago, Ill.

1. WHEEL OF FORTUNE (Bobby Wayne)
2. ANYTIME (Eddie Fisher)
3. TELL ME WHY (Four Aces)
4. CRY (Johnnie Ray)
5. PLEASE, MR. SUN (Johnnie Ray)
6. BERMUDA (Bell Sisters)
7. BLACKSMITH BLUES (Ella Mae Morse)
8. I WAS LUCKY (Norman Kaye)
9. HAMBONE (Red Saunders)
10. PITTSBURGH, PA. (Guy Mitchell)

Bud Wendell

WJMO—Cleveland, Ohio

1. BLUE TANGO (Leroy Anderson)
2. ANYTIME (Eddie Fisher)
3. BLACKSMITH BLUES (Ella Mae Morse)
4. WHEEL OF FORTUNE (Kay Starr)
5. AT LAST (Ray Anthony)
6. PERFDIA (Four Aces)
7. SLOW POKE (Pee Wee King)
8. BROKEN HEARTED (Johnnie Ray)
9. PLEASE, MR. SUN (Johnnie Ray)
10. COME WHAT MAY (Patti Page)

Earle Pudney

WGY—Schenectady, N. Y.

1. AT LAST (Ray Anthony)
2. TULIPS AND HEATHER (Perry Como)
3. PITTSBURGH, PA. (Guy Mitchell)
4. THE THREE BELLS (The Companions Of Song)
5. I HEAR A RHAPSODY (Dennis Day)
6. COME WHAT MAY (Patti Page)
7. SENATOR FROM TENNESSEE (Shore-Williams)
8. TENDERLY (Rosemary Clooney)
9. UNFORGETTABLE (Nat "King" Cole)
10. HAMBONE (Bell Sisters & Phil Harris)

Robin Seymour

WKMH—Detroit, Mich.

1. I'LL WALK ALONE (Don Cornell)
2. LONELY WINE (Bill Darnell)
3. THE THREE BELLS (The Companions Of Song)
4. GANDY DANCERS' BALL (Frankie Laine)
5. AT LAST (Ray Anthony)
6. THERE ARE SUCH THINGS (Gordon Jenkins)
7. FORGIVE ME (Eddie Fisher)
8. BLUE TANGO (Hugo Winterhalter)
9. WHEEL OF FORTUNE (Kay Starr)
10. A KISS TO BUILD A DREAM ON (Hugo Winterhalter)

Jim Brokaw

WCOP—Boston, Mass.

1. AT LAST (Ray Anthony)
2. BLUE TANGO (Leroy Anderson)
3. BROKEN HEARTED (Johnnie Ray)
4. PLEASE, MR. SUN (Johnnie Ray)
5. TIGER RAG (Les Paul & Mary Ford)
6. RETREAT (Patti Page)
7. UNFORGETTABLE (Nat "King" Cole)
8. BERMUDA (Bell Sisters)
9. TELL ME WHY (Four Aces)
10. BLACKSMITH BLUES (Ella Mae Morse)

Art Tacker

WHEE—Boston, Mass.

1. RETREAT (Patti Page)
2. PERFDIA (Four Aces)
3. BLUE TANGO (Leroy Anderson)
4. DANCING WITH TEARS IN MY EYES (Mantovani)
5. PLEASE, MR. SUN (Johnnie Ray)
6. BABY DOLL (Doris Day)
7. COME WHAT MAY (Patti Page)
8. FORGIVE ME (Tommy Edwards)
9. PITTSBURGH, PA. (Guy Mitchell)
10. LONELY (Tony Bavaar)

Bob Watson

WSB—Atlanta, Ga.

1. AT LAST (Ray Anthony)
2. PLEASE, MR. SUN (Tommy Edwards)
3. BLUE TANGO (Leroy Anderson)
4. THE LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. TULIPS AND HEATHER (Perry Como)
6. I TALK TO THE TREES (Percy Faith)
7. STOLEN LOVE (Eddy Howard)
8. JUMP THROUGH THE RING (Vic Damone)
9. GOODY, GOODY (Jane Grant)
10. ANYTIME (Eddie Fisher)

Larry Gentile

WJBK—Detroit, Mich.

1. I'LL STILL LOVE YOU (Ames Brothers)
2. BERMUDA (Bell Sisters)
3. THE CLOSER YOU ARE (Tony Martin)
4. A KISS TO BUILD A DREAM ON (Hugo Winterhalter)
5. WHEEL OF FORTUNE (Kay Starr)
6. COME WHAT MAY (Patti Page)
7. THE GANDY DANCERS (Frankie Laine)
8. MARSHMALLOW MOON (Frankie Shore)
9. ANYTIME (Eddie Fisher)
10. LONELY WINE (Bill Darnell)

Buddy Deane

WITH—Baltimore, Md.

1. WHEEL OF FORTUNE (Kay Starr)
2. AT LAST (Ray Anthony)
3. BLACKSMITH BLUES (Ella Mae Morse)
4. PLEASE, MR. SUN (Perry Como)
5. I HEAR A RHAPSODY (Frank Sinatra)
6. THAT'S THE CHANCE YOU TAKE (Eddie Fisher)
7. BERMUDA (Bell Sisters)
8. BLUE TANGO (Leroy Anderson)
9. CRY (Johnnie Ray)
10. BE MY LIFE'S COMPANION (Mills Brothers)

Eddie Hubbard

WIND—Chicago, Ill.

1. WHEEL OF FORTUNE (Bobby Wayne)
2. BLUE TANGO (Leroy Anderson)
3. ANYTIME (Eddie Fisher)
4. PLEASE, MR. SUN (Tommy Edwards)
5. CRY (Johnnie Ray)
6. SLOW POKE (Pee Wee King)
7. SHRIMP BOATS (Jo Stafford)
8. TELL ME WHY (Four Aces)
9. I'LL WALK ALONE (Don Cornell)
10. BE ANYTHING (Eddy Howard)

Roger Clark

WNOR—Norfolk, Va.

1. WHEEL OF FORTUNE (Kay Starr)
2. AT LAST (Ray Anthony)
3. BERMUDA (Bell Sisters)
4. PLEASE, MR. SUN (Johnnie Ray)
5. A GUY IS A GUY (Doris Day)
6. TENDERLY (Rosemary Clooney)
7. PERFDIA (Four Aces)
8. BLACKSMITH BLUES (Ella Mae Morse)
9. BABY DOLL (Tommy Tucker)
10. I TALK TO THE TREES (Peter Hanely)

Hal Tate

WBKB-TV—Chicago, Ill.

1. WHEEL OF FORTUNE (Bobby Wayne)
2. BLUE TANGO (Leroy Anderson)
3. CONFETTI (Johnny Desmond)
4. I'LL WALK ALONE (Don Cornell)
5. BE ANYTHING (Eddy Howard)
6. ANYTIME (Eddie Fisher)
7. THAT'S THE CHANCE YOU TAKE (Don Cornell)
8. LIFE IS A BEAUTIFUL THING (Evelyn Knight)
9. GANDY DANCERS' BALL (Frankie Laine)
10. I HEAR A RHAPSODY (Frank Sinatra)

Leigh Kamman

WOV—New York, N. Y.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. WHEEL OF FORTUNE (Kay Starr)
4. PERFDIA (Four Aces)
5. BLACKSMITH BLUES (Ella Mae Morse)
6. I'LL WALK ALONE (Don Cornell)
7. AT LAST (Glenn Miller)
8. A GUY IS A GUY (Ella Fitzgerald)
9. I HEAR A RHAPSODY (Frank Sinatra)
10. TWO SLEEPY PEOPLE (Fred Waring)

Don McLeod

WJBK—Detroit, Mich.

1. I'LL WALK ALONE (Don Cornell)
2. JUMP THROUGH THE RING (Vic Damone)
3. LONELY WINE (Bill Darnell)
4. SINCERE (Bill Farrell)
5. MAMBO ON MY MIND (Sonny Burke)
6. BLUE TANGO (Les Baxter)
7. RETREAT (Patti Page)
8. REGULAR MAN (Neal Hefti)
9. WHEEL OF FORTUNE (Kay Starr)
10. PLEASE, MR. SUN (Perry Como)

Bill Stewart

WHEE—Boston, Mass.

1. AT LAST (Ray Anthony)
2. DANCE ME LOOSE (Arthur Godfrey)
3. BLUE TANGO (Leroy Anderson)
4. MY HEART HAS FOUND A HOME NOW (Dean Martin)
5. HAMBONE (Laine-Stafford)
6. CHINATOWN (Robert Maxwell)
7. BLACKSMITH BLUES (Ella Mae Morse)
8. WHEEL OF FORTUNE (Kay Starr)
9. OH TO BE YOUNG AGAIN (Mary Mayo)
10. BE ANYTHING, BUT BE MINE (Alan Dean)

Murray Jordon

WLIB—New York, N. Y.

1. TULIPS AND HEATHER (Perry Como)
2. AT LAST, AT LAST (Tony Martin)
3. TIGER RAG (Les Paul & Mary Ford)
4. SILLY DREAMER (Tony Bennett)
5. AT LAST (Ray Anthony)
6. HEART OF STONE (Toni Arden)
7. BROKEN HEARTED (Alan Dale)
8. IF I FORGET YOU (Merv Griffin)
9. WOULD YOU? (Percy Faith)
10. BABY DOLL (Doris Day)

at his best... **GORDON MacRAE**

"Call Her Your Sweetheart"

Capitol Record No. 1990

a DOT POP Smash!

"GOODY GOODY"

by JANE GRANT
Dot 15009 (45 x 15009)

Great Rag-time treatment of

"NEAR YOU"

"JOHNNY MADDOX BOOGIE"

by JOHNNY MADDOX
and Rhythmasters
Dot 15008 (45 x 15008)

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Standard Songs are MONEY MAKERS!

"POOR BUTTERFLY"

RUSS MORGAN—Decca
BROTHER BONES—Tempo
PAUL WESTON—Capitol

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MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

from the M-G-M film "THE BELLE OF NEW YORK"

Baby Doll

LEO FEIST, INC.

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 March 22 without any changes on the part of THE CASH BOX.

Donn Tibbetts

WKXL—Concord, N. H.

1. DANCE ME LOOSE (Arthur Godfrey)
2. I HEAR A RHAPSODY (Dick Brown)
3. AT LAST (Ray Anthony)
4. PERFDIA (Four Aces)
5. CRY (Johnnie Ray)
6. WHEEL OF FORTUNE (Kay Starr)
7. A GUY IS A GUY (Doris Day)
8. TAKE ME HOME (The Harmonettes)
9. AY-ROUND THE CORNER (Jo Stafford)
10. HAMBONE (Laine-Stafford)

Ira Cook

KECA & KMPC—Hollywood, Calif.

1. BLUE TANGO (Leroy Anderson)
2. WHEEL OF FORTUNE (Kay Starr)
3. BLACKSMITH BLUES (Ella Mae Morse)
4. AT LAST (Ray Anthony)
5. I HEAR A RHAPSODY (Frank Sinatra)
6. WIMOWEH (Weavers)
7. PLEASE, MR. SUN (Johnnie Ray)
8. PITTSBURGH, PA. (Guy Mitchell)
9. PERFDIA (Four Aces)
10. DIPSY DOODLE (Modernaires)

Gary Lesters

WVNJ—Newark, N. J.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. ANYTIME (Eddie Fisher)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. TIGER RAG (Les Paul & Mary Ford)
6. PLEASE, MR. SUN (Bill Kenny)
7. COME WHAT MAY (Patti Page)
8. WHEEL OF FORTUNE (Kay Starr)
9. BROKEN HEARTED (Johnnie Ray)
10. TULIPS AND HEATHER (Perry Como)

Johnny Pearson

KOWH—Omaha, Neb.

1. WHEEL OF FORTUNE (Kay Starr)
2. BLUE TANGO (Leroy Anderson)
3. ANYTIME (Eddie Fisher)
4. TELL ME WHY (Four Aces)
5. BLACKSMITH BLUES (Ella Mae Morse)
6. CRY (Johnnie Ray)
7. PLEASE, MR. SUN (Johnnie Ray)
8. STOLEN LOVE (Guy Lombardo)
9. WIMOWEH (Weavers)
10. COME WHAT MAY (Patti Page)

Harry Baum

WSSB—Durham, N. C.

1. PLEASE, MR. SUN (Perry Como)
2. WHEEL OF FORTUNE (Kay Starr)
3. BE MY LIFE'S COMPANION (Mills Brothers)
4. AT LAST (Ray Anthony)
5. WHEN YOU'RE IN LOVE (Dick Haymes)
6. WONDERIN' (Andrews Sisters)
7. BABY DOLL (Gordon MacRae)
8. HAMBONE (Laine-Stafford)
9. THAT'S THE CHANCE YOU TAKE (Eddie Fisher)
10. NOODLIN' RAG (Perry Como)

Arty Kay

WKLX—Lexington, Ky.

1. WHEEL OF FORTUNE (Bell Sisters)
2. TIGER RAG (Les Paul & Mary Ford)
3. COME WHAT MAY (Patti Page)
4. CRY (Johnnie Ray)
5. BLUE TANGO (Leroy Anderson)
6. BERMUDA (Bell Sisters)
7. ANYTIME (Eddie Fisher)
8. AY-ROUND THE CORNER (Jo Stafford)
9. STOLEN LOVE (Eddy Howard)
10. SLOW POKE (Pee Wee King)

Don Bell

KRNT—Des Moines, Iowa

1. WHEEL OF FORTUNE (Kay Starr)
2. TELL ME WHY (Four Aces)
3. BLUE TANGO (Leroy Anderson)
4. CRY (Johnnie Ray)
5. WIMOWEH (Weavers)
6. THREE BELLS (The Companions Of Song)
7. ANYTIME (Eddie Fisher)
8. PLEASE, MR. SUN (Johnnie Ray)
9. BE MY LIFE'S COMPANION (Mills Brothers)
10. HAMBONE (Laine-Stafford)

Eddie Gallaher

WTOP—Washington, D. C.

1. WHEEL OF FORTUNE (Kay Starr)
2. ANYTIME (Eddie Fisher)
3. PLEASE, MR. SUN (Perry Como)
4. TELL ME WHY (Four Aces)
5. TIGER RAG (Les Paul & Mary Ford)
6. BE MY LIFE'S COMPANION (Mills Brothers)
7. CRY (Johnnie Ray)
8. SLOW POKE (Pee Wee King)
9. DANCE ME LOOSE (Arthur Godfrey)
10. BLUE TANGO (Leroy Anderson)

Lou Barile

WKAL—Rome, N. Y.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Eddie Fisher)
3. BROKEN HEARTED (Johnnie Ray)
4. WHEEL OF FORTUNE (Kay Starr)
5. ANYTIME (Eddie Fisher)
6. PLEASE, MR. SUN (Johnnie Ray)
7. UNFORGETTABLE (Nat "King" Cole)
8. TRUST IN ME (Eddie Fisher)
9. PERFDIA (Four Aces)
10. BE MY LIFE'S COMPANION (Rosemary Clooney)

Jackson Lowe

WWIN—Baltimore, Md.

1. WHEEL OF FORTUNE (Sunny Gale-Eddie Wilcox O.)
2. ANYTIME (Eddie Fisher)
3. BROKENHEARTED (Johnnie Ray)
4. BLACKSMITH BLUES (Ella Mae Morse)
5. COME WHAT MAY (Patti Page)
6. BE MY LIFE'S COMPANION (Rosemary Clooney)
7. AT LAST (Ray Anthony)
8. I HEAR A RHAPSODY (Frank Sinatra)
9. TELL ME WHY (Four Aces)
10. A KISS TO BUILD A DREAM ON (Hugo Winterhalter)

Bob Corley

WQXI—Atlanta, Ga.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. SLOW POKE (Arthur Godfrey)
4. LITTLE WHITE CLOUD THAT CRIED (Roberta Lee)
5. WHEEL OF FORTUNE (Bobby Wayne)
6. BLUE TANGO (Leroy Anderson)
7. A KISS TO BUILD A DREAM ON (Hugo Winterhalter)
8. GOODBYE, SWEETHEART (Jane Ward)
9. DANCE ME LOOSE (Mindy Carson)
10. BERMUDA (Bell Sisters)

Ray Perkins

KFEL—Denver, Colo.

1. ANYTIME (Eddie Fisher)
2. WHEEL OF FORTUNE (Kay Starr)
3. CRY (Johnnie Ray)
4. BLUE TANGO (Hugo Winterhalter)
5. TELL ME WHY (Four Aces)
6. BLACKSMITH BLUES (Ella Mae Morse)
7. DANCE ME LOOSE (Arthur Godfrey)
8. PLEASE, MR. SUN (Perry Como)
9. PERFDIA (Four Aces)
10. SLOW POKE (Tiny Hill)

C. O. Allen

KBOL—Boulder, Colo.

1. TELL ME WHY (Four Aces)
2. BERMUDA (Ray Anthony)
3. TIGER RAG (Les Paul & Mary Ford)
4. YOU BETTER GO NOW (Jeri Southern)
5. BLUE TANGO (Leroy Anderson)
6. WHEEL OF FORTUNE (Kay Starr)
7. CRY (Johnnie Ray)
8. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
9. I WANNA LOVE YOU (Ames Brothers)
10. TENDERLY (Rosemary Clooney)

Chuck Thompson

WFOR—Hattiesburg, Miss.

1. WHEEL OF FORTUNE (Kay Starr)
2. NOODLIN' RAG (Perry Como)
3. HAMBONE (Phil Harris & Bell Sisters)
4. AY-ROUND THE CORNER (Jo Stafford)
5. DANCE ME LOOSE (Al Trace)
6. BLUE TANGO (Hugo Winterhalter)
7. GANDY DANCERS' BALL (Frankie Laine)
8. BERMUDA (Jimmy Palmer)
9. A GUY IS A GUY (Doris Day)
10. BACK IN THE GOOD OLD DAYS (Pimm-Sutton)

Frank White

KMYR—Denver, Colo.

1. BLUE TANGO (Leroy Anderson)
2. CRY (Bill Farrell)
3. PLEASE, MR. SUN (Perry Como)
4. ANYTIME (Eddie Fisher)
5. TULIPS AND HEATHER (Benny Strong O.)
6. BLACKSMITH BLUES (Ella Mae Morse)
7. AT LAST (Ray Anthony)
8. TELL ME WHY (Four Aces)
9. UNFORGETTABLE (Nat "King" Cole)
10. WHEEL OF FORTUNE (Bobby Wayne)

Bud Brees

WPEN—Philadelphia, Pa.

1. BROKENHEARTED (Johnnie Ray)
2. BLACKSMITH BLUES (Ella Mae Morse)
3. ROMANCE ME (Mary Small)
4. NOODLIN' RAG (Perry Como)
5. SILLY DREAMER (Tony Bennett)
6. I HEAR A RHAPSODY (Ray Anthony)
7. BLUE TANGO (Leroy Anderson)
8. ONCE I LOVED YOU (Tony Bavaar)
9. PLEASE, MR. SUN (Johnnie Ray)
10. I'VE TRIED A MILLION TIMES (Frankie Carle)

Leaders of Disk Industry Testify Against Alternatives To Bryson Bill

Full Text of Kenneth Raine Statement Before Committee

WASHINGTON, D. C.—Leaders of the recording industry assembled in Washington, Friday March 21, to testify before the House Subcommittee of the Judiciary against three alternative suggestions to the recently shelved Bryson Bill which would have imposed a royalty of one cent per side per week on every record in the nation's juke boxes.

The three alternatives, all of which the record men also oppose as they did the Bryson Bill are:

1) Instead of having a compulsory licensing rate of 2 cents a side on mechanicals, which recording firms pay now, to let each artist bargain individually with each record company.

2) To raise the present 2 cent rate.

3) To create a separate label, one for home consumption on which the present two cent rate would be maintained, and one for juke box use on which a higher rate would be established.

The hearing originally scheduled for the entire day was unexpectedly cut short after only one hour's testimony by Howard Letts of R.C.A. Victor because Congress was called back into session. It will be continued Wednesday, March 26.

Besides Letts, those who went to Washington to testify were: Milton Rackmil, president of Decca; Frank Walker, president of MGM; William Fowler, vice president of Capitol; John Griffin executive secretary of the Record Industry Association of America; and Kenneth Raine of Columbia.

RAINE'S STATEMENT

Below in full is the statement which Raine will make detailing the industry's arguments against each of the alternative proposals:

The first alternative is to eliminate the entire compulsory license provision in Section 1 (e) of Title 17. This proposal would abolish carefully thought out provisions against monopoly in the recording field adopted by Congress in 1909 after several years of study. If the proposal is directed toward a possible solution of the coin machine problem it does not accomplish that purpose. Compulsory licenses now form a world-wide pattern. Here in the United States we know that keen competition results from this provision of the Copyright Act, and we know that this competition brings substantial sums of money to the copyright proprietors. Musical works which gain popularity, or hope to gain it, are recorded by a dozen companies with different artists and different musical arrangements, and the public has a wide selection from which to choose. Whether abolition of this provision would in the long run result in more or less for copyright proprietors is an open question; but surely it would restrict competition, harming many and favoring few. The bargaining power of established and popular composers would be increased; the bargaining power of composers of new and unproved works would be greatly diminished. The owner of a new work might well be unable to get his work recorded at all unless he granted an exclusive recording license to the first artist who would undertake to perform and record his work. He would cut himself off from other renditions, possibly more successful, and in the long run inevitably reduce his income.

It is difficult to analyze all of the consequences which would flow from abolition of the compulsory provision of the Copyright Act.

The second alternative is to raise the 2c royalty provided in Section 1 (2). Raising the mechanical royalties on all records would not solve any injustice with respect to coin machines, if there is an injustice, but would create and multiply new injustices. What we are talking about is compensation from a user of a performing right to the owner of a performing right, or at least that is what we should be talking

about. The manufacturer of a record is not the user of a performing right and he is not the person who should pay for such a right. Whether or not the operation of coin machines should yield payment to the owner of the performing right is a debatable question. We have said here at an earlier time that it is worth a careful look to see whether the copyright owner does not get fair compensation under the present state of the law. Coin machines do furnish a strong stimulant to the sale of phonograph records; and on these records a royalty is paid to the copyright owner. If the Congress feels this is not sufficient then in fairness it should look to the user of a performing right. There is no fairness or reason in throwing the burden upon buyers of records for home enjoyment. An increase in mechanical royalties is not a cost that can be readily assumed by any record manufacturer, large or small. Copyright royalties now represent a substantial part of the cost of manufacture, in an industry which operates on large volume with constantly diminishing cost to consumers and with a small margin of profit. Any increase in royalties at once imposes an extra charge upon record buyers across the nation. Why should records played in homes, records bought for schools and colleges, why should records bought for children (which never see the inside of a coin machine), why should these records be increased in price because the copyright owner has a controversy with coin machine operators. Even apart from the questions of price control and inflation, which are raised by this proposal, there is neither reason or fairness in asking all record buyers to pay the freight.

The third alternative is to spell out a procedure and method of collection whereby the coin machine record is especially identified and an additional royalty per record is to be paid by the manufacturer. The drafting of this clause is not clear, but I believe I understand its purpose and intent. The intention again is to assess the record manufacturer with a payment to the owner of the performing right; but in this case only a special group of records is affected. We are not the user of the performing right, but we are expected to make the payment for its use. Apart from the injustice of this burden on the manufacturer I do not know how he is going to administer the provision. A special label seems to pass upon the form of a label and upon penalties for its false reproduction? Can a provision be enforced that labels must be visible when most machines are so designed that only the edge of the record can be seen, except for the record being played? Is it really expected that each of thousands of dealers, distributors and manufacturers must keep two stocks of supply on hand for each record—one to be sold for use in homes and one to be sold for coin machine operation? Without arguing whether it is good or bad to impose a charge upon coin machine operation, it is unreasonable to make the record manufacturer a medium of collection. Without arguing whether it is good or bad, there is certainly an easier way of making a charge upon coin machine operation. To set up precise machinery of collection, policing and enforcement,—as alternative three tries to do, is a departure from the traditional position of Congress which usually creates rights without attempting to set up complex machinery for payment. If the Congress determines that relief or remedy is needed then problems of administration of rates and payments, and policing and collection, can be left to the two interested parties—the operators of coin machines and the proprietors of performing rights. The introduction of the record manufacturer does not simplify the problem but immeasurably complicates it.

Kay Spins To Fortune



from the M-G-M film
"THE BELLE OF NEW YORK"

oops!

LEO FEIST, INC.

LOS ANGELES—The always great Kay Starr was a pleasant surprise recently to the Bill Leuenhagen staff and jukebox op customers when she dropped in to spin her sensational "Wheel of Fortune," escorted by Capitol Records promotion man Joe Matthews and Los Angeles distrib chief Ed Nielsen. With them in the picture are Mary and Kay Solle and Bill Leuenhagen himself can be seen on the far right.

The HALE You Say

by natt hale

Between seasons of the record industry, such as now, comes a pause wherein all and sundry give vent to their innermost inhibitions and stick their proverbial necks 'way out. This is concerned with the inevitable prognostications anent which records are going to be the smash sensations of the next few weeks.

So many times we've observed members of the music fraternity go out on a limb and state: "This is IT!" or "Yep, this is gonna be a smash!" and, some two or three weeks later, noted that recording became a national sensation. How do they do it?

Our own experience has been so spasmodic as regards picking the winners, that we could only regard the success of those of our associates with a crest-fallen envy and utmost respect.

The result of our own private survey to find out how they do it comes to the following:

1. **HUNCH**—The good old standby which makes for the "Expert" classification. That little quirk which rings a tiny bell inside some craniums and clangs "This is the one, this is the one!" We get the bells all right—but that's where it stops.

2. **RIDING WITH THE STARS**—The same principle which some of the old stand-patters apply in placing their bets on the galloping nags. Here again, we fall short. Every time we latch onto a winning jockey or some equine hero, we pick the one time the jockey has had lobster thermidor for lunch, or the pony pulls a tendon in his pet hoofie.

3. **AUDIENCE REACTION**—This, of course, seems to be a foolproof system. Once a disc jockey begins receiving the postcards, letters, 'phone calls that he recognizes as being "legit" he knows the record's "in." Of such stuff are dreams made. (So why can't I dream a little?)

4. **FAMILY TIES**—Strange as it may seem, this is also regarded as almost infallible. So many of the deejays take the samples home for truly temperate auditions, to be greeted with cries of glory and squeals of delight from



NATT HALE

their wives and kiddies, that they have come almost to depend on this qualified jury. (So, with nary a wife and even less kiddies, we're stymied here, too!)

5. **PERSONAL PREFERENCE AND KNOWLEDGE**—Although an admittedly lesser factor, many of the jocks know enough about the trend of the public taste, the commerciability of this 'r' that waxing and the type of presentation a disc demands, that the assertion should be included herein. Even with all modesty, we believe that their past record of picking successes justifies this mention.

All of which means that we, personally, are batting .000. Maybe we just haven't got it. Well—what're you gonna do?

THE CASH BOX DISC HITS BOX SCORE



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

<p>Mar. 29 Mar. 22</p> <p>1—Wheel Of Fortune 96.7 93.0</p> <p>CA-1964 (F-1964)—KAY STARR <i>I Wanna Love You</i></p> <p>CR-60650 (9-60650)—JIMMY SCOTT <i>Come What May</i></p> <p>DE-27967 (9-27967)—ARTHUR PRY SOCK <i>'Till The Stars Fall</i></p> <p>DE-48280 (9-48280)—HELEN HUMES <i>All Night Long</i></p> <p>DY-787—SUNNY GALE & EDDIE WILCOX KI-1051 (45-1051)—JIMMY THOMASON <i>Kiamish Choctow</i></p> <p>ME-5779 (5779 x 45)—BOBBY WAYNE <i>If I Had The Heart Of A Clown</i></p> <p>VI-20-4349 (47-4349)—JOHNNY HARTMAN VI-20-4520 (47-4520)—BELL SISTERS <i>Poor Whip-Poor Will</i></p> <p>2—Blue Tango 94.2 58.7</p> <p>CA-1966 (F-1966)—LES BAXTER <i>Please, Mr. Sun</i></p> <p>DE-27875 (9-27875)—LEROY ANDERSON <i>Belle Of The Ball</i></p> <p>DE-28031 (9-28031)—GUY LOMBARDO <i>At Last; At Last</i></p> <p>ME-5817 (5817x45)—XAVIER CUGAT O. <i>Jungle Flute</i></p> <p>VI-20-4518 (47-4518)—HUGO WINTERHALTER O. <i>The Gypsy Trail</i></p> <p>3—Cry 90.1 119.5</p> <p>CA-1875 (F-1875)—FOUR KNIGHTS CR-60592 (9-60592)—EILEEN BARTON <i>Hold Me Just A Little Longer, Daddy</i></p> <p>DE-27857 (9-27857)—PAUL CHAPMAN KI-15145—ALAN HOLMES LO-1169 (45-1169)—VERA LYNN <i>And Love Was Born</i></p> <p>ME-5749 (5749x45)—GEORGIA GIBBS <i>My Old Flame</i></p> <p>MG-11113 (K11113)—BILL FARRELL OK-6840—JOHNNIE RAY <i>Little White Cloud That Cried</i></p> <p>VI-20-4388 (47-4388)—JUNE VALLI <i>Three Bells</i></p> <p>VI-20-4406 (47-4406)—BOB WILLIAMS</p> <p>4—Anytime 80.7 73.3</p> <p>CA-1895 (F-1895)—HELEN O'CONNELL <i>Crazy Heart</i></p> <p>DE-27972 (9-27972)—SY OLIVER O. <i>Blacksmith Blues</i></p> <p>VI-20-2700—EDDY ARNOLD VI-20-4359 (47-4359)—EDDIE FISHER <i>Never Before</i></p> <p>5—Tell Me Why 77.3 79.8</p> <p>CA-1929 (F-1929)—NORMAN KAYE <i>Once I Loved You</i></p> <p>CR-60625 (9-60625)—HORACE BAILEY <i>I Want You</i></p> <p>DE-27860 (9-27860)—FOUR ACES <i>Garden In The Rain</i></p> <p>DE-27926 (9-27926)—ROBERTA LEE <i>Slew Foot Rag</i></p> <p>KI-4515 (45-4515)—THE SWALLOWS <i>Roll Roll Pretty Baby</i></p> <p>ME-5767 (5767x45)—RALPH MARGERIE O. <i>Perdido</i></p> <p>ME-8267 (8267x45)—DINAH WASHINGTON <i>Wheel of Fortune</i></p> <p>VI-20-4427 (47-4427)—FOUR TUNES <i>I'll See You In My Dreams</i></p> <p>VI-20-4444 (47-4444)—EDDIE FISHER <i>Trust In Me</i></p>	<p>Mar. 29 Mar. 22</p> <p>6—The Little White Cloud That Cried 45.2 49.0</p> <p>CA-1892 (F-1892)—LOU DINNING <i>Blue December</i></p> <p>DE-27893 (9-27893)—ROBERTA LEE <i>Bermuda</i></p> <p>ME-5761—HERB LANCE O. <i>A Lonely Town</i></p> <p>OK-6840—JOHNNIE RAY <i>Cry</i></p> <p>7—Please, Mr. Sun 41.8 49.8</p> <p>CA-1966 (F-1966)—LES BAXTER <i>Blue Tango</i></p> <p>CO-39636 (4-39636)—JOHNNIE RAY <i>Broken Hearted</i></p> <p>CR-60647 (9-60647)—GEORGIE AULD <i>If You Go</i></p> <p>DE-27946 (9-27946)—BILL KENNY <i>If I Forget You</i></p> <p>MG-11134 (K11134)—TOMMY EDWARDS <i>Where I May Live With You</i></p> <p>VI-20-4453 (47-4453)—PERRY COMO <i>Tulips And Heather</i></p> <p>8—Slow Poke 39.4 56.8</p> <p>CA-1837 (F-1837)—HELEN O'CONNELL <i>I Wanna Play House With You</i></p> <p>CO-39632 (4-39632)—ARTHUR GODFREY <i>Dance Me Loose</i></p> <p>DE-27792 (9-27792)—ROBERTA LEE <i>I Wanna Play House With You</i></p> <p>KI-998—HAWKSHAW HAWKINS ME-5740 (5740x45)—TINY HILL <i>Don't Put A Tax On Love</i></p> <p>VI-21-0489 (48-0489)—PEE WEE KING VI-20-4373 (47-4373)—RALPH FLANAGAN <i>Charmaine</i></p> <p>9—Bermuda 36.4 34.4</p> <p>CA-1956 (F-1956)—RAY ANTHONY O. <i>Broken Hearted</i></p> <p>DE-27893 (9-27893)—ROBERTA LEE <i>Little White Cloud That Cried</i></p> <p>ME-5774 (5774x45)—JIMMY PALMER O. <i>Who</i></p> <p>VI-20-4422 (47-4422)—BELL SISTERS & RENE ORCH. <i>June Night</i></p> <p>10—Hambone 34.1 14.1</p> <p>CO-39672 (4-39672)—FRANKIE LAINE & JO STAFFORD <i>Let's Have A Party</i></p> <p>DE-28057 (9-28057)—TOMMY DORSEY O. <i>Come What May</i></p> <p>OK-6862—RED SAUNDERS VI-20-4584 (47-4584)—PHIL HARRIS & BELL SISTERS <i>Mama's On The Warpath</i></p> <p>11—Tiger Rag 29.1 21.4</p> <p>CA-1920 (F-1920)—LES PAUL & MARY FORD <i>It's A Lonesome Old Town</i></p> <p>DE-27939 (9-27939)—GEORGE BARNES <i>State Street Boogie</i></p> <p>12—Brokenhearted 24.1 32.5</p> <p>CA-1956 (F-1956)—RAY ANTHONY O. <i>Bermuda</i></p> <p>CO-39636 (4-39636)—JOHNNIE RAY <i>Please, Mr. Sun</i></p> <p>DE-27961 (9-27961)—ALAN DALE <i>Silver And Gold</i></p> <p>13—Wimoweh 20.6 20.5</p> <p>CO-39651 (4-39651)—JIMMY DORSEY O. <i>I'll Always Be Following You</i></p> <p>DE-27928 (9-27928)—WEAVERS & JENKINS <i>Old Paint</i></p>	<p>Mar. 29 Mar. 22</p> <p>14—Blacksmith Blues 19.9 16.9</p> <p>CA-1922 (F-1922)—ELLA MAE MORSE <i>Love Me Or Leave Me</i></p> <p>DE-27968 (9-27968)—BILL DARNEL <i>Salty Dog Rag</i></p> <p>MG-11171 (K11171)—ART MOONEY <i>You're Not Worth My Tears</i></p> <p>15—Be My Life's Companion 17.6 21.1</p> <p>CA-1967 (F-1967)—SKEETS McDONALD <i>Tell Me Why</i></p> <p>CO-39631 (4-39631)—ROSEMARY CLOONEY <i>Why Don't You Love Me?</i></p> <p>DE-27889 (9-27889)—MILLS BROS. <i>Love Lies</i></p> <p>KI-1039 (45-1039)—HAWKSHAW HAWKINS <i>Everybody's Got A Girl But Me</i></p> <p>ME-5758 (5758x45)—GEORGIA GIBBS <i>Oklahoma Polka</i></p> <p>MG-11133 (K11133)—ART LUND VI-20-4454 (47-4454)—MINDY CARSON <i>Tuh-Pocket, Tuh-Pocket</i></p> <p>16—Shrimp Boats 17.4 24.8</p> <p>CA-1873 (F-1873)—DICK BEAVERS <i>Jealousy</i></p> <p>CO-39581 (4-39581)—JO STAFFORD <i>Love, Mystery And Adventure</i></p> <p>DE-27832 (9-27832)—DOLORES GRAY <i>More, More, More</i></p> <p>KI-15151—DICK BROWN <i>I Wish I Had A Girl</i></p> <p>MG-11113 (K11113)—BILL FARRELL <i>Cry</i></p> <p>VI-20-4405 (47-4405)—DANNY SCHOLL <i>I Remember You, Love</i></p> <p>VI-20-4409 (47-4409)—TEX WILLIAMS <i>Urn On The Mantel</i></p> <p>17—Perfidia 17.2 14.3</p> <p>CA-2023 (F-2023)—BEN LIGHT <i>Mistakes</i></p> <p>CA-2019 (F-2019)—BOB SAVAGE <i>Confetti</i></p> <p>DE-27987 (9-27987)—FOUR ACES <i>You Brought Me Love</i></p> <p>VI-42-0157—GLENN MILLER <i>At Last</i></p> <p>18—Charmaine 16.9 24.9</p> <p>AP-1188—BILLY DANIELS CA-1875 (F-1875)—FOUR KNIGHTS <i>Cry</i></p> <p>CO-39616 (4-39616)—PAUL WESTON <i>At Dawning</i></p> <p>CR-60599 (9-60599)—NEAL HEFTI O. <i>Cabin In The Cotton</i></p> <p>DE-27859 (9-27859)—GORDON JENKINS <i>When A Man Is Free</i></p> <p>KI-4506—BURNIE PEACOCK LO-1020—MANTOVANI <i>Just For A While</i></p> <p>ME-5747 (5747x45)—HARMONIC CATS <i>Domino</i></p> <p>MG-11122 (K11122)—BILL HAYES <i>For All We Know</i></p> <p>PR-916—Gene Ammons VI-20-4373 (47-4373)—RALPH FLANAGAN <i>Slow Poke</i></p> <p>VI-20-4375 (47-4375)—VAUGHN MONROE <i>Once</i></p> <p>19—Dance Me Loose 13.5 20.4</p> <p>CO-39632 (4-39632)—ARTHUR GODFREY <i>Slow Poke</i></p> <p>DE-27906 (9-27906)—RUSS MORGAN O. <i>River In The Moonlight</i></p> <p>VI-20-4457 (47-4457)—MINDY CARSON <i>Allegheny Fiddler</i></p>
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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

Best Selling Records

COMPILED BY JACK "ONE SPOT" TUNNIS

• 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" Tunnis. Each listing includes the name of the song, record number, artists, and tune on the reserve 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.

Mar. 29 Mar. 22

20—Pittsburgh, Pennsylvania

12.9 7.5
 CO-39663 (4-39663)—GUY MITCHELL
Doll With A Sawdust Heart

21—Tulips And Heather

12.4 18.9
 CA-1952 (F-1952)—BENNY STRONG
Tavern In The Town

22—Come What May

12.2 5.9
 CA-1944 (F-1944)—HELEN O'CONNELL
Baby We're Really In Love

23—Three Bells

12.1 7.2
 CO-39602 (4-39602)—SAMMY KAYE O.
I Only Have One Life To Live

24—A Guy Is A Guy

11.2 —
 CO-39673 (4-39673)—DORIS DAY
Who, Who, Who

25—A Kiss To Build A Dream On

10.4 11.9
 CA-1769 (F-1769)—BOB EBBERLY
But Not Like You

26—Tenderly

10.3 8.6
 CA-1654 (F-1654)—RAY ANTHONY
Who, Who, Who

27—Ay-Round The Corner

9.7 5.4
 CO-39653 (4-39653)—JO STAFFORD
Heaven Drops Her Curtain Down

28—Gandy Dancers' Ball

9.6 4.3
 CO-39665 (4-39665)—FRANKIE LAINE
When You're In Love

29—At Last!

8.1 13.8
 DE-27934 (9-27934)—BING CROSBY
Isle Of Innisfree

30—Noodlin' Rag

6.8 5.3
 CA-2009 (F-2009)—JOE "FINGERS" CARR
Yes, Yes, Yes

31—At Last

6.6 4.1
 CA-1912 (F-1912)—RAY ANTHONY
I'll See You In My Dreams

32—Retreat

6.2 7.0
 ME-5772 (5772x45)—PATTI PAGE
Come What May

33—Silver And Gold

5.9 5.6
 CA-1955 (F-1955)—BILLY MAY
Unforgettable

34—A Garden In The Rain

5.2 7.3
 DE-27860 (9-27860)—FOUR ACES
Tell Me Why

Mar. 29 Mar. 22

35—Stolen Love

5.1 7.1
 DE-27962 (9-27962)—GUY LOMBARDO
Marshmallow Moon

36—Chinatown, My Chinatown

4.6 5.8
 ME-5773 (5773x45)—BOBBY MAXWELL
Shuffle Off To Buffalo

37—Undecided

4.5 2.3
 CA-1824 (F-1824)—RAY ANTHONY
Just A Moment More

38—Since My Love Has Gone

4.1 2.2
 CO-39635 (4-39635)—TONY BENNETT
Silly Dreamer

39—Forgive Me

3.9 —
 MG-11170 (K11170)—TOMMY EDWARDS
The Bridge

40—I Wanna Love You

3.4 2.8
 CA-1964 (F-1964)—KAY STARR
Wheel Of Fortune

41—Dancing With Tears In My Eyes

3.1 4.2
 ME-5772 (5772x45)—PATTI PAGE
Come What May

42—I Hear A Rhapsody

2.6 2.4
 MG-11151 (K11151)—BARBARA RUICK
You Couldn't Be Cuter

43—Jump Through The Ring

2.3 3.9
 CA-1955 (F-1955)—BILLY MAY
Unforgettable

44—Baby Doll

2.2 5.5
 DE-27961 (9-27961)—ALAN DALE
Brokenhearted

45—Wimmin'

2.1 1.4
 ME-5789 (5789x45)—TINY HILL
Milk Bucket Boogie

46—I'll Walk Alone

1.9 —
 VI-20-4545 (47-4545)—FRANKIE CARLE O.
Crazy Heart

47—Silly Dreamer

1.6 8.9
 VI-20-4458 (47-4458)—PEE WEE KING
Brokenhearted

48—(It's No) Sin

1.4 7.6
 DE-27860 (9-27860)—FOUR ACES
Tell Me Why

49—Unforgettable

1.2 1.2
 DE-27976 (9-27976)—JERRY GRAY O.
Unforgettable

Mar. 29 Mar. 22

50—Jealousy (Jalousie)

1.1 4.6
 VI-20-4445 (47-4445)—PERRY COMO
Oh, How I Miss You Tonight

Kenton And Vocalists



HOLLYWOOD, CAL.—Stan Kenton introduces his new band vocalist, Jerri Winters (left) to June Christy (right), former Kenton thrush. Jerri, who won the coveted vocal spot through a Gene Norman disk jockey "Search For A Vocalist" contest, made her debut with the orchestra in California and will have her first Capitol record with the Kenton crew released shortly. The sides are "Yes" and "Takin' My Time."

Shaw Heads Red Cross Drive

NEW YORK—Arnold Shaw, of Duchess Music, has become chairman of the newly formed Music Committee for this month's Red Cross Drive. Serving with Shaw will be Ray Bloch, Vinton Hayworth and Meyer Davis.

We are pleased to announce that
Herman Jaffe, C. P. A.
has joined our staff and has accepted the editorial position of
Tax Consultant
Mr. Jaffe can be addressed at
The Cash Box
 26 West 47th St., New York 19, N. Y.

WATCH CAPITOL!

More hits are coming...

Chicago's Healthy Merchandising Climate Helps Sell Disks

CHICAGO, ILL. — Chicago is known to the trade as a "good record town". But it's a good record town from more than just the sales point of view. It's good in the spirit of cooperation existing there between the distributor and the disc jockey, a situation which creates a healthy merchandising climate.

Picture this scene: In a corner of Linn Burton's new Rush Street pub, The Steak House, you might find on any day Bud Katznel of Decca, Don Foreman of Capitol, Natt Hale representing Columbia and Rocky Wolf of Victor—all sitting at the same table busily engaged in tearing apart some ribs while touting their respective "Wheels Of Fortune", "Ham-bones" or "Blue Tangos", but friendly, mind you.

Moreover Howard Miller, Jim Lousbury or any other of the top djs will drop over to the table, reach for a spare pickle or potato chip and join in.

In short, Chicago disk jockies respect and rely on the record promoters—and pluggers like and respect each other. Building up their own products rather than tearing down their competitor's is the rule and as a result there exists a tightly knit and smoothly working business relationship between the companies, the record promotion men and the disk jockies.

ANOTHER BMI PIN-UP HIT
"HAMBONE"
 published by RUSH
recorded by
 Jo Stafford-Frankie Laine—Columbia
 Phil Harris-Bell Sisters—Victor
 Red Saunders—Okeh
 Tennessee Ernie—Capitol
 Tommy Dorsey—Decca
 Licensed Exclusively by
BROADCAST MUSIC, INC.

Meeting Miss Jones



NEW YORK — New York disk jockeys met the real Miss Jones last week (from the Ted Straeter MGM album of the same name). In the top photo, Ted and Miss Jones are shown presenting the album to Martin Block at WNEW; next they stop in at Bob Poole of Mutual; at WMGM they are joined by Dick Cowitt of Sanford Distributing, MGM distrib., to meet Hal Tunis; and at WINS Ted and Miss Jones visited with Jack Lacy.

RCA Victor Says No Price Cuts Planned

NEW YORK—In a letter to its record dealers, RCA Victor this week gave assurance that it will not sacrifice quality in any attempt to reduce prices below levels now in effect.

Paul A. Barkmeier, vice president in charge of the RCA Victor Record Department, wrote to dealers:

“Recently a New York record retailer is reported to have stated that ‘powers that be’ among record manufacturers have indicated that record prices are too high and that they intend to reduce them.

“We do not know the basis for this statement. We can only speak for ourselves, and RCA Victor record dealers are entitled to have the facts as we know them:

1. “RCA Victor record prices are not too high. Despite the fact that material and labor costs have risen substantially during the past year, RCA Victor has not increased record prices.
2. “RCA Victor has no intention of reducing record prices. It is not economically possible to do so and still adhere to our standards of unsurpassed quality achieved during 50 years of experience in the development of recording techniques. RCA Victor has never sacrificed quality and has no intention of doing so.

“Your interest and confidence in RCA Victor records is sincerely appreciated. We shall endeavor in every way possible to maintain that trust. Our objective is to serve the American public with the finest records presented for sale through you as an RCA Victor dealer. This is the policy we have followed ever since Caruso first sang into a horn to record his immortal voice on RCA Victor records. Our policy is to continue that splendid relationship and we shall not break the faith.”

From “Hills of Korea” To Milkman’s Matinee



NEW YORK—Art Ford (right), ace New York disk jockey whose popular “Milkman’s Matinee” programs are heard nightly over radio station WNEW, recently had in person on his show Cpl. Joseph C. Murphy (left), young GI just returned from Korea and writer of the song, “Hills of Korea.” Song was brought back from Japan by newspaperman Frank Coniff (of N. Y. Journal American) and introduced for the first time in New York by Art Ford. In two months “Hills of Korea” has become the No. 1 favorite among U. N. forces. Song is slated for a big presentation on phonograph records and leading radio-TV shows within the next few weeks.

Dorsey To Contribute Nickels To Runyon Fund

NEW YORK—Tommy Dorsey has come up with an idea that will enrich the coffers of the Damon Runyon Cancer Fund. For each time his platter of “Hambone” is spun by a disk jockey anywhere in the country during the week of March 24 to 31, Tommy will contribute 5c to the fund.

Decca Records is assisting Dorsey’s offer by mailing an explanatory leaflet with a return card enclosed to disk jockies. The deejays are to tabulate the number of times they have aired the Tommy Dorsey version of

the current hit and return the card to Mike Conner of Decca.

Early in April, the total of T.D.’s contribution to the Runyon Fund will be announced.

“IN SPITE OF ALL”

Milton Kelle Music Co.

No. 2 IN THE HOT CHARTS and GOING POP and HILLBILLY!!

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is LOCAL TIME at point of destination.

NA104 PD=DETROIT MICH 18 344P.

=JERRY BLAINE, JUBILEE RECORD CO.

=315 WEST 47 ST=

NUMBER 5073 GREATEST RECORD IN THIS CATEGORY OF THE YEAR SHOULD BE SMASH THREE TIMES A DAY TWO WEEKS PLUG ON SHOW

BOB SEYMOUR STATION WKMh

* THANKS . . . Bob Seymour, WKMh—Detroit For a great unsolicited wire . . .

Sweeping the Nation in all Categories

(A Prayer For Love)

“HEAVENLY FATHER”

by EDNA McGRUFF

with Buddy Lucas Orch.

JUBILEE # 5073 (45 x 5073)

* Similar Reaction by Leading Jockeys and Juke Box Operators Throughout the Nation.

Jubilee RECORD CO INC.
315 W. 47TH ST., NEW YORK, N. Y.

3 BIG HITS!
 RUTH BROWN
"5-10-15 HOURS"
 #962
 THE CLOVERS
"ONE MINT JULEP"
 #963
 JOE TURNER
"SWEET SIXTEEN"
 #960

Atlantic RECORDING CORP.
 234 WEST 56th STREET NEW YORK 19, N. Y.

SOON # 1
 Savoy #839



VARETTA DILLARD
"PLEASE TELL ME WHY"

"HURRY UP"

SAVOY RECORD CO. INC.
 58 Market St. Newark 1, N. J.

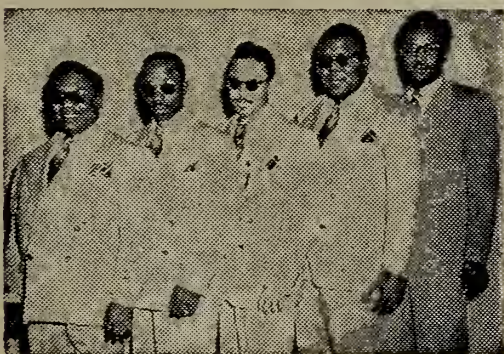
This Is It—
 Get Your Share of
 'Happiness' too

"THIS IS HAPPINESS"
 by
JOE HOLIDAY
 PRESTIGE 767

PRESTIGE RECORD CO.
 754 10th Ave. CI 6-0847 · N. Y.

THE CASH BOX BEST SELLING **SPIRITUAL** RECORDS
Listed Alphabetically

- Angels Tell My Mother
PILGRIM TRAVELLERS
(Specialty)
- God Shall Take Care Of You
GAY SISTERS
(Savoy)
- I Bowed On My Knees
MEHALIA JACKSON
(Apollo)
- I'll Make It Somehow
JOE MAY & SALLY MARTIN SINGERS
(Specialty)
- In That Home By And By
SISTER JESSIE MAE RENFRO
(Peacock)
- Joy Joy To My Soul
SOUL STIRRERS
(Specialty)
- Let's Talk About Jesus
BELLS OF JOY
(Peacock)
- Our Father
BLIND BOYS
(Peacock)
- Surely God Is Able
WARD SINGERS
(Savoy)
- Touch Me Lord Jesus
ANGELIC GOSPEL SINGERS
(Gotham)
- When He Spoke
WARD SINGERS
(Savoy)



The Greatest SPIRITUAL Of The Day

By

Original Five Blind Boys

(JACKSON HARMONEERS)

"WORLD PRAYER"
"HOW FAR AM I FROM CANAAN"

PEACOCK # 1553

Still Going Strong!
"COMING HOME"
"MOTHER DON'T WORRY" PEACOCK # 1580

ORDER

Peacock RECORDS, INC.
 4104 Lyons Houston, Texas

NOW!



a trio of BIG NEW hits for BIG NEW plays

HADDA BROOKS

"ALL NIGHT LONG"
"TIME WAS WHEN"

With Rhythm Acc. featuring Teddy Bunn on Guitar
 78 — 6865 45 — 4-6865

BILL DAVIS TRIO

"ROUGH RIDIN'"
"AZURE 'TE"

78 — 6867 45 — 4-6867

THE TRENIERS

"IT ROCKS! IT ROLLS! IT SWINGS!"
"TAXIE BLUES"

78 — 6853 45 — 4-6853

more big coin-makers on . . .

Okeh RECORDS A PRODUCT OF COLUMBIA RECORDS, INC.



'Be Anything'

(BUT BE MINE)

by

WINI BROWN

MERCURY

8270



839 So. Wabash Ave., Chicago, Ill.

THE CASH BOX



Nat "King" Cole drew the crowds during his recent stay at the Apollo with the result that a new three year record was set for a non-holiday week. Cole will be at the Howard Theatre, Washington, D. C., this week. . . . We learn from Art Sagar that he has signed Juanita Hall (Bloody Mary of South Pacific) to record for "Top Ten Records." . . . Mercury Records, expanding its Rhythm and Blues department, has signed L. C. Williams, Teddy Reynolds, and Lightnin' Hopkins. . . . Burnie Peacock and His Orchestra really clicking on their tour of theatres and one nighters. . . . Decca Records has signed Gene Ammons and Sonny Stitt.

* * *

Rudi Blesh, Circle Records, adds a new name to his wax stable with Tony Almerico and the Dixieland Jamboree Band, a New Orleans group. Two of four sides released by Circle feature Sam DeKemel playing a dented army bugle like a trumpet. DeKemel recently appeared on the "We The People" TV show, where he performed one of his new waxings, "Basin St. Blues." . . . Roscoe Gordon's disk "No More Doggin'" getting stronger with each passing day. . . . Bill Doggett, who did the background music for Ella Fitzgerald's "Smooth Sailing," has been held over in the Rumpus Room, Washington, D. C. . . . Johnny Hodges and His All Stars out to the west coast for a tour starting March 19th. They will be at the Club Clayton, Sacramento, for one week. Then two weeks at the Black Hawk, San Francisco beginning March 25th; one week at the Tiffany Club, Los Angeles April 9th, and one week at the Crole Palace, San Diego, May 1st.

* * *

Atlantic Records is swamped with orders as a result of its triple click—"5-10-15 Hours"; "One Mint Julep"; and "Sweet Sixteen." . . . If the eligible males suddenly desert the ranks of bachelorhood, it can all be blamed on Wini Brown's "Be Anything—Be Mine." Mel Mandel of Mercury tells us he received the following telegram: "Is Wini Brown single, free, and over twenty-one? Her "Be Anything—Be Mine" instigates irresistible matrimonial aspiration." . . . Bill Davis, who has been a crowd-pleaser at The Birdland, New York, for four weeks with Sarah Vaughan, will also be seen and heard when songsters Dinah Washington and Ella Fitzgerald hold forth at the popular night spot.

* * *

WSOK, the Nashville, Tennessee station, arranges its programming to reach the vast Tennessee Negro market. . . . Phylliss Branch, former vocalist with Lucille Dixons orchestra, has been signed by Tuxedo Records to a three year recording contract.



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.

<p>1 HEAVENLY FATHER Edna McGriff (Jubilee)</p>	<p>NIGHT TRAIN J. Forest (United)</p>	<p>WHEEL OF FORTUNE Sunny Gale & Eddie Wilcox (Derby)</p>
<p>2 WHEEL OF FORTUNE Kav Starr (Capitol) Sunny Gale & Eddie Wilcox (Derby)</p>	<p>WHEEL OF FORTUNE Sunny Gale & Eddie Wilcox (Derby)</p>	<p>LET'S TALK ABOUT JESUS Bells Of Joy (Peacock)</p>
<p>3 TROUBLE IN MIND Dinah Washington (Mercury)</p>	<p>BABY, PLEASE DON'T GO Orioles (Jubilee)</p>	<p>BAD NEIGHBORHOOD Floyd Dixon (Aladdin)</p>
<p>4 5-10-15 HOURS Ruth Brown (Atlantic)</p>	<p>MELLOW BLUES Sonny Thompson (King)</p>	<p>TROUBLE IN MIND Dinah Washington (Mercury)</p>
<p>5 NIGHT TRAIN J. Forest (United)</p>	<p>3 O'CLOCK BLUES B. B. King (R. P. M.)</p>	<p>SWEET SIXTEEN Joe Turner (Atlantic)</p>
<p>6 3 O'CLOCK BLUES B. B. King (R. P. M.)</p>	<p>I DIDN'T SLEEP A WINK LAST NIGHT Arthur Prysock (Decca)</p>	<p>NIGHT TRAIN J. Forest (United)</p>
<p>7 CRY Johnnie Ray (Okeh)</p>	<p>THE WIND IS BLOWING Jimmy Witherspoon (Modern)</p>	<p>KISS ME, BABY Cardinals (Atlantic)</p>
<p>8 LOOKING FOR MY BABY Ravens (Mercury)</p>	<p>DIANE Buddy Lucas (Jubilee)</p>	<p>GOT YOU ON MY MIND John Greer (RCA Victor)</p>
<p>9 THIS IS HAPPINESS Joe Holiday (Prestige)</p>	<p>CRY Johnnie Ray (Okeh)</p>	<p>5-10-15 HOURS Ruth Brown (Atlantic)</p>
<p>10 WALK RIGHT IN Fluffy Hunter (King)</p>	<p>WALKIN' Nat "King" Cole (Capitol)</p>	<p>NO MORE DOGGIN' Roscoe Gordon (R. P. M.)</p>

HOT

in
DALLAS

in
LOS ANGELES

in
OTHER CITIES

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

- 1
NIGHT TRAIN
Jimmy Forest
 (United)
- 2
THE BIG QUESTION
Percy Mayfield
 (Specialty)
- 3
WHEEL OF FORTUNE
Sunny Gale & Eddie Wilcox O.
 (Derby)
- 4
TENDER HEART
Charles Brown
 (Aladdin)
- 5
SWEET SIXTEEN
Joe Turner
 (Atlantic)
- 6
LET THE TEARS FALL, BABY
Willie Mae Thornton
 (Peacock)
- 7
3 O'CLOCK BLUES
B. B. King
 (R. P. M.)
- 8
THE GUY WITH THE .45
Allen Bunn
 (Apollo)
- 9
BOOTED
Roscoe Gordon
 (R. P. M.)
- 10
GOT YOU ON MY MIND
John Greer
 (RCA Victor)

- NIGHT TRAIN**
Jimmy Forest
 (United)
- WHEEL OF FORTUNE**
Sunny Gale with Eddie Wilcox O.
 (Derby)
- NO MORE DOGGIN'**
Roscoe Gordon
 (R. P. M.)
- DUST MY BROOM**
Elmo James
 (Trumpet)
- THAT'S MY PLAYFUL BABY**
Wynonie Harris
 (King)
- HARD TIMES**
Charles Brown
 (Aladdin)
- THE HUNT IS ON**
Percy Mayfield
 (Specialty)
- KISS-A ME BABY**
Ray Charles
 (Swingtime)
- MELLOW BLUES**
Sonny Thompson
 (King)
- BLOW, BLOW, BLOW**
Big Jay McNeely
 (Imperial)

- OAKLAND, CAL.**
 1. Dust My Broom (Elmo James)
 2. The Right Kind Of Lovin' (Lucky Millinder)
 3. Wheel Of Fortune (Dinah Washington)
 4. No More Doggin' (Roscoe Gordon)
 5. The Wind Is Blowing (Jimmy Witherspoon)
 6. Night Train (Jimmy Forest)
 7. Where Shall I Go? (Ivory Joe Hunter)
 8. The Big Question (Percy Mayfield)
 9. Diane (Buddy Lucas)
 10. Milk Train (Tab Smith)
- SAVANNAH, GA.**
 1. Wheel Of Fortune (Sunny Gale)
 2. Cry (Johnnie Ray)
 3. Flamingo (Earl Bostic)
 4. I'm Gonna Jump In The River (Buddy Johnson)
 5. Strong Red Whiskey (John Greer)
 6. Got You On My Mind (John Greer)
 7. Walkin' (Nat "King" Cole)
 8. 3 O'Clock Blues (B. B. King)
 9. Tender Heart (Charles Brown)
 10. Lovin' Machine (Wynonie Harris)
- MONROE, LA.**
 1. I Didn't Sleep A Wink Last Night (Arthur Prysock)
 2. Why Don't You Eat Where You Slept? (Zuzu Bollin)
 3. Let The Tears Fall, Baby (Willie Mae Thornton)
 4. Let's Talk About Jesus (Bells Of Joy)
 5. Dust My Broom (Elmo James)
 6. Walkin' (Nat "King" Cole)
 7. Mellow Blues (Sonny Thompson)
 8. 3 O'Clock Blues (B. B. King)
 9. Hard Times (Charles Brown)
 10. Trouble In Mind (Amos Milburn)
- MILWAUKEE, WIS.**
 1. Night Train (Jimmy Forest)
 2. A Pound Of Blues (Johnny Hodges)
 3. 3 O'Clock Blues (B. B. King)
 4. Got You On My Mind (John Greer)
 5. Hambone (Red Saunders)
 6. Wheel Of Fortune (Sunny Gale)
 7. Tell Me Why (Dinah Washington)
 8. Diane (Buddy Lucas)
 9. Work, Baby, Work (Louis Jordan)
 10. Saddle The Cow (Roscoe Gordon)
- ATLANTA, GA.**
 1. No More Doggin' (Roscoe Gordon)
 2. Let's Talk About Jesus (Bells Of Joy)
 3. Tender Heart (Charles Brown)
 4. The Big Question (Percy Mayfield)
 5. Atlanta's Tragic Monday (Echoes Of Zion)
 6. Night Train (Jimmy Forest)
 7. One Mint Julep (The Clovers)
 8. The Wind Is Blowing (Jimmy Witherspoon)
 9. Cold Chills Over Me (John Lee Hooker)
 10. 5-10-15 Hours (Ruth Brown)

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NO. 1

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"Slow Caboose"

BACKED WITH

"Darling Let's Give Love a Chance"

BRAND NEW CHECKER RECORD No. 750 BRAND NEW

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THE CASH BOX

JAZZ 'N' BLUES REVIEWS

"RAIN-RAIN-RAIN" (2:59)

"BOOGIE WOOGIE LOU" (2:23)

JOE LIGGINS
(Specialty 426)

● A fast jump item is taken for a wild swing around the platter by Joe Liggins and His Honeydrippers. Keeping in the spirit of the arrangement, the vocal ranges smooth to raspy and low to high. The Honeydrippers give out with exciting orking in the breaks. The lower lid is a similar tune dynamically performed by Liggins and his aggregation.

"BLUE BECAUSE OF YOU" (2:29)

"GOT YOU ON MY MIND" (2:48)

BIG THREE TRIO
(Okeh 6863)

● A beautiful slow blues is presented with warmth and feeling by the Big Three Trio. Willie Dixon handles a strong set of lyrics capably with his big, deep voiced delivery. His stylized singing is given a solid assist by the instrumental group. Flip is a rendition of a current biggie in the rhythm and blues field. The Big Trio waxing is socko and should be a contender if the number continues to stay alive.

"I'M SORRY FOR YOU, MY FRIEND" (2:39)

"I WILL BE TRUE" (2:42)

IVORY JOE HUNTER
(MGM 11195; K11195)

● Ivory Joe Hunter comes up with two sides that will be snatched up by his fast growing group of followers. Both lids are slow ballads which received excellent artistry and potent arrangements. However, outstanding, and what the listeners want to hear, are the vocalizing and chord sweeping of Ivory Joe. Ops should put these etchings into the jukes pronto.

"MY NATCH'L MAN" (2:44)

"AS LONG AS YOU'RE SATISFIED"

JESSE POWELL ORK-FLUFFY HUNTER
(Federal 12060)

● Following up their "Walk Right In—Walk Right Out" hit now making a stir, the Jesse Powell-Fluffy Hunter combo come right back with two solid items. Fluffy, on the top level, socks out a rolling chant of a rollicking tune. The second half is a slow easy blues, which versatile Fluffy Hunter sings softly. The Jesse Powell ork sets the musical mood pleasingly on both ends.

"ROMANCE IN THE DARK" (2:42)

"TRUST IN ME" (2:39)

HADDA BROOKS TRIO
(Modern Records 861)

● The Hadda Brooks Trio takes a slow tune for a mellow spin around the wax. Hadda Brooks does a sweet job on the lovely tune as she sells the romantic lyrics with warmth. Flip is a rhythm arrangement of a pop number that Hadda projects feelingfully. The backing is soft and subdued and in the spirit of the disk. Ops have two likely sides.

★ AWARD O' THE WEEK ★

"SWEET SIXTEEN" (2:47)
"PLL NEVER STOP LOVING YOU" (3:10)JOE TURNER
(Atlantic 960)

JOE TURNER

● A real low down blues item is socked out by Joe Turner as he gives a solid set of lyrics a zestful send off. The upper side, "Sweet Sixteen", is a slow tune that is

treated to a dramatic arrangement. Turner's vocalizing in a strong, raucous voice receives solid support from Van (Piano Man) Walls and his ork and together they deliver a finished product that should make merry in the jukes. 'Piano Man' Walls expressive sweeping of the chords does much to make this deck a potent seller. Flip is another slow blues number titled, "I'll ever Stop Loving You". Turner's feelingful delivery of the sad lyrics coupled with 'Piano Man's Walls slick piano playing and orking make this platter a possibility. However, we pick the top level to take off first and ops should lose no time in getting with it.

"HOW FAR AM I FROM CANAAN?" (2:47)

"IT WON'T BE VERY LONG" (2:32)

THE SOUL STIRRERS
(Specialty 824)

● The Soul Stirrers give a vigorous performance as they issue two religious numbers. Both waxings open as slow spirituals and change to rousing numbers about midway. The vocal is exciting, the harmony very effective, and the arrangement strong. Ops who have the locations for this type of music should listen in.

"CRAWDAD" (2:18)

"BORN ON THE 13TH" (2:25)

SMOKEY HOGG
(Fidelity 3006)

● Smokey Hogg takes a moderate novelty with a country flavor and gives it a spirited going over. The tune and a cute set of lyrics are treated to a solid arrangement, with the result being an ok dish. The under lid is another novelty of slower rhythm. Hogg provides his own backing with a fine exhibition of guitaring.

"MR. SO AND SO" (2:35)

"GOIN' BACK TO GEORGIA" (2:35)

BIG BOY CRUDUP
(RCA Victor 20-4572)

● Two slow numbers, handled by Big Boy Crudup, are given solid vocal sendoffs. The upper end is a blues, dramatically arranged to showcase the artist's talents, and he is strongly supported by the band. Lower lid is a similar song which receives a polished treatment from the vocalist and ork.

"THINKIN' 'BOUT MY MOTHER" (2:50)

"GET RICH QUICK" (2:12)

LITTLE RICHARD
(RCA Victor 20-4582)

● Little Richard sends a change of pace tune thru the mill as his vocal ranges from slow and easy to fast and shouty. Backed with a strong instrumental backdrop and a soaring arrangement Richard brings in a pleasing deck. The other side is a driving, big beat that Richard belts out with much fervor. Ops have two good sides here.

Jazz 'n' Blues SLEEPER OF THE WEEK

"LOOKING FOR MY BABY" (2:42)

"BEGIN THE BEGUINE" (2:44)

THE RAVENS
(Mercury 5800; 5800 x 45)

THE RAVENS

● A cute set of lyrics, a tantalizing tune, an infectious arrangement, and The Ravens are a recipe that is hard to beat. With "Looking For My Baby", the quartet has the potential material and the

finished product is a clickeroo that should tempt loads of nickels and dimes into the machines. This top deck is a fast moving jump number that the harmony happy Ravens drive out with deftness and precision, as they tell of: "looking for my baby who took my money and went". The arrangement, with the tempo changing from fast to slow and back to fast, makes for an exciting dish that must hit. Lower lid is The Ravens interpretation of the Cole Porter perennial favorite. The beautiful modern classic is treated to the stylish vocal blend of the quartet and the result is a happy coupling that can't miss raking in the coins. The first end is loaded and ops oughta act accordingly.

"LOW DOWN BLUES" (2:21)

"STOLEN LOVE" (2:33)

JIMMY LIGGINS
(Specialty 427)

● Jimmy Liggins and The Drops of Joy Orchestra romp through a pair of red hot arrangements that makes for happy listening. The sax, guitar and piano are spotted with big solos as the instrumentalists ride herd on this rocking tune. Flip is a similar piece in which the arrangement and ork share the spotlight. Raucous voiced singer helps to make this a two sided click. Ops should listen.

"I NEED YOU NOW" (2:50)

"LOVE SWEET LOVE" (2:41)

SARAH McLAWLER
(King 4513)

● Sarah McLawler gives a dramatic reading of a slow pleasureable item. Her clear, strong vocal is enhanced by an exciting orchestral arrangement that features a fancy bit of piano playing. The under level is a slow beat handled expertly by Sarah and the Suncoettes. The choral harmony of the group is expressive and highly professional. Together, the artists succeed in bringing in a likely disk.

"STRANGE MAN" (2:50)

"LET'S GET HIGH" (2:30)

GRANT (MR. BLUES) JONES
(United 1043)

● Grant (Mr. Blues) Jones and his ork belt out two items written, arranged and sung by Mr. Blues himself. The first side, a slow light beat, is solidly sold by Jones. The ork's backing is polished and sets off the mighty voice of the piper to good advantage. Under portion is a rocking, rolling waxing with Grant Jones projecting his raucous vocal. Here are two good sides for the boxes.

"HE'S ABLE TO CARRY YOU THROUGH" (2:29)

"UNITED WE MEET AGAIN" (2:25)

THE SALLIE MARTIN SINGERS
(Specialty 823)

● The Sallie Martin Singers drive out a jubilee type religious number with force and emphasis. Brother Joe May's deep voice takes charge of the spirited piece and receives solid support from the Sallie Martin Singers who harmonize beautifully. The second side is a slow spiritual, performed by the same artists. Cora Martin is the lead vocalist on this waxing.

"AS YOU ARE" (2:35)

"I ONLY HAVE EYES FOR YOU" (2:35)

SLIM GAILLARD
(Mercury 5792)

● A beautiful oldie with a gypsy flavor is taken for an easy spin around the wax by Slim Gaillard. Slim gives the listenable melody a feelingful and warm treatment. The smooth and mellow orking assists Gaillard on this record, that could break through. Flip is another soothing oldie with the melodist chanting dramatically. It is a pleasant side and gives ops a strong coupling.

THE CASH BOX

Reports

THE NATION'S

BIG 10

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

**1 LET OLD MOTHER
NATURE HAVE
HER WAY**

Carl Smith
(Columbia 20862; 4-20862)

**2 GIVE ME MORE,
MORE, MORE**

Lefty Frizzell
(Columbia 20885;
4-20885)

3 SLOW POKE

Pee Wee King
(RCA Victor 21-0489;
48-0489)

4 SILVER AND GOLD

Pee Wee King
(RCA Victor 20-4458;
47-4458)

**5 DON'T JUST STAND
THERE**

Carl Smith
(Columbia 20893;
4-20893)

6 HONKY TONK BLUES

Hank Williams
(MGM 11160; K11160)

**7 BUNDLE OF
SOUTHERN
SUNSHINE**

Eddy Arnold
(RCA Victor 20-4413;
47-4413)

8 WONDERING

Webb Pierce
(Decca 46364; 9-46364)

**9 CALL HER YOUR
SWEETHEART**

Eddy Arnold
(RCA Victor 20-4413;
47-4413)

10 MILK BUCKET BOOGIE

Red Foley
(Decca 27981; 9-27981)

**Spike Jones Explains Popularity Of
Folk Music By One Word—Migration**

NEW YORK—In an exclusive interview with The Cash Box, Spike Jones last week made the following statement:

I certainly don't have to convince you of the increasing popularity of country music in the last few years. The tremendous Juke Box Operator acceptance in ALL PARTS of the country on such records as "Tennessee Waltz," "Cold, Cold Heart," "Slippin' Around," "Bouquet Of Roses" and "Slow Poke" certainly confirms the demand for a simple singable tune performed in a melodic manner.

Having traveled 215,000 miles visiting 48 states and over 200 cities in the last five years, I have found Hillbilly artists to enjoy the same popularity in the Juke Boxes as artists who sing "popular standards". I think that this increasing demand can be explained in one word — MIGRATION!

During World War II, a boy in the service from Duluth, was stationed at spots like Knoxville or Memphis and acquired a love of the hillbilly music he heard constantly. A boy from Atlanta who found himself in Seattle, requested the location owners in the local taverns to put the type of music he had been raised on in their boxes. I don't see any mystery about this—isn't this music typical Americana?

For the last several years during my trips through the South with my "Musical Depreciation Revue", many coin machine operators asked me why we hadn't recorded some folk records. However, this is much easier said than done. The CITY SLICKERS are known for musical satire and I felt we would offend these operators if we stuck to our original style—pistol shots, auto horns, cow bells, etc.—while undertaking this new recording venture. To record this kind of music would require an extremely different instrumentation.

Fortunately, at this time Dave

Kapp joined Victor as head of A & R. On his recent trip to the Coast we spent many hours together going over the first attempts at a new musical set up and we worked out an instrumentation for the new group. After the session Dave decided to call us—"Spike Jones and His Country Cousins".

I don't know when I have been so thrilled over the comments about any of our records as I am about "Down South" and "I've Turned Gadabout".

To make up the COUNTRY COUSINS we used Jimmy Bryant on take-off guitar, Cliffie Stone on bass, Speedy West on steel guitar and vocalist Eddie Kirk. Augmenting these expert exponents of folk music I chose Marvin Ash on piano, trumpet players Bobby Guy and George Rock and drummer Joe Siracusa. We used Marilyn Tuttle, Eddie Kirk and George Rock as our singing trio.

I'm not only excited about the fact that we now have a combination that can play the type of song that the public chooses to make popular, but the COUNTRY COUSINS will be heard on a medium that has heretofore been pretty much closed to the CITY SLICKERS, the coin operated phonograph.

Although the public has asked for CITY SLICKER records on the juke boxes, some of our arrangements have been so violent that after repeated plays they even drove bartenders to drink. In spite of this tremendous obstacle we have sold over 15,000,000 records in the nine years that we have been recording. Now we should far exceed that figure in the future years.

For this, I am certainly very grateful. We will now be able to record the novelty arrangements such as our current "It Never Rains In Sunny California" and "Deep Purple" with the CITY SLICKERS and also develop a new audience with the COUNTRY COUSINS.

Kickin' The Blues Around

with Sam Evans

After hearin' the natural rhythm and humor of Fidelity's "Crawdad" as done by Smokey Hogg, I am inclined to think this little ditty should make it as a novelty in many markets. . . . Joe Liggins, Specialty's little dividend check, has a girl singing on his latest sides, named Candy Rivers. Disc labels have been leaving this chirp's name off, but hope this will be remedied soon. Gal has a voice and could be featured. . . . Dig that beat on the new RCA release "Double Shuffle," which pairs Dinah Shore and Tex Williams. . . . About April 1st, Mr. B hits with a new one by Jack Elliott, "If They Ask Me" on MGM. . . . Buddy Stark, a new one on Decca, has several sides just out, the best of which seems to be "Sincere." The boy has a good voice and who knows?

Driving home these late nights and tuning from station to station, especially out of town, it's nice to hear so much of Dave Brubeck's music. Along with bass player Ronald Crotty; and Cal Tjader to handle both the drums and vibes, this little trio has turned out some terrific sides for Fantasy label. Their music is as advanced as any of the proposed ships to the moon. And they may be closer than we poor earthlings think. Brubeck's music is highly listenable.

The revival of "I Hear A Rhapsody" has caught hold and the old time beauty is heading right back to the top, where it belongs. Tune has been re-recovered by artists in all fields for all markets. . . . Tommy Edwards, the MGMer, would do well to hit the "gold" road and let ops and deejays meet him. He's so close that a small push could move him into the lush clover. Nothing hits better with a deejay, newsman or box man, than to have an artist drop in for a hello. It better be done now while the iron is hot. . . . "Jam With Sam" spinning merrily on boxes, and Duke Ellington flips his lid over this new hit.

Mr. and Mrs. Sugar Ray Robinson have sent the high chair and bassinet back to the warehouse. . . . Churchill Kohlman, formerly a big man in the broom industry, has been writing songs for many years with no luck. Along comes "Cry", and now Mr. Kohlman is using his broom to dust off these old tunes for another round of publishers. Wanna bet his reception will be much different this time. . . . Stan Kenton heading into Chicago for a two-weeker after a one-niter at the University of Illinois on April 3rd. . . . Stans latest, "Yes" with Jeri Winters on vocal, sounds as tho "Blues In Burlesque" got good to him and he decided to get with the blues and maybe turn out some more. . . . Nellie Lutcher likes the Maple Leaf country, on leaving Quebec, Nellie moves to Toronto; then Camden, N. J.; and right back up to Montreal.

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



{beneath the
berry tree}

by **Bob Newman**

backed by
LONESOME SAILOR'S
distributed by **DREAM**

by **King** RECORDS, INC.
1540 BREWSTER AVE., CINCINNATI 7, OHIO

THE CASH BOX FOLK and WESTERN ROUNDUP

Herald "Cuz" Goodman recently started three half-hour country record shows weekly under sponsorship of Leon Theatres of Texas. Show airs from KRLD in Dallas, is tagged "Intermission Time," and utilizes top night time.

"Al Your Pal" Alarie has his late afternoon country record show piped into the wards of a neighboring Veteran's Hospital. His show, "Matinee Roundup," is a regular feature of WPAW in Pawtucket, R. I., using the 4:30 to 5:00 afternoon spot daily.

Jim Hall (Blue Ribbon) is featured on 4½ hours of Burlington, N. C.'s WFNS. D. J. chores and live shows with his band, The Radio Rangers, share the time. His current discing of "The Fliver Song" and "Waitin' In Ole Caroline" seem to be kicking up some Carolina dust for dealers and operators.



PEE WEE KING

Snooky Lanson joined the artists heading for Nashville recording sessions a few weeks back. First release from sides cut, "Stay Away From Dixieland" and "Time" are drawing comment. Top side, penned by Sunny Clapp and handled by Frank Kelton's Tennessee Music Pub. firm, is drawing strong reaction from both the country and pop fields.

Hank Williams (M-G-M) began regular "Grand Ole Opry" appearances following his hospitalization the 15th. Audience responded with one of the biggest "welcome back" ovations in Opry history. Hank expects to begin his daily WSM shows in the near future with personal appearance tours unmentioned for the time being.

Curly Kinsey of WGTA in Summerville, Ga., is carrying a new daily hour show handled "Folk Notes." Country records supply the music but the format of the show features a recap of recent happenings as regards the country music field, artists, songwriters, records, etc.

Dale Wood of KTNM in Tucumcari, New Mexico writes that none of station's breaks are made by announcers—they are all voice tracks by recognized recording artists. All such received will be used so send yours to him. Dale explains that it is pronounced as "Two-Come-Carry."

Jack Garrett of WJQS in Jackson, Mississippi recently found out that Whitey "Duke of Paducah" Ford was a real banjo picker in years past. It all came up during an interview on Jack's d. j. show and all kinds of dixieland musicians' names were mentioned with which both had been associated.

Jimmy Laney, recently Music Director for Flint, Michigan's WAJL, now programs and announces opening and intermission programs for three of Michigan's largest drive-in theatres. Country records is taking over as a major part of this programming.

WNPT in Northport, Alabama is conducting a two hour country talent show each Saturday morning with the full show carried on the air. Winners are being publicized by station with eyes toward recording and p. a. pacts. The show is handled by station's "Grandpappy" Bob Jones.

Arthur G. Barrett of WSAP in Portsmouth, Va., has added a new sponsor—Bendex TV and Prices, Inc. Show sells TV demonstrations and reports are that the sponsors are well satisfied. This seg is in addition to his regular country record shows tagged "Early Morning Frolics," "Tidewater Hoedown," "Top Record Review," and "New Record Review."

WSM is feeding the NBC net their Sunday evening "Tin Pan Valley" programs. Show features the stories regarding Nashville's music business and artists currently carrying the tag—"Tin Pan Valley." March 30th show will feature Fred Rose, well known country song writer.

WSM's "Grand Ole Opry" line-up of NBC net guests on their Prince Albert Show include Hank Thompson (Capitol) on March 22nd; The Carter Sisters (Columbia) the 29th; George Morgan (Columbia) April 5th; Pee Wee King (RCA Victor) the 12th; and Webb Pierce (Decca) on April 19th.

THE CASH BOX FOLK & WESTERN RECORD REVIEWS

BULLSEYE of the WEEK

"HALF AS MUCH" (2:36)
"LET'S TURN BACK THE YEARS" (2:42)

HANK WILLIAMS
(MGM 11202; K11202)



HANK WILLIAMS

● Hank Williams comes up with a slow melodic item titled "Half As Much" that has all the earmarks of a hit. Williams, whose disks are always money makers for

the jukes, gives a feelingful performance as he sells an infectious set of lyrics in his stylized manner. Hank's Drifting Cowboys provide the musical backdrop as they give a polished performance of a good arrangement. Williams' slick vocal treatment of the sprightly tune puts this platter right up with his many clicks and should get lots of spins from the juke patrons. Lower lid is a slow tuneful number that is given the full Hank Williams treatment. The chanter's stirring warbling of "Let's Turn Back The Years" is instrumentally supported by the Drifting Cowboys and the result is another strong side. Ops are advised to get this platter into the boxes pronto.

"TALKIN' MYSELF INTO TROUBLE" (2:18)
"COUNTIN' SHEEP" (2:26)

BILLY HAROLD (HILL BILLY BILL)
(Coral 64125)

● Billy Harold (Hill Billy Bill) comes up with a slow novelty and sings the infectious lyrics in an easy manner. The smooth, clear vocal of the artist is supported by an ok arrangement which features strong guitar. Flip is a moderate beat number with weeper lyrics that Hill Billy Bill yodels appealingly. Ops should listen.

"THE FIDDLIN' RAG" (2:55)
"I WAS JUST WALKIN' OUT THE DOOR" (2:20)

WADE RAY
(RCA Victor 20-4580)

● A brisk rag time number is treated to a shouty vocal by Wade Ray who has himself a grand time with the rollicking tune. As indicated by the title, some furious fiddling in the breaks accompanied by foot stomping helps to make this a wild, exciting waxing. The bottom deck is the Cindy Walker piece that is getting a big play and this one could latch on to some of the take.

"HONEST AND TRULY" (2:41)
"LOVE LETTERS" (2:45)

GENE MCGHEE
(MGM 11201; K11201)

● A slow oldie is given a folk and western treatment by Gene McGhee. McGhee warbles the romantic lyrics in mellow voice against a backdrop of a female choral group. The orchestration is better than average and spots the guitar and organ in the breaks. Under side is a similar piece which McGhee projects beautifully and dramatically. Ops have two ok sides.

"RAINY DAY FEELIN'" (2:21)
"KINFOLKS IN CAROLINA" (2:20)

MERLE TRAVIS
(Capitol 2014; F-2014)

● A moderate beat boogie item is belted out with much gusto by Merle Travis. His exciting delivery of cute lyrics, aided by spiritual arrangement, adds up to a pleasant dish. The second side is a happy novelty that Travis sells with much verve. Both ends receive strong instrumental backing. Ops have two interesting halves.

"A SOLDIER'S LAST WORDS" (2:55)
"MEMORIES OF A SWEETHEART" (2:25)

REX AND ELEANOR
(Coral 64124)

● Two slow country weepers are doled out by Rex and Eleanor Parker. The top deck is a melodic item in which the duo plaintively tells of the last words of the soldier who now lies dead in Korea. Lower lid is a similar type tune handled well by the two artists. Ops who have the right location should listen in.

"BLUE EYED DARLING" (2:17)
"YOU'LL NEVER BE THE SAME" (2:42)

JIMMY MARTIN and BOB OSBORNE
(King 1037)

● Jimmy Martin and Bob Osborne warble a country weeper with feeling as they harmonize on a light number while assisted by the Sunny Mountain Boys. Together they bring in a pleasing disk. The under level is a moderate beat tune that the artists handle easily and expressively. Ops might take a peek.

"CRAZY TO CARE" (3:03)
"IN THE WINDOW OF MY HEART" (2:49)

SMILEY MAXEDON
(Columbia 20910; 4-20910)

● Kicking off the disk with a fluent bit of guitar strumming, Smiley Maxedon chants a slow country lament expressively. Assisting Maxedon is a solid instrumental group which features piano runs. Second side is another slow piece that Smiley and his Okaw Valley Boys get together on to bring in a likely half. Ops oughta take a gander.

"I'D FEEL JUST LIKE A MILLIONAIRE" (2:43)
"REAL GOOD FEELIN'" (2:49)

WAYNE RANEY
(King 1036)

● A slow number is given an effortless but warm reading by Wayne Raney as he puts over expressive lyrics in his stylized fashion. A fitting arrangement capably executed by the musical combo, backs Raney potently, and the results are an ok disk. Lower portion is a lilting melody that Raney handles pleasingly. Wayne's flowing vocalizing makes this platter a coupling of two listenable sides.

A HIT!
"TRY ME ONE MORE TIME"
ROBERTA LEE—Decca
MARGARET WHITING—Capitol
ERNEST TUBB—Decca
AMERICAN MUSIC, INC.
1576 Bway, N. Y. • 9109 Sunset Blvd, Hollywood
CO 5-7880 CR 1-5254

A Solid Entry!
"When You Want A Little Lovin'"
by
JOHNNIE & JACK—
RCA Victor 20-4555
YORK BROTHERS—
King 1042
TANNEN MUSIC, INC.
46 West 54 St., New York 19

SPEEDIEST PLAYING RECORDS REVIEWED THIS WEEK
Records All Under 2:30 Min.

POPULAR
"I'M SO LONESOME I COULD CRY" 2:05
(Savannah Churchill—RCA Victor)
"TATTLE TALE" 2:10
(Bob Eberle—Capitol)
"LOVE, WHERE ARE YOU NOW?" 2:10
(Jan Garber Orchestra—Capitol)
"IT'S BREAKING MY HEART" 2:12
(Jerry Scott & The Song Spinners—Anchor)
"SO IN LOVE" 2:14
(Robert Merrill & Roberta Peters—RCA Victor)
"IDAHO STATE FAIR" 2:16
(Vaughn Monroe—RCA Victor)

JAZZ & BLUES
"GET RICH QUICK" 2:12
(Little Richard—RCA Victor)
"CROWDAD" 2:18
(Smokey Hogg—Fidelity)
"LOW DOWN BLUES" 2:21
(Jimmy Liggins—Specialty)
"BOOGIE WOOGIE LOU" 2:23
(Joe Liggins—Specialty)

FOLK & WESTERN
"BLUE EYED DARLING" 2:17
(Jimmy Martin & Bob Osborne—King)
"TALKIN' MYSELF INTO TROUBLE" 2:18
(Billy Harold—Coral)
"I WAS JUST WALKIN' OUT THE DOOR" 2:20
(Wade Ray—RCA Victor)
"RAINY DAY FEELIN'" 2:21
(Merle Travis—Capitol)

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

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

MARCH 29, 1952

New York, N. Y.

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

Chicago, Ill.

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

Los Angeles, Calif.

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

Massapequa, N. Y.

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

Savannah, Ga.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. ANYTIME (Eddie Fisher)
4. WHEEL OF FORTUNE (Kay Starr)
5. BERMUDA (Bell Sisters)
6. JEALOUSY (Frankie Laine)
7. BLUE TANGO (Hugo Winterhalter)
8. PLEASE, MR. SUN (Johnnie Ray)
9. STOLEN LOVE (Eddy Howard)
10. WISHIN' (Eddy Howard)

Malta, Montana

1. TELL ME WHY (Grady Martin)
2. ANYTIME (Eddie Fisher)
3. CRY (Johnnie Ray)
4. DANCE ME LOOSE (Russ Morgan)
5. CHARMAINE (Four Knights)
6. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
7. MY LIFE'S COMPANION (Mills Brothers)
8. SLOW POKE (Pee Wee King)
9. I WANNA SAY HELLO (Frankie Froba)
10. GARDEN IN THE RAIN (Perry Como)

Chehalis, Wash.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. WHEEL OF FORTUNE (Kay Starr)
4. BERMUDA (Bell Sisters)
5. BLUE TANGO (Dick Hayman)
6. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
7. ANYTIME (Eddie Fisher)
8. BROKEN HEARTED (Johnnie Ray)
9. SLOW POKE (Ralph Flanagan)
10. PERFIDIA (Four Aces)

Coleman, Texas

1. WHEEL OF FORTUNE (Kay Starr)
2. TELL ME WHY (Four Aces)
3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
4. AT LAST (Ray Anthony)
5. ANYTIME (Eddie Fisher)
6. WHEN I TAKE MY SUGAR TO TEA (Billy May)
7. TIGER RAG (Les Paul & Mary Ford)
8. BLUE TANGO (Dick Hayman)
9. CRY (Johnnie Ray)
10. SLOW POKE (Pee Wee King)

Walla Walla, Wash.

1. CRY (Johnnie Ray)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. TELL ME WHY (Four Aces)
4. DANCE ME LOOSE (Arthur Godfrey)
5. SHRIMP BOATS (Jo Stafford)
6. WHEEL OF FORTUNE (Kay Starr)
7. TIGER RAG (Les Paul & Mary Ford)
8. UNDECIDED (Ames Brothers & Les Brown)
9. PLEASE, MR. SUN (Johnnie Ray)
10. COME WHAT MAY (Patti Page)

Phoenix, Ariz.

1. CRY (Johnnie Ray)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. BE MY LIFE'S COMPANION (Mills Brothers)
4. TELL ME WHY (Four Aces)
5. PLEASE, MR. SUN (Johnnie Ray)
6. SHRIMP BOATS (Jo Stafford)
7. TIGER RAG (Les Paul & Mary Ford)
8. DANCE ME LOOSE (Russ Morgan)
9. WHEEL OF FORTUNE (Kay Starr)
10. SLOW POKE (Pee Wee King)

Detroit, Mich.

1. CRY (Johnnie Ray)
2. TIGER RAG (Les Paul & Mary Ford)
3. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
4. PLEASE, MR. SUN (Johnnie Ray)
5. BROKEN HEARTED (Johnnie Ray)
6. SLOW POKE (Pee Wee King)
7. DANCE ME LOOSE (Arthur Godfrey)
8. WHEEL OF FORTUNE (Kay Starr)
9. SHRIMP BOATS (Jo Stafford)
10. BERMUDA (Bell Sisters)

Kansas City, Mo.

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

Butte, Mont.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. ANYTIME (Eddie Fisher)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. TIGER RAG (Les Paul & Mary Ford)
6. BROKEN HEARTED (Johnnie Ray)
7. BERMUDA (Bell Sisters)
8. SLOW POKE (Ralph Flanagan)
9. WHEEL OF FORTUNE (Bell Sisters)
10. PERFIDIA (Four Aces)

Dallas, Tex.

1. CRY (Johnnie Ray)
2. WHEEL OF FORTUNE (Kay Starr)
3. BE MY LIFE'S COMPANION (Mills Brothers)
4. TELL ME WHY (Four Aces)
5. PLEASE, MR. SUN (Johnnie Ray)
6. BERMUDA (Ray Anthony)
7. TIGER RAG (Les Paul & Mary Ford)
8. A KISS TO BUILD A DREAM ON (Louis Armstrong)
9. PERFIDIA (Four Aces)
10. BROKEN HEARTED (Johnnie Ray)

Indianapolis, Ind.

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

Denver, Colo.

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

Reno, Nev.

1. WHEEL OF FORTUNE (Kay Starr)
2. CRY (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. TELL ME WHY (Four Aces)
6. AT LAST (Ray Anthony)
7. JEALOUSY (Frankie Laine)
8. BLUE TANGO (Les Baxter)
9. BROKEN HEARTED (Johnnie Ray)
10. COME WHAT MAY (Patti Page)

Omaha, Neb.

1. BE MY LIFE'S COMPANION (Mills Brothers)
2. WHEEL OF FORTUNE (Sunny Gale-Eddie Wilcox O.)
3. TELL ME WHY (Four Aces)
4. TIGER RAG (Les Paul & Mary Ford)
5. BERMUDA (Bell Sisters)
6. CHARMAINE (Billy May)
7. COME WHAT MAY (Patti Page)
8. BLUE TANGO (Guy Lombardo)
9. CRY (Johnnie Ray)
10. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)

San Diego, Calif.

1. CRY (Johnnie Ray)
2. TELL ME WHY (Four Aces)
3. ANYTIME (Eddie Fisher)
4. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
5. TIGER RAG (Les Paul & Mary Ford)
6. WHEEL OF FORTUNE (Kay Starr)
7. PLEASE, MR. SUN (Johnnie Ray)
8. SLOW POKE (Pee Wee King)
9. BERMUDA (Bell Sisters)
10. DANCE ME LOOSE (Arthur Godfrey)

San Francisco, Calif.

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

St. Paul, Minn.

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

Cleveland, Ohio

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

Atlanta, Ga.

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

Portland, Ore.

1. WHEEL OF FORTUNE (Kay Starr)
2. LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray)
3. PLEASE, MR. SUN (Johnnie Ray)
4. TIGER RAG (Les Paul & Mary Ford)
5. CRY (Johnnie Ray)
6. TELL ME WHY (Four Aces)
7. ANYTIME (Eddie Fisher)
8. DANCE ME LOOSE (Arthur Godfrey)
9. SLOW POKE (Arthur Godfrey)
10. NOODLIN' RAG (Perry Como)

Stretch-Out Work Week Hypos Play

Ops Report Play Action Up Where Workers Have More Time on Their Hands Due to New 30 Hour Stretch-Out Work Weeks

CHICAGO—Reports from operators in those areas where war work plants have turned to the new thirty hour stretch-out work weeks, to spread whatever work they have among as many of their employees as possible, are to the effect that, instead of hurting play, action has gone up and, in many spots, is continuing to go up.

Belief among these operators is that the workers, having more time on their hands, are again whiling away their time awaiting calls to heavier work schedules in their favorite taverns and other meeting places.

In such locations play has continued to zoom.

Old timers in the field recall that this industry actually saw its first great growth during the depression of the thirties when workers had little, if anything to do, and meeting places in various neighborhood locations found play action heavier than at anytime since, with the exception of the war period.

One operator put it this way, "If not for dime play in our area at this time we would have been in a real spot. We started to see collections going down for a while, but attributed this to regular seasonal falling off of play.

"Then", he continued, "about three or four weeks ago, play started to

go up again.

"At first," he said, "we didn't attribute it to anything but a return to normal play action.

"But as the play action continued to go up", he advised, "we decided to investigate and we found that, due to the stretch-out work weeks we have here in this area, many of the people were hanging around their favorite spots again and, because of this play was going up.

"It's still going up", he concluded. In some areas where unemployment hit rather hard, due to changeover from civilian to war work and also due to lack of materials, play did go down very deeply for some weeks.

But even in such places, ops have since reported, play action has started to pick up and has held up, even continues going up on many locations.

These ops also attribute this better play to the fact that the workers have more time on their hands and both games and juke boxes are benefiting.

Tho the operators seem to be enjoying benefits from idleness in some areas, distributors are losing out.

The fact remains, some distributors report, that it is almost impossible to obtain the late model used equipment they need and on new equipment, deliveries aren't as certain, nor yet in sufficient quantities to insure sales hikes.

State Music Appointed Distribs For AMI Phonos

New Dallas, Texas, Firm Headed By Abe Susman And Audrey Hunter

GRAND RAPIDS, MICH. — Appointment of State Music Distributors, Inc., 3100 Main Street, Dallas, Texas, as exclusive distributors for AMI phonographs and accessories for northeastern Texas, including the Dallas and Forth Worth territories and portions of Arkansas, was announced by Ed R. Ratajack, western representative of AMI, Inc.

The new distributing firm is headed by Abe Susman, one of the most successful operators in the Dallas area, and well known thruout the entire state by coinmen for many years. Front office detail will be under the supervision of Audrey Hunter, who is well known to Texas coinmen.

The firm's headquarters is located in the heart of the city thus affording convenience in serving operators.

State Music will maintain complete service facilities in addition to carrying the full line of AMI juke boxes, hideways, amivox speakers, wall boxes and other related auxiliaries.

Grand opening will take place on Saturday and Sunday, March 29 and 30. Operators have been invited by Susman and Hunter to attend the grand opening party, at which time the new AMI "d-80" will be unveiled locally for the first time.

Susman and Hunter joined in with the statement "We intend to carry on one of the most progressive distributing businesses in the state. In addition to the AMI phono line, we will also feature many other products for operators, both in new and used machines."

Manufacturers Report They Expect

PLENTY MATERIALS SOON

CHICAGO—Since the appearance last week of the CMP (Controlled Materials Plan) chart which showed the amount of materials manufacturers were receiving for the second quarter of 1952, as compared to the first quarter, and also as compared to their normal quarter usage, manufacturers have stated that:

"We expect to have sufficient amounts of materials very soon."

In short, like manufacturers in other industries, the word has come thru that the materials situation is loosening up to the point where much decontrolling of much material is expected almost any day.

There is a belief that one of the first of the critical materials which will probably be decontrolled will be aluminum. This is one metal that has a volume usage in this industry.

Other materials, such as copper

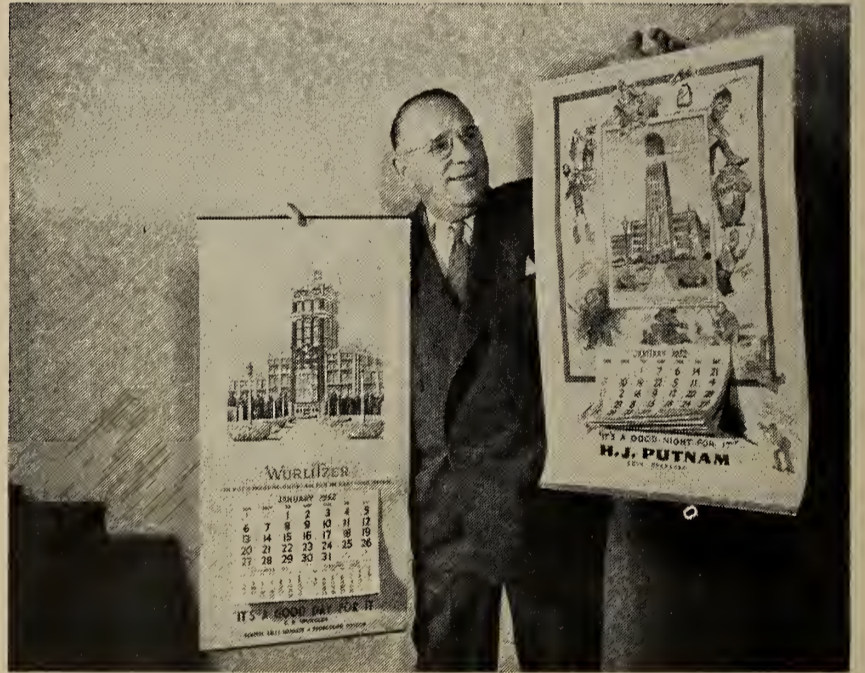
wire, zinc, and even brass mill products, may also be decontrolled. Lead has already been placed back on the open market.

With this fact in sight there is every belief that the manufacturers may, by the third quarter of this year, be back in volume production action as they normally were, or very close to such volume.

This is all based on the provision, of course, and as the manufacturers report, that they will have the new products for the trade which will allow for top volume production at their factories.

There is a very great demand from games users for lower priced equipment. There is also a demand from many territories for new type novelty amusements which will meet with approval of local communities.

Wurgler's Calendar Parodied By Pal



NORTH TONAWANDA, N. Y. — Early in January, Ed Wurgler, Wurlitzer's dynamic sales manager, sent out a very attractive calendar to his pals. The illustration showed the center tower of the Wurlitzer plant in North Tonawanda and above Ed's name at the bottom was the adage—"It's A Good Day For It".

Among the many pleased recipients of the calendar was Harry J. Putnam of Charlotte, N. C. Harry and Ed, along with C. B. Brady and J. H. Wilburn, Wurlitzer's North Carolina distributor, and a group of friends from the deep south had spent many pleasant hours fishing at Spot, N. C. This evidently gave Harry the opportunity he was seeking. With the obvious expenditure of much time and effort, Harry did a delightful caricature of Wurgler's calendar. Surrounding a greatly heightened

and glamorized version of the Wurlitzer tower are sardonic sketches of Wurgler's fishing buddies, his piscatorial pals, each pictured in some sort of fishing dilemma. The chubby fellow labeled "Yank" on the right side of the calendar is supposedly the redoubtable Ed.

Needless to say, Wurgler got a big kick out of the calendar and posed with it to show the tremendous amount of effort that must have gone into its preparation. Pictured above we see Ed holding his calendar in his right hand and the Putnam calendar in his left. He sent a copy of the picture to each of the other boys who appear on the calendar.

The dated pad which carries the months of the year also was specially prepared by Putnam to indicate fishing dates which had been pre-arranged for another get-together at the fine fishing ground in Spot, N. C.

Watch

WURLITZER



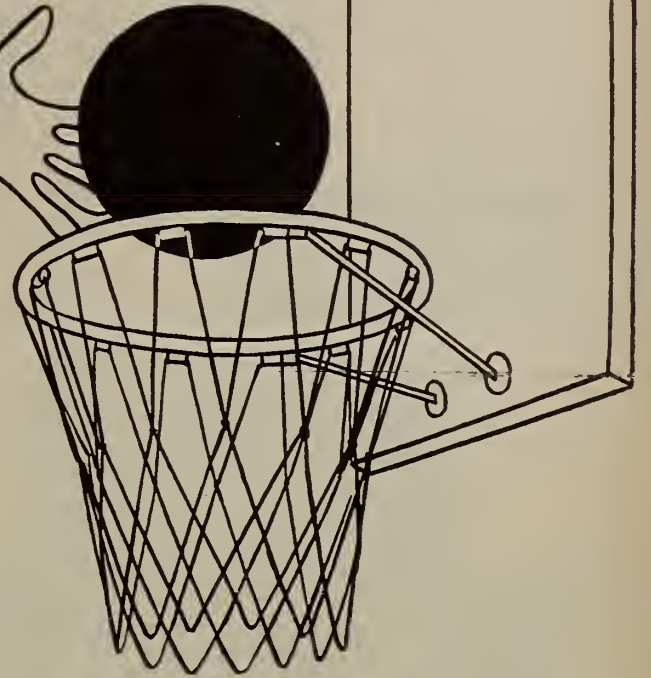
**THEM
ALL**

ON NATIONAL WURLITZER DAYS

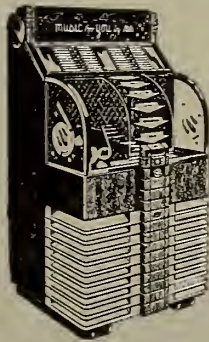
APRIL 6-7 AT YOUR WURLITZER DISTRIBUTORS

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

reach



Many basketball players are wondrously made for the game. They have the reach that makes it easy to drop the ball through the hoop. "Reach" counts in music, too. The new A M I was designed to **reach out** for patrons' attention, make it irresistibly easy to drop coins in the chute. High enough to be seen in every location, Model "D's" attractive cabinetry and lighting, its simplicity of selection and play — all add up to a bigger score in the profit column.



AMI *Incorporated*

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

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

Record Manufacturers Appear In Washington On Royalty Hearing

NEW YORK—The sub-committee of the Judiciary brought the members of the record manufacturing industry to Washington on Friday, March 21, for a hearing to determine their action if royalty payments should be from the current 2c per record to 3c, 4c or 5c—or to institute some other type of legislation to give the copyright owners additional royalties. FULL REPORT OF FRIDAY'S PROCEDURE IS REPORTED ON PAGE 11.

Altho Metals Pinch Eases, Machine Tool Ban Still In Effect

Would Limit Designing Of 1953 Equipment

WASHINGTON, D. C.—At first manufacturers of durable consumer goods were extremely happy to receive word from government officials that materials held in scarce supply would be available in greater quantities at this time, and perhaps later on in the year would be de-controlled completely. Many still are, but those firms who must turn out new models of their products, and in order to do so, need machine tools, now face a perplexing problem. The ban on the purchase of machine tools is still in effect, which would make it impossible for them to tool up for new models in 1953.

They contend that if steel and other metals are to become more plentiful during the rest of this year or early next year, a situation could arise under which tooling for the 1953 models (necessary to stimulate consumer demand and reduce costs) would hold up their production.

The ban on machine tools has been in effect since February 1. Only holders of DO defense ratings are in a position to have their orders booked by machine tool companies, which have backlogs averaging about 19 or 20 months.

This condition would not affect the manufacturers of games to any extent, but would affect the manufacturers of music machines and automatic vendors. Whatever comes out in the way of new phonos or vendors during this year is made possible only because these manufacturers had their orders for machine tools in before the ban went into effect. If the current tight situation persists, models for 1953 would be in most instances changes in cabinets or some "face lifting" job.

Employment Only Slightly Off From High Of 1951

WASHINGTON, D. C.—Altho several areas thruout the country have raised loud clamors about the lack of work, thus creating an employment situation, statistics released this week by the Bureau of Labor Statistics show manufacturing employment dropped only by 160,000 over the preceeding year, and that there are now 50,800,000 persons employed in industrial work.

However, it was pointed out that increased employment in non-manufacturing activities outweighed the reduction so that the total of non-farm employment was 440,000 higher than a year ago.

The Bureau reported that between January and February of this year, non-farm employment dropped to 45,800,000 because of seasonal reduction in retail trade and construction. The Bureau added, however, that pre-Easter employment gains were reported by the apparel and shoe industries, and most of the metal working industries were reporting small additions to their work force as a result of expanding defense production and some easing of metals supplies.

The defense industries, particularly the ordnance, instruments, machinery and transportation equipment industry groups increased their work force by 5 per cent or more between January 1951, and February 1952, it was stated.

Population Hikes In Defense Areas

NEW YORK—During the past week, several additional areas thruout the country were declared "critical housing areas" by the government. These areas see an increase of both army and civilian personnel, and we list them as operators of coin machines can be aware of centers where their equipment would get good play.

Webb County, Texas area: Laredo Air Force Base here, with many military and civilian aircraft workers on hand.

Yuma, Ariz. area: Army Testing Station and Yuma Air Force Base brought in many military and their families as well as civilians.

Other areas are: Yerington, Nev.; Williamsport, Pa.; Port Lavaca, Texas; and the town of Norwich, Conn.

1-2-3 or 4 CAN PLAY!
New! **THE GAME SENSATION OF THE YEAR!**
Exciting!

4-PLAYER DERBY



4 NICKELS IN ABOUT 1 MINUTE
PLAYER COMPETITION
4 TIMES THE EARNING POWER

CHICAGO COIN MACHINE COMPANY 1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

WANTED

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

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

See **WURLITZER**
Uncover Its . . .



ON NATIONAL WURLITZER DAYS
April 6-7 at your Wurlitzer Distributors

ALLEYS AT VERY LOW PRICES
\$14.50 up We have every alley in stock . . . send us your requirements.

Packard BOXES \$7.50
Seeburg WIRELESS BOXES 9.00

PIN GAMES \$14.50 up
Send for list.

MUSIC MACHINES \$25.00 up
Send for list.

DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

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

Something to Sing About...

GOTTLIEB'S

Quartette

with a Foursome of Fascinating, Fast High-Stepping Features!



MULTI-VALUE ROLL OVER

at bottom center of playfield—scores Replays when numbers 1 to 8 are hit or when all 4 "Pop" Bumpers are lit.

SUPER REPLAY AWARDS

When numbers 1 to 8 are made and BALL TRAP is filled, Multi-Value Roll Over lights for Extra Special Replay Awards.

BALL TRAP provides HIGH SCORE—lights corresponding "Pop" Bumpers and Roll Overs to score Points—awards Replay when filled.

4 "POP" BUMPERS! 4 FLIPPERS!

and Foremost in Gorgeous, Dazzling Color and Design!

ORDER NOW FROM YOUR DISTRIBUTOR

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

Would You...

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

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

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

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

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

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

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

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

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

Think! Advertise in The Cash Box—your magazine!

Write For Rates —

THE CASH BOX

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

Bowling Team Represents Kansas Op



INDEPENDENCE, KAN.—Whenever the bowling team representing Miller Music Company, this city, gets into action, not only does the entire automatic music machine industry benefit, but the operating firm as well as AMI phonographs gets spotlighted.

Pictured above we see the ladies' team with the AMI Model "D" emblazoned on the back of their blouses. We don't know if it's a prerequisite, but every member of the team is married. Standing right to left are: Mrs. Bea McQuain, Mrs. Louise Powell, Mrs. Peggy Wolf, Mrs. Evelyn Faulner and Mrs. Lena Miller, captain. (What's the chances of a single girl breaking into the team?).

Miller Music is one of the large operating firms in this area, and is serviced by M. Y. Blum of United Distributors, Inc., Wichita, AMI distributors in this territory.

Blum states that the ladies' bowling team has brought the Miller Music firm a great deal of favorable publicity as it contends with various other teams in a league, playing several times a week. In addition, the advertising value of the illustration of the AMI phono on the back of the girls' blouses has a double value—it stimulates play on the phonos, and creates a demand for the AMI machine.

Special!

CABLE, 4 Conductor, for any 3-wire system. 500 ft. reels. Per ft. **4¢**

CABLE, 30 Conductor. Per ft. **20¢**

SEEBURG HIDEAWAY UNITS, Metal, 4-246M. Ready for location... **\$119.50**

SEEBURG 5¢ WIRELESS WALL BOXES, \$7.95 W1-L-56, ea...

RUNYON SALES COMPANY

Factory Representatives for AMI Inc. Bally Mfg. Co., J. H. Keeney & Co., Inc. Perma Inc.

593 10th Ave., New York 18, N.Y., LO 4-1880
123 W. Runyon St., Newark 8, N.J., BI 3-8777

ARCADE OWNERS

Get Ready For The 1952 Season

WE HAVE EVERYTHING EQUIPMENT (New & Reconditioned), CARDS, PARTS and SUPPLIES FREE: 14 Page, 160 Ill. Catalog



577 10th Ave. at 42nd N. Y. 18, N. Y. (BRyant 9-6677)

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



BUY HERE WHERE EVERY MACHINE IS GUARANTEED REGARDLESS OF PRICE THESE ARE "AMERICA'S FINEST"!!



Geo. George

Roy Monroe

★ **READY FOR DELIVERY!!** ★

CHICAGO COIN'S GREATEST PRODUCTS!!

4 PLAYER DERBY ● **SHUFFLE HORSESHOES**
BAND BOX ● **KING PIN**

★ **SPECIALS** ★

SEEBURG BEAR GUNS \$299.50
BALLY BRIGHT LIGHTS Write
BALLY BRIGHT SPOTS Write
BALLY CONEY ISLANDS Write

★ **MUSIC** ★

AMI MODEL "C" \$510.00
AMI MODEL "B" 425.00
AMI MODEL "A" 315.00
SEEBURG MODEL 100-A 775.00
SEEBURG 1948 HIDEAWAY 225.00

EXTRA! United 5 - Player Shuffle Alleys **\$324** ⁵⁰/_{EA} with Jumbo Pins and 7-10 Split.

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

YOUR CHOICE OF

3 ATTRACTIVE COLORS
★ GOLD HAMMERLOID
★ GREY HAMMERLOID
★ STANDARD MAROON

With Pastel Green Tray And Buttons

OPERATE THE KEENEY
DELUXE ELECTRIC
CIGARETTE VENDOR

- ★ Operates on any combination of nickels, dimes and a quarter thru a single coin opening.
- ★ 9 Double columns dispense alternately at bottom. Always fresh cigarettes. Holds 432 packs.
- ★ Dispenses regular or King size packs. Instantaneous price adjustments on each column.

THE PACK YOU SEE—IS THE PACK YOU GET!
Swing-up front top for easy loading.

WRITE
WIRE
PHONE
S. L. LONDON MUSIC CO., INC.
3130 W. LISBON ST., MILWAUKEE, WISCONSIN



Ace Premium Sales Moving To New Larger Quarters



RALPH SHEFFIELD

CHICAGO—In his first expansion move since starting his own firm, Ralph Sheffield of Ace Premium Sales Company, this city, reported this past week that the firm is moving to larger quarters at Milwaukee and Belmont Avenues within a few weeks.

Sheffield has built up a large following of operators for the premiums the firm features.

He has also taken strong hold in the general premium business and, because he now needs more room for stock as well as more sales space, is forced to move to larger quarters.

It is understood that the new quarters, located at a very outstanding intersection of this city, will not only be more spacious, but will also be much more impressive and will feature a great many new items which the firm wasn't able to display and stock previously.

"This will allow us," Sheffield stated, "to give everyone of our customers much finer and speedier service while bringing them many, many more items than we were able to formerly feature."

Harry Rosen To Be Honored With Testimonial Dinner

Sid Levine and Al Denver, Chairmen of Industry UJA Drive, Which Will Honor Rosen

NEW YORK—The coin machine industry drive for the United Jewish Appeal of Greater New York will hold its annual dinner on May 27 at the Waldorf-Astoria Hotel, and this year will honor Harry Rosen, head of Atlantic-New York Corporation, with a testimonial dinner.

Sidney Levine, attorney for the Automatic Music Operators Association, who is serving as chairman of the coin machine industry for this UJA drive, acclaimed the plan of honoring Rosen with the statement: "Harry Rosen symbolizes our industry's dedication to helping Israel's rebirth in the family of nations. It is altogether fitting and proper that in honoring him we also do our utmost toward surpassing all previous endeavors for the United Jewish Appeal."

At the recent organizational meeting, Albert Denver, president of the Automatic Music Operators Association, was also chosen to lead the mobilization drive. "In taking over the chairmanship of the mobilization drive," Denver declared, "I must have the help of everyone in the industry. Without a broadened participation, it will not be possible to exceed last year's contributions."

Other coinmen who volunteered to serve on the executive committee, which is still in formation, were: Barney Sugerman, Runyon Sales Co.; Charles Aronson; Charles Bernoff; Theodore Blatt; Al "Senator" Bodkin; Frank Calland; Nash Gordon; Arthur Herman; Max Iskowitz; Max Klein; Mike Munves; Meyer Parkoff; Louis Price; Jack Schoenbach; Barney Schlang; Jack Semel and Max Weiss.

UNTIL NATIONAL WURLITZER DAYS

APRIL 6-7 AT YOUR WURLITZER DISTRIBUTORS

Miami Operators' Assn. Arranging Public Relations Program



WILLIAM BLATT

MIAMI, FLA. — William (Little Napoleon) Blatt, president of the A. M. O. A. (Amusement Machine Operators Assn.) of this city, announced this past week that the operator members of this organization had decided on a public relations program.

He stated, "We are in the midst of planning a campaign which we hope will be taken up by the press here and which will show our industry in an entirely different, more appealing and more outstanding light to every citizen in this community."

"We feel", he continued, "that the time has arrived when the operators, themselves, must tell all about their efforts as citizens of their communities to bring about better business, and also to earn a living from coin operated entertainments, as well as the work which the operators are doing to help their communities to prosper, to grow greater, and to help lead the way for cleaner, better living conditions and outstanding citizenship."

Blatt reported that the public relations program which this association has in mind is very simple. He also said that it is based on editorials which were printed in *The Cash Box* for many years, urging the trade to create a "National Public Relations Bureau".

He stated in this regard, "If there were a 'National Public Relations Bureau' in operation today, as 'The Cash Box' suggested, many of us operators and, especially, all of the operators' associations, could join in and help put this over in a big way."

"But, since there is no such thing today, we operators have to work individually in our own communities and we are, therefore, going ahead with a local public relations program of our own."



Williams SLUGFEST

GIVES YOUR LOCATIONS

Grand Slam Baseball Action!
Play Stimulating—Profit Producing!

IN-A-BACKBOARD DIAMOND—

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

HOME RUN BALL TRAPS

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

SPECIAL SCORING—

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

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

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

SEE — BUY SLUGFEST AT
YOUR DISTRIBUTOR
NOW!



CREATORS OF
DEPENDABLE
PLAY APPEAL

4242 W. Fillmore St., Chicago 24, Illinois

Arcade Season Starts Big For Mike Munves

Sales Running Ahead Of 1951 Which Was Record Year

NEW YORK—Every year around this time Mike Munves becomes the busiest wholesaler in the country. Munves is the man who has been supplying arcade owners, shore locations and resort spots with equipment for close to forty years. It was many years ago that the trade tabbed him "The Arcade King".

When 1951 came to a close, Munves reported that the firm had created a record in volume sales, even better

than in the lush war years.

Now, with 1952 getting off the mark, Munves states that buying has begun even earlier than the previous year. "We didn't expect buyers to visit or write us until the end of March or beginning of April. However, in the past few weeks they've loaded us up with orders. If this start is any indication of what's to come, we'll be working day and night for weeks on end. It looks to us that

CASH WAITING

FOR

Exhibit SIX SHOOTER
Exhibit GUN PATROL
Seeburg SHOOT-THE-BEAR
Latest 5-BALLS

**INTERNATIONAL
AMUSEMENT COMPANY**

1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel.: RI 6-7712)

1952 will even top our last year's record."

Munves has been advising arcade

KROMEX DERBY BAR



Chrome Ice Chest with 6 Whiskey Glasses and 6 Highball Glasses Plus Beautiful Chrome Tray
LIST — \$13.95
Your Price **\$7.95**
Only

ACE PREMIUM SALES CO.
1155 Milwaukee Ave., Chicago, Ill.

owners to place their orders early so that equipment can be shipped to them for their openings, which usually comes off on Decoration Day.

Cowboys from Minnesota



MINNEAPOLIS, MINN.—According to word from all over the country, coin operated mechanical horses are running wild. Here we see the brothers Monty and Joe Perkins, local operators, looking over Exhibit's "Big Bronco" in the showrooms of Lieberman Music Co., this city.

■ ■ ■ **REPLACEMENT PLASTICS and BUBBLER TUBES** ■ ■ ■
 For Wurlitzer and Seeburg Phonographs
 WRITE FOR LIST OF MANY ITEMS! ALL PRICED EXTREMELY LOW!
 SPECIAL: Wurlitzer 1015 curved, right or left, \$7.95 ea.
KOEPEL DISTRIBUTING CO. 629 Tenth Ave., New York 19, N. Y.
 (Tel.: Circle 6-8939)

THRU THE COIN CHUTE EASTERN FLASHES

The tight money condition among ops (due to income tax payments and license purchases) relaxed a bit this week, with buying along coinrow showing a decided pick-up. However, a condition exists that puts the wholesalers in a peculiar position. Some operators, whose bankrolls are slim at the moment, were looking to buy equipment. Wholesalers were being asked to hold off on payments due for a short while, and at the same time put them on the books for additional equipment needed. In most instances wholesalers were agreeable as they know that the operators would be paying their bills soon. It would seem to us that operators, who run into this same situation every year, would make provisions to soften the blow from falling at one time by allocating portions of their collections thruout the year for this contingency. We guess many efficient operators do.

* * * * *

Weather conditions have a lot to do with the activity along coinrow. The sun shone for a few days this week, and 10th Avenue saw a number of arcade owners and operators who have shore and summer resort locations. Then a snow flurry came along, and the visitors were missing . . . However, Mike Munves, the arcade kind, gets off to a flying start for 1952. He's rushing around like mad already. Altho Munves has shipped equipment thruout the world, those machines leaving for Greece were the first ever shipped to that country. Then there was the arcade owner who wanted to buy 25 new machines, each different. By the way, Mike leaves for Chicago this Saturday to visit the Exhibit factory. Brother Joe Munves leaves for the factory on Thursday . . . Another wholesaler, who keeps getting busier with each passing day, regardless of weather or financial situations, is Koepel Distributing Co. Harry and Hymie Koepel find little time to relax with several former coinmen friends who drop in to say hello . . . They took the boardings away from the new building built by Al Simon, Albert Simon, Inc., and its a most welcome addition to coinrow. The most beautiful building on the row. As reported previously Al moves into the new quarters with the ChiCoin line the 1st of April. New secretary, Mabel Hadjidakis, will add to the beautiful decor of the plush offices.

* * *

THERE'LL BE NOTHING "OLD HAT"

about the

year's
TOP
Attraction



Watch Wurlitzer tip its lid

AT YOUR WURLITZER DISTRIBUTORS

NATIONAL WURLITZER DAYS

APRIL 6-7

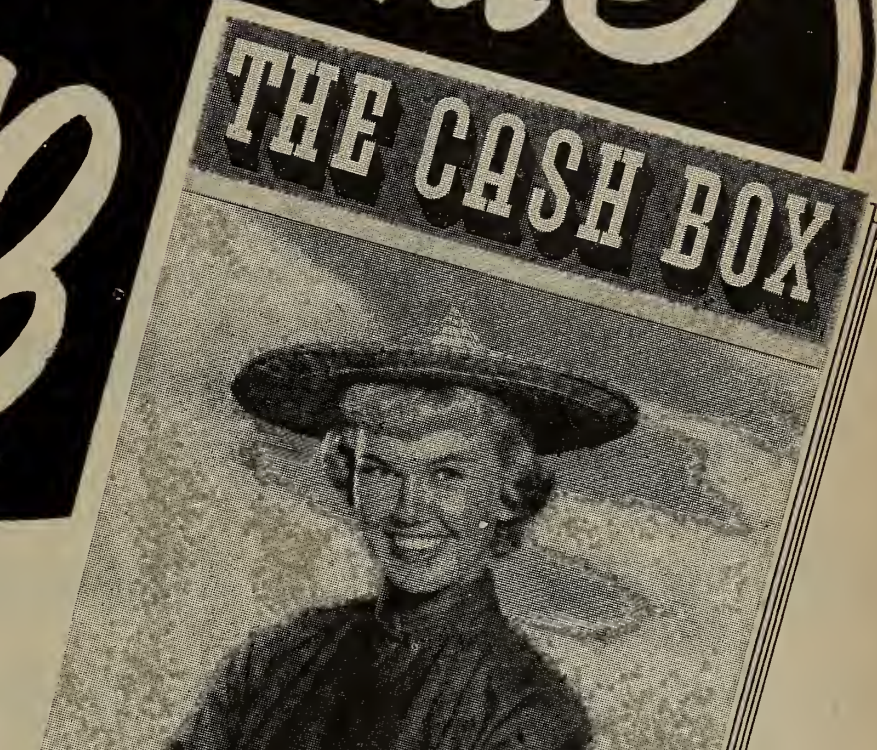
Joe Young and Abe Lipsky, Young Distributors, away from the office this week, visiting up at the Wurlitzer factory in North Tonawanda. Expect to return with some sensational news . . . Dave Barron, former games operator, drops in to visit with the Koepel brothers. Dave will be recalled by the old-timers as the first president to serve the games association away back. He now runs a fleet of taxicabs and states he's very well satisfied. However, once a coinman always a coinman. He was asking questions that would lead us to believe he'd re-enter the biz if an opportunity arose . . . Another ex old-timer making the rounds was W. B. Chauncy, who formerly operated in Newburgh, N. Y. . . . Phil Greitzer, Brooklyn operator, at the various wholesalers, buying equip and supplies . . . Ben Becker, Bally's special representative, in the city the past week, crying about his recent trip to Miami, Fla. Seems that he drove to Miami, stopping off at various Bally distrib., and then drove back to the big city. "That's one long and lonely drive" moans Ben.

* * *

Jack Mitnick, AMI's eastern representative in town for the week. He leaves for a mid-western trip, which he states will keep him on the road for the next two or three weeks . . . Teddy Seidel, manager of the new coinrow offices of American Vending Co., gradually stocking up plenty of games and music to show the ops . . . We hear from several people that Milty Green, Bossman of American, is home ill . . . Barney (Shugy) Sugerman, Runyon Sales Company, in quite a tough situation. "The operators love the AMI 'D' and grab up every piece we receive from the factory" he sighs. "But, the problem is, we don't get enough to satisfy the demand." "We can't even keep a sample on the floor" chimes in Morris Rood . . . Dave Lowy, Dave Lowy & Co., greets us for a moment with a great big smile. Biz must be good here . . . Charley Kantor, president of the Cincinnati Phono Owners Assn., in town for a week or so. Charley will appear on the TV Show "Songs For Sale" as a panel judge.

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

REVIVAL! IT'S TIME

This is the Time to Produce a Good, Old-Fashioned, Easy-To-Play and Easy-To-Understand Game. It Would Boom Business, Revive the Field, Make More Money for Everyone.

Maybe we're nuts! But, we've been told that before! Therefore, we wouldn't be amazed; we wouldn't be dazed and, most definitely, we wouldn't be phased.

We've yelled, yelled, yelled, and yelled some more, that what the public wants is just a good, old-fashioned, lots-of-fun type of game so that Mrs. Jones can still hold on to her shopping bag full of groceries in one arm, and pull a plunger with the other.

And then have the grocery clerk tell her: "By golly, Mrs. Jones, you did it."

No fancy automatic adding up of high scores! No bumps! No flips! No spills, chills and jackpots!

Just a simple, good, old-fashioned bagatelle game, that can DO THE JOB for people who like to have some fun. Who like to laugh with their beer.

Some guy, who's just hanging around a joint for a few minutes, and who wants to "play" and have some fun so doing.

If any coin machine operator in this business can tell us when he made more than he made with "Five Star Final" or "Ballyhoo" or "Bingo" or anyone of the old-timers like "Silver Cup," and some others that we can recall, all of us, here at *The Cash Box*, would like to hear about it.

Maybe there isn't as MUCH PROFIT in a good, old-fashioned "bagatelle" game, as there is in some of the new babies.

But, there's a new and bigger industry to be built.

AND—WHAT'S MOST IMPORTANT—THERE ARE TWO GENERATIONS OF KIDS WHO HAVE GROWN UP WHO NEVER EVEN SAW A GAME LIKE "BALLYHOO" OR "FIVE STAR FINAL." (That's what counts.)

Sure, there are a helluva lot of gadgets today on every game! Just like there are a lot of gadgets on a brand new fully electric cigarette vendor.

But, what the public wants, when it walks up to put its money in that cigarette vendor is still—**A PACK OF CIGARETTES.**

And, likewise, what Mr. and Mrs. Johnny Q. Public want, when they walk up to any kind of an "amusement" game is—**AMUSEMENT.**

In addition to relaxation and fun and competition and **JUST A GOOD TIME.**

Let's stop kidding ourselves, in this coin operated entertainments business, and kidding everyone else, too. Let's take first principles **FIRST!**

What the public wants is **MOST IMPORTANT!** Because it's **WHAT THE PUBLIC WANTS** that keeps operators **WANTING!**

So what's the difference if the public wants just a good, old-fashioned, lots-of-fun game that simply lights up the figures of the pockets into which the balls they've shot have fallen and they, themselves, add up the score?

Department stores all over the country, sell hundreds of these kind of games every Xmastime.

So why shouldn't some enterprising manufacturer bring out such a game? (Have you any sound,

logical, and really strong, great arguments against it?)

Let's **TEST.**

Let's **LEARN.**

There are **TWO NEW GENERATIONS HERE.**

Young people who have never before seen or played anything like what we're talking about.

Let's learn what **THEY** think!

They're the people who put in the coin that pays for the game that makes the money to buy the new games that are manufactured for the operators who think they know what a game should be after they find out what that game makes for them, when they've placed it on location.

JUST REMEMBER:—when Mr. and Mrs. Johnny Q. Public walk up to a cigarette machine with two-bits in their hand, **THEY DON'T WANT TO BUY THAT MACHINE! ALL THEY WANT TO BUY IS THE PACK OF CIGARETTES THE MACHINE VENDS!!!**

And when Mr. and Mrs. Johnny Q. Public decide to invest some coins playing bagatelle—and they walk up to the machine with coin in hand—**THEY DON'T WANT TO BUY THE MACHINE!** They just want to have lots of fun and relaxation and laughs.

Gotta a better reason why some manufacturer shouldn't build a bagatelle like the old-timers . . . to sell for a low price?

Just think of what a business **REVIVAL** this would bring about?

So why don't you holler, to try one out???

THRU THE COIN CHUTE

CHICAGO CHATTER

Best quote of the week: "Some pessimists think the nation is going to the poorhouse. If so, the people are riding there in new cars with their bellies full and a jackpot of cash." (From the "Investor's Reader"). In short, all this talk about a "business slideoff" or a "mild recession," just isn't gonna be, especially in an election year. The facts are: 1) Over 60,000,000 employed at the highest pay scales ever; 2) retail trade set a new high record in '51 with sales over \$151 billions; 3) even the first few months of this year food sales are already up over 15%; 4) National Assn. of Mutual Savings Banks reports over \$21 billions in savings on hand for a new all time high; 5) people are still waiting in line to buy Cadillacs. And a hundred more reasons, such as Corning-Glass stock's first issue: the very first day jumped from the opening market price of 37½ to over 47. In short, "Stop Clucking—Start Crowing." This country is a long, long way from going to hell!

All those Exhibit distribs in town today who'll be reading this column will have already seen Exhibit's "mystery game." It was shown Sunday, March 23, at 2:30 p.m. in Exhibit's factory for the first time. Frank Mencuri, Chet Gore and Ford Sebastian acted as hosts to the distribs who came from all over the nation to grab a look at this new product, rumors of which have been circulating thruout the trade for weeks. It was a "premiere showing" for distribs of the firm only. In fact, not even the employees knew what the game was. It was marked on production records as "game X" . . . Best chuckle of the week: "How to avoid taxes: Don't smoke, don't drink alcohol, don't drink soft drinks; don't use gasoline, don't buy a cook stove, don't buy a refrigerator; don't live, don't die." (From "Voice Writing") . . . So many Wurlitzer distribs passed thru town this past week, trade here wondering just what it was all about . . . Ray Williams of Dallas popped in on St. Patrick's Day and was a symphony in blue. Should have been 'green.' But Ray claimed he was in such a hurry to get from Dallas, Texas to North Tonawanda, N. Y. that he didn't remember his dates.

Over at United this past week, Herb Oettinger, Ray Riehl, Bill DeSelm, Lyn Durant, Johnny (Beanbag) Casola, and all the others, acted as hosts, bartenders, and what not, greeting the many out of towners who continued to arrive all the early part of the week on their way out to New York State . . . Vic Comforte phones to advise he thinks we are not only on "the right track" as a coin machine publication, but, that he believes "no one can really be in this business without each week's issue of 'The Cash Box'." (Thanx for dem kind woids, Vic) . . . Buster Williams of Memphis pulled into town for a few hours. Saw the sights. Looked over some of the clubs. Said "hello" to some of the mfrs. Dashed right out again. But promised to return for a more extended visit . . . Jack Nelson returned from New York all hepped up and happy. Advised that Virgil (Chris) Christopher came up to say "hello" and told him that business in Baltimore for the future looked very rosy. Also was visited by Mr. and Mrs. Silas H. Redd of Boston who took in the New York City sights and shopping. Jack also reported an unusually nice evening with Barnet (Shugy) Sugerman and Abe Green of Runyon Sales Co.

Hear from Willie (Little Napoleon) Blatt, who is president of Miami's A.M.O.A., that the organization is going in for a real public relations program. To tell Miami's citizenry that coinmen are among the leading citizens . . . Johnny Michaels of Lou Dunis' Seattle offices in town looking things over at the Bally plant. And much impressed with what he saw there . . . Ralph Sheffield a very busy guy these days. Ralph is preparing new quarters for his Ace Premium Sales Co. at Milwaukee and Belmont Aves. Will not only have more stock room, but more outstanding and spacious showrooms. Will stock many, many more premium items for the operators . . . Phil Weinberg in town for a few days. Visited over at the Bally factory. Phil then left for a visit with Jackie Rosenfeld in St. Louis. From where, he said, he would head right back to his Dallas hometown. Claims he has something of "outstanding interest."

Lou Casola of Rockford went down to New Orleans Mardi-Gras. Returned home. Looked things over. Said, "Looks like you don't need me here." Went down to Miami. There he bumped smack into Muriel and Johnny (Beanbag) Casola. Had one grand time. But, weather so bad, according to reports, Lou very happy to get back to sunny Rockford once again. . . . All this squalking about the prices of games being too high, regardless of the tremendously increased costs of labor and materials which these squalkers don't seem to take into consideration, reminds us of the time when Ed Pace brought out Paces Races to sell for over \$500. (That price doesn't even phase anyone today). But, in those days when pin games were selling for \$87.50 and there wasn't a game on the market for \$100, it created plenty talk-talk-talk. The result is well known today. But, at the time, everyone claimed Ed Pace was absolutely unbalanced. Yet, after a few daring guys tried the game, they dashed into the Pace plant to get more, more and more. Result? When the game's got what it takes, that is, when it can pay for itself quickly on location and bring a handsome profit to the operator for weeks afterwards, what's the difference what the price is? The answer to the "price" squalk is simply "a hit game." There's no operator in the country who won't pay \$1,000 for a game he knows will bring his money back quick and show him a handsome profit on his investment. Ain't it so?

Only caught a glimpse of Art Garvey. Before we could even ask "what's what" he was on his way to his favorite city, Cleveland. Talking to Joe Abraham of Lake City Amusement, later this past week, Joe advised, "Oh, sure, Art's here. He's working like a beaver." . . . C. A. (Shorty) Culp of Tulsa and A. Confer of Oklahoma City seen spinning about the factories. . . . Dan Gilotta of Texas around town for a few moments. . . . Bill DeSelm advises that the firm's "Six Player Shuffle Alley" going stronger than ever. (When you get over to this plant and look into the factory, you'll find Billy just ain't akiddin'.) . . . Herman Perin of Miami in town visiting the factories.

Over at Ben Coven's place, while Ben and his charming missus, Trudy Coven, in New York, his boys working like one-armed paperhangers with the seven year itch. They're renovating the entire record dept. New offices. New accommodations. Bigger stock. More outstanding display. Greater service facilities. Like Mac Brier says, "The operators will feel just like kings when they walk into this music department." And to think how many guys argued with Ben that he should have a "one-stop music service." . . . Out of town visitors ask, "Why don't Chicago's distributors arrange a 'coinrow' like in all other big towns?" Why don't they? . . . Saved this for last: Two of this coincenter's leading manufacturers are experimenting with simple, easy-to-play and easy-to-understand new type games. If, and when, they find that the games attract play on locations, after extensive tests, and also find that ops can really earn a good buck with them, they'll bring 'em to market. Just keep your pants on. These games are, as yet a long way off.

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Wurlitzer 1400 & 1450

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With Bally Products and Wurlitzer Phonographs.

YOU'RE INVITED!

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Saturday, March 29 - Sunday, March 30

See The NEW AMI Phonograph

and all the other machines you'll need to insure yourself the best and most profitable operating in your history. Be sure to see us during these two big, official opening days.

Audrey Hunter - Abe Susman

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FOR YOUR SPRING & SUMMER NEEDS!

SEEBURG BEAR GUNS	\$325.00	BALLY CITATIONS	39.00
WMS. JALOPIES	295.00	WMS. MUSIC MITES	124.50
WMS. HAYBURNERS	295.00	BALLY FUTURITY	Write
WMS. SPARK PLUGS	325.00		
BALLY BASEBALL	64.50	SHUFFLE BOWLING GAMES \$10.00 AND UP	
BALLY TURF KINGS	224.50		
BALLY CHAMPIONS	74.50		

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4533 PAYNE AVE., CLEVELAND, OHIO (Tel.: HEnderson 1-7577)

THRU THE COIN CHUTE

DALLAS DOINGS

Biggest news here this week was the formation of State Music Distributors, Inc., at 3100 Main St. Firm headed by Abe Susman and Audrey Hunter, two well known figures in the coin biz. Simultaneous with formation of the firm, they announced their appointment as distributors for AMI phonos in this area. Also sent out invitations to ops to attend their grand opening on March 29 and 30, Saturday and Sunday. . . . The dust storms in Texas (particularly West Texas) creating havoc. . . . Olin Dreyer, one of the most prominent West Texas coin machine operators, had to drill his own water well. . . . It's getting so the folks would rather bring in a water well than an oil well. What a revolting development. . . . We are glad to hear that business is going well for J. Clyde Bell. He's increasing his Amarillo coin machine route. . . . Wyatt Berry of Goldthwaite, also is increasing his coin machine route and adding some of the new Chicago Coin "Derby."

Pano Karr of San Angelo was in town not long ago buying some new equipment. . . . Earl Burns is buying the Chiago Coin "Derby"—Says its a real hit with the public. . . . One of the biggest coin machine operators in Big Spring, Pete Zuniga is opening up several new cafes. In spite of the dust a smart man can still make his share. . . . Bill Tomlinson is now operating his coin machine route in Denison and Sherman. He calls his new operation Twin Cities Amusement Company. Most of his equipment is brand new. . . . Bob De Priest has sold his grocery store and has decided to devote his entire time to the juke box business. . . . Tommy Chatten feels spring in the air. He is busy these days setting out flowers, gladioli bulbs, etc. Nature Boy Chatten, they call him over at Commercial Music. . . . C. L. Ford of San Augustine was in town buying.

A Washington, D. C. Operator Writes:

The Cash Box,
New York, N. Y.

Gentlemen:

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

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

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



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

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

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

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

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

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

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

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

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

TEAR OUT AND MAIL TODAY TO ...

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

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

FIRM NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....
Individual's Name.....



THRU THE COIN CHUTE CALIFORNIA CLIPPINGS

And the rains came, as you folks in the East must have read. Understand from a new York relative just arrived in town that the papers back there had several thousand homeless on the January rains. Figure might be one-part truth if you figure as homeless the folks who left their homes for a day or two, just to move in with friends living out of the flooded low areas. March 15 weekend was supposed to have topped the earlier rains, and we imagine some of the Eastern papers had all of Los Angeles floating out past Catalina Island. Turned out to be considerably under the weather man's prediction, and the dry spell is supposed to be starting in soon. This should be good news to distribs and ops, especially as regards summer resort locations. Seems the soupy weather has affected conversation in this industry as well as all others around the Los Angeles area. As Charlie Daniels quipped over at Paul Laymon's: "Even the horses have slowed down. Guess the boys will have to start turning out mudders."

Despite the weather, the steady pick-up in music and game sales continues at several distribs, among them Paul Laymon, where Paul tells us the Wurlitzer 1400 and 1450 have had their best spurt in some time. This also applies to Bally's "Spot-Lite," which sold out two shipments fast and is waiting on a third. Visiting his many friends on the Row from San Francisco was Lou Wolcher, the top distrib up there. . . . Phil Robinson, Chicago Coin rep, was back from his Northwest tour with the report of "Derby" winning the same warm reception in a hurry that it did in these parts. . . . Jack Simon tells us that he and Abe Chapman are receiving inquiries on their "Buccaroo" not only from all over the United States, but from Canada, the Hawaiian and Philippine Islands, and even Australia. Suggest if the boys ever ship 'em Down Yonder, they change the monicker to Phar Lap for a sure winner with the Aussies.

Orkster Ralph Flanagan, accompanied by manager and press agent, dropped in at Leuenhagen's where Bill L. is now busily stocking up on his jukebox and game department. He's still planning on that fancy opening, but Mary Solle tells us they've been too busy with the customers to get the thing lined up. Our sincere condolences to former Montebello operator Jud Lilley, whose wife was killed in a recent automobile accident and Jud is still in the hospital with serious injuries.

On the Row: Ivan Wilcox of Visalia . . . G. F. Cooper and Jack Neil from Riverside. . . . Pomona's Lloyd Barrett . . . Del Hungerford of Pasadena . . . Carl Honeyman and Earl Wilson of Long Beach . . . C. D. Shutter of Arcadia . . . C. R. Millhizer from Las Vegas . . . Lancaster's Cece Ellison . . . Johnny Ketchersid of Artesia . . . Niles Smith from Oildale. . . . Raymond Anderson of Bakersfield . . . Santa Ana's Mac McGlone . . . Frank Lamb of Montebello.

THRU THE COIN CHUTE MINNESOTA MUSINGS

With the coming of nicer weather there is also increased activity on the part of the operators to set up their locations, shifting machines from one location to the other, and putting in new equipment in the top spots. By putting in new equipment in the top spots and moving their equipment down the line, the operators can dispose of their older equipment which is not making enough money. In other words, by sweetening up the route all the way around, the operators increase the productivity of the route and also increase the interest in the type of coin machines that are on location. . . . Some of the operators who were in to see what was new in the coin machine field, and also buying some equipment to make the changes were: Frank Phillips of Winona; Ben Weis of Bemidji; T. J. Burke of Arlington; Andy Benna of Ironwood, Mich.; Morris Anseau of Minnesota; Ed Kubes of New Prague; L. J. Savard of Red Lake Falls; and Kap Keister of Frontenac. . . . The husband and wife combinations seen here and there in town were: Mr. and Mrs. Morris Berger of Duluth; Mr. and Mrs. T. J. Fischer of Waconia; and Mr. and Mrs. Jack Lowrie of Lake City.

Among those operators who are vacationing, of course we must report Sal Stone is having a good time in Florida; and Ike Pearson of Bridgewater, S. D. is making the most of fishing in the sun in Florida also. . . . Mr. and Mrs. Fritz Eichinger of St. Paul, are spending six weeks in Hawaii. . . . Walter Wilson of Winnipeg, Manitoba, Canada, stopped in the Twin Cities on his way back to Winnipeg after spending several months down in Daytona, Florida. Walter had a heart attack and went to Florida to take in some of the sunshine and recuperate and he certainly is looking fine now. . . . In town from the St. Cloud, area were Jeff Kost and Charles Sersen. J. B. Seglen of Duluth, made the trip into the Twin Cities; this being his first trip down here in several months and the same goes for John Czerniak also of Duluth. . . . George Crosetti of Brainerd, came out of hibernation for a little while to make the trip into the Twin Cities to pick up supplies for the route and also to see what was new in coin operated equipment. . . . A few of the operators who were seen here and there at the various distributors and record houses and picking up supplies and records were Frank Davidson of Spooner, Wis.; Jack Backus of Jamestown, N. D.; Jack Harrison of Crosby; Chet La Doux of Virginia; John Howe of Foley; Ed Birkeymeyer of Litchfield; Elgin McDaniel of Wadena; and Stan Woznak of Little Falls.

CLASSIFIED ADVERTISING SECTION

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

WANT

WANT—Seeburg M100A; AMI Model B; Bally Coney Islands; Bally Bright Lights; Back Glass for Bally Hot Rods. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel. SUPERIOR 1-4600.

WANT—We are paying the highest market price on United's Twin Rebounds. As is. Quote price, condition and quantity. DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel. CHICKERING 4-5100.

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

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

WANT—Will buy tubes small or large quantities of all types. Will pay cash or will trade. LEWIS ELECTRONICS, 3449 NO. ELAINE PLACE, CHICAGO 13, ILL.

WANT—New and used records, all speeds. Attention 45 RPM Juke Box Operators, highest prices paid for your used 45 records. We need used records 52 weeks a year. Entire stocks purchased. SEE-MOR STORES, 1539 CHESTNUT ST., PHILA., PA. Tel.: MA 7-7217.

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

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

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

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

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

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

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

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

WANT—Bally Bright Lights; Bright Spots; Coney Island; Seeburg M-100 A; AMI Model A, B or C; Wurlitzer 1250 or 1100. State price, condition in first letter. J. ROSENFELD CO., 3220 OLIVE ST., ST. LOUIS 3, MO. Tel.: OLIVE 2800.

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

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

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

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

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

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

WANT—Late 5 Balls; One Ball; AMI Model B, C; Wurlitzer 1100's; Seeburg M-100's; United 5 Players. State prices and condition. AMERICAN AMUSEMENT DIST. CO., 110 COURST ST., GRANBY, QUEBEC, CANADA.

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

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

CLASSIFIED ADVERTISING SECTION

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 5 PARKHURST ST., NEWARK 2, N. J.

WANT—Wurlitzer Model 1250's; Seeburg M100's (78's or 45's). Will pay cash or trade late Pin Games; Alleys or Arcade Equipment. Also can use Universal Shuffle Tournament Heads or Keeney Bowling Champ Two and Four player Heads. Write, Wire or phone: BUSH DIST. CO., 286 N. W. 29th ST., MIAMI, FLA. Tel.: 3-4623.

WANT—National cigarette machines 9M and 7M Eastern Electric C8's 25c only or with change maker. Seeburg—Bear Guns; Bally Shuffle Champ Bowlers; United Shuffle Alleys 5 or 6 Player; Wurlitzer 3020 Wall Boxes. Equipment must be complete and in proper working condition including the playing fields. Must be priced for resale. MAESTRO MUSIC, INC., 121 E. BROADWAY, TUCSON, ARIZONA.

FOR SALE

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

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

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

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

FOR SALE—40,000 new and used records in good condition, crated, 10c each. "RADIO" JOE WARRINGTON, THERMOPOLIS, WYOMING.

FOR SALE—100A Seeburgs \$775, checked from top to bottom. One 1432 Rock-Ola, 50 selection, blonde cabinet, first-class condition \$410. Model 1250 Wurlitzer \$489.50; Model 1015 Wurlitzer \$185. Every piece guaranteed. 1/3 deposit, balance C.O.D. ALFRED SALES, INC., 881 MAIN ST., BUFFALO 3, N. Y. Tel.: LINCOLN 9106.

FOR SALE—New Williams' Shoot The Moon \$225; Keeney 4 Player League Bowler \$199.50; Keeney 2 Player League Bowler Rebounds \$99.50; Floor Sample Mutoscope Flying Saucers \$100; Floor sample United 2 Player Hockey \$99.50; clean Exhibit Gun Patrol \$225; New Williams Sea Jockey \$375. Write for prices on new Williams Horse Feathers; Exhibit Jet Gun; Exhibit Bronco Horses; New Williams' Horse Shoe \$244.50. K. C. SPECIALTY CO., 410 MARKET ST., PHILADELPHIA 6, PA. Tel.: Market 7-6865 or 7-6391.

FOR SALE—Attention Operators: We have the most advertised, nationally known fishing tackle now in stock. Special discounts to quantity buyers. Write for our prices on all premiums, we either meet or beat competitive prices. United Shuffle Alley Express, twin rebound \$169.50; Keeney 4-Players \$239.50; United Twin Rebounds \$210; Keeney Double Bowlers \$139.50; Chicago Coin Trophy \$129.50; Williams Super World Series \$250; Keeney League Bowler Shuffleboard Conv. \$125; American Bank Boards, 128 foot rebound \$125; Monarch Bank Boards \$59.50. Checked and double checked, reconditioned and refinished with three coats of the toughest, most durable, glossiest finish that we could buy: Wurlitzer 1015's \$159.50; Wurlitzer 1100's \$310; Rockola 1422 \$89.50. Write for terrific trade-in on the new Rock-Ola Rockets. DAN SAVAGE NOV. CO., 628 THIRD STREET, BELOIT, WISCONSIN.

FOR SALE—Bally Hot Rods \$69; Chicago Coin Pistol Pete \$69; Chicago Coin The Thing \$69; High Score Bowler \$169; Also all type of Bingo Games. Write: MERIT INDUSTRIES, 542 WEST 63rd ST., CHICAGO 21, ILL. Tel.: Englewood 4-9202; 9204.

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

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

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

FOR SALE—Used Keeney 4-Player League Bowler \$235; New C. C. Play Ball \$75; New Pokerino Jr. \$150; New Tri-Score \$125; New Watch-My-Line \$175; Packard Wall Boxes Hi-Chrome Late \$22 ea.; Aireon Coronet \$125; Williams Quarterback \$69.50. MILLER-NEWMARK DIST. CO., 42 FAIRBANKS STREET, N. W., GRAND RAPIDS, MICH. Tel.: 9-8632; 5743 GRAND RIVER AVE., DETROIT, MICH. Tel.: TYLER 8-2230.

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

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

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

CLASSIFIED ADVERTISING SECTION

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

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

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

FOR SALE — Beat this if you can. Every phonograph rebuilt and renewed ready for location. Wurlitzer 750 \$79.50; Rock-Ola 1422 blonde refinished \$109; Seeburg 146 \$139; Aircon Motors \$4.95; 3-6 and 10 Amp plug fuses \$4.00 hundred. 1/3 with order, balance C.O.D. GAY COIN DISTRIBUTORS, INC., 8466 WOODWARD AVE., DETROIT 1, MICH.

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

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

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

FOR SALE — Williams Star Series \$85 ea.; Williams Double Header \$65; Bally Big Inning \$165; Dale Guns \$65; Chicago Coin Pistols \$75; Wilcox Recordio, new, \$160; Heavy Hitters \$42.50; Quiz Time \$125; Quizzer with film \$90; Band Box, like new, \$135; United Shuffle Alley Express \$45; Keeney Double Bowler \$100; Chicago Coin Twin Rebound \$45; Chicago Coin Trophy \$85; Keeney 4 Player League Bowler \$190; United 2 Player Express \$95; United 5 Player & 6 Player, Write; Lynco Skee Ball \$125; Chicago Coin Goatee \$85; Turf Kings \$225; Futurity, new, write; Seeburg 5-10-25c Wall Boxes \$32.50; Packard Wall Boxes, brand new, \$32.50; Packard Wall Boxes, used, \$8.50; Seeburg 5c 3 wire Wall Boxes \$18.50; Seeburg 100 Record Wall Boxes, brand new, \$94.50. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

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

FOR SALE — 2 Sea Jockeys @ \$395 ea.; 1 Lite A Line @ \$179.50; 1 County Fair @ \$325; 4 Total Rolls @ \$45 ea.; 3 Pro Scores @ \$45 ea.; 1 Exhibit Six Shooter @ \$215; 2—1015 Wurlitzer @ \$225 ea.; 1 Seeburg M 100 A @ \$700. SAM SOLOMONS, UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH ST., COLUMBUS, OHIO. Tel.: UNiversity 6900.

FOR SALE — Seeburg 146M \$149.50; Packard Pla Mor Boxes \$7.95; Seeburg W6-656 5c Wireless Wall Boxes \$9.95; 2000 popular records 8c each. AMERICAN VENDING COMPANY, 2359 CONEY ISLAND AVENUE, BROOKLYN, N. Y. Tel.: ESplanade 5-1256.

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

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

FOR SALE — Special Sale on W1-L56 Seeburg Wireless Wall-O-Matics \$9.95 ea. while they last. Excellent condition. Deposit required. SPARKS SPECIALTY CO., SOPER-TON, GA.

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

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

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

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

FOR SALE — Jumbo Pins—Winners, new \$250 Winners, used \$175; Turf Kings, used \$275; Citations \$85; Champions \$85; Gold Cups \$65; Jockey Specials \$50; Special Entries \$50; Photo Finish \$85; Futurity, new \$525; Futurity, used \$425. Wanted—Bally's Line Up Games. CLEVELAND COIN MACH. EXCH. INC., 1827 ADAMS, TOLEDO, OHIO.

FOR SALE — Your choice \$25, Melody; Catalna; Cleopatra; Bermnda; Wisconsin; Ballerina; Leap Year; Stormy; Trinidad; Bowling League. These games are off our routes, cleaned and mechanically O.K. PENN MUSIC SERVICE, 220 ARCH ST., MEADVILLE, PA.

CLASSIFIED ADVERTISING SECTION

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

FOR SALE — For those seasonal spots, your choice of 18 phonographs in good working order, \$49 ea., representing February trade-ins on new 1952 Wurlitzers. For best buys in the Middle West, contact us. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: MAin 8751.

FOR SALE — To highest bidder, all offers considered: Automatic Phonographs: Wurlitzer (2) 750E; (4) 500; (2) 800; (1) 700. Seeburg: (1) 9800; (2) Envoy. Additional equipment—Wurlitzer: (3) 145 Stepper; (2) 219 Stepper; (1) 320 5c Wall Box; (1) 125 5-10-25c Wall Box—Rock-Ola: (6) 5c Wall Box—Bnckley: (15) 5c Wall Box. TRI-STATE AMUSEMENT CO., 148 18th ST., WHEELING, W. VA.

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

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

FOR SALE — Coney Island \$450; Bear Gun \$325; Hayburner \$275; Bing-O-Roll \$75; High Roll \$70; Dale Guns \$75; 3020 Wall Boxes \$40; AMI C \$525. V. YONTZ, BYESVILLE, OHIO. Tel.: 5781.

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

FOR SALE — Shuffle Alleys—Bally Shuffle Bowler \$35; Bally Speed Bowler \$55; CC Bowling Bowler \$45; CC Baseball \$95; Exhibit Strike \$100; Genco Shuffle Target \$185; Genco Glider \$30; Genco Bowl League \$45; Gottlieb Bowllette \$45; Keeney ABC Bowler \$60; Keeney Pin Boy \$35; Keeney Ten Pins \$45; United Double Shuffle \$75; United Shuffle Alley \$25; United Shuffle with conv. \$55; United Shuffle Express \$55; United Two Player Express \$75; United Single Rebound \$100; Keeney Twin Reb. \$210; United Four Player \$275; United Five Player \$295; Universal Super Twin \$100; Universal Twin Bowler \$65; Williams Twin Shuffle \$35; Williams Double Header \$125; United Six Player \$310. 1/2 deposit. CLEVELAND COIN MACH. EXCH., INC., 2021-25 PROSPECT AVENUE, CLEVELAND, OHIO.

FOR SALE — Perfect condition, look like new: ABC's \$250; Lite A Lines with new improved play board \$175; Bright Lights \$350; Zingo's \$325; Holiday's \$400; Hot Rods \$65. 1/3 deposit, balance C.O.D. W. E. KEENEY MFG. CO., 5229 SO. KEDZIE AVENUE, CHICAGO, ILLINOIS.

FOR SALE — Clean machines: South Pacific \$74.50; Star Series baseball \$94.50; Evans late ten strike \$49.50; Howard metal typer \$124.50; Picture booth with double unit camera \$325; others—write: S & W MUSIC MACHINE CO., 115 EAST 15 STREET, ANNISTON, ALA.

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

FOR SALE — Turf King, clean perfect condition; 2 Citations, make offer. KAW SPECIALTY CO., 1137 OSAGE, KANSAS CITY, MO.

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

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

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

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

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

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

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

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

(Continued on next page)

CLASSIFIED ADVERTISING SECTION

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

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

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

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

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

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

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

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

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

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

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

FOR SALE—Bally Speed Bowler \$39.50; United Express \$40; Chicago Coin Baseball \$39.50; Chicago Coin Rebound \$35; Exhibit Strike \$49.50; Gottlieb Bowlette \$39.50; Genco Bowling League \$24.50. GOLDEN GATE NOV. CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3967.

FOR SALE—100 Packard Wall Boxes, Hi-Chrome and Satin Finish, in quantity \$10 ea.; Seeburg 8200 and 8800's at \$49.50 ea.; 3-wire and wireless Boxes at \$5 ea. Write or wire: DIXON DISTRIBUTORS, 3808 SOUTHERN BLVD., YOUNGSTOWN, O. Tel.: 8-7515.

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

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

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

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

FOR SALE—10 # 148 ML Seeburgs \$265 ea.; 8 # 1017 Wurlitzer Hideaways \$135 ea.; 3 Seeburg 146s \$110 ea. All guaranteed in top condition. 1/3 deposit, balance C.O.D. Phone or wire. CENTURY MUSIC DISTRIBUTORS, 1221 MAIN ST., BUFFALO, N. Y.

MISCELLANEOUS

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

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

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

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

THIS WEEK'S USED MACHINE QUOTATIONS

13th Year of Publication
703rd Consecutive Week's Issue

How To Use "The Confidential Price Lists"

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

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

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

EXPLANATION

- 1. Prices UP
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



WURLITZER

SEEBURG

Table with two columns: WURLITZER and SEEBURG. Each column lists model numbers and their corresponding prices in two columns.

Table listing various electronic equipment like Wallomatic, Baromatic, and WIL-56 Wall Box with prices.

ROCK-OLA

Table listing Rock-Ola products such as Imperial 20, Windsor, Monarch, and various counter models.

BUCKLEY

Table listing Buckley products like Wall & Bar Box O.S. and Wall Bar Box N.S.

PACKARD

Table listing Packard products including Pla Mor Wall & Bar Box, Manhattan, Model 7 Phono, and various adaptor and speaker models.

MILLS

Table listing Mills products such as Do Ri Mi, Panoram, Throne of Music, Empress, and various phono models.

AMI

Table listing Ami products like Hi-Boy (302), Singing Towers, Streamliner, and various phono models.

AIREON

Table listing Aireon products like Super DeLuxe, Blonde Bomber, Fiesta, and various phono models.

MISCELLANEOUS

Table listing miscellaneous items like Chicago Coin Hit Parade, Ristaurat, and Williams Music Mite.

Large table listing a wide variety of records and music titles with their respective prices.

Large table listing a wide variety of records and music titles with their respective prices.



Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Un) United; (Wm) Williams.

Table listing various pinball games like ABC Bowler, Alice, Amber, Aquacade, Arizona, Baby Face, Baffle Card, etc.

Table listing various pinball games like Caribbean, Carnival, Carolina, Carousel, Catalina, Champion, Chico, Cinderella, etc.



ROLL DOWNS

6. ABC Roll Down	24.50	49.50	2. Genco Total Roll	19.00	39.50
6. Bermuda	20.00	35.00	6. Hawaii Roll Down	10.00	24.50
6. Big City	10.00	35.00	1. Hy-Roll	49.50	70.00
4. Bing-A-Roll	69.50	75.00	6. Melody	20.00	35.00
6. Bonus Roll	25.00	49.50	4. Pro-Score	39.50	49.50
6. Buccaneer	49.50	64.50	4. Singapore	10.00	39.50
6. Champion Roll	15.00	29.50	6. Sportsman Roll	10.00	20.00
4. ChiCoin Roll Down	19.50	49.50	6. Super Score	35.00	49.50
4. Genco Advance Roll	39.50	69.50	4. Super Triangle	25.00	35.00



SHUFFLES — REBOUNDS

1. Bally Shuffle-Line	175.00	185.00	2* Keeney League Bowl	210.00	265.00
2. Bally Hook Bowler	195.00	250.00	4. Keeney Duck Pins	95.00	125.00
2. Bally Baseball	49.50	89.50	2. Keeney Big League Bowl	265.00	310.00
4. Bally Shuffle Champ	50.00	85.00	4. Keeney 4-Way Bowl	199.50	239.50
1* Bally Shuffle-Bowler	24.50	39.00	4. Rock-Ola Shuffle Jungle	29.50	59.50
4* Bally Speed Bowler	49.50	69.50	4. Rock-Ola Shuffle-Lane	24.50	30.00
4. California Shuffle Pins	25.00	40.00	4. Un. Dbl. Shuffle	60.00	79.50
4. ChiCoin Bango	15.00	49.50	4* United Shuffle Alley	24.50	39.50
6. CbiCoin Beacon	35.00	49.50	4* Un. Shuffle w/con.	29.50	55.00
4* ChiCoin Bowling Alley	49.50	59.00	2* Un. Shuffle Alley Exp.	45.00	69.50
4. ChiCoin Alley w/con.	49.50	79.50	2* Un. 2-play Express	75.00	169.50
4. ChiCoin Ace Bowl	111.00	160.00	2* Un. Sin Rebound	89.50	129.50
4. ChiCoin Bowl Classic	115.00	130.00	2* Un. Twin Rebound	169.50	225.00
4. ChiCoin Rebound	35.00	45.00	6. United Shuffle Skill	19.00	44.50
4. ChiCoin Baseball	35.00	95.00	1. United Super-Shuffle	24.50	45.00
4* ChiCoin Trophy	75.00	140.00	4. United Slugger	60.00	115.00
4. Exhibit Strike	65.00	100.00	2. United Skee Alley	99.50	149.50
4* Genco Shuffle Target	100.00	199.50	4* Un. 4-Player	225.00	275.00
4. Genco Bowling League	24.50	45.00	4* Un. 5-Player	275.00	305.00
4* Genco Glider	30.00	39.50	1. Un. Shuffle-Cade	179.50	189.50
4. Genco Baseball	49.50	79.50	2. Un. Twin Shuffle-Cade	195.00	250.00
4* Gottlieb Bowlette	24.50	59.50	1* Univ. Super Twin	99.00	145.00
4. Keeney ABC Bowler	39.50	60.00	4* Universal Twin Bowler	49.50	65.00
4. Keeney Line Up	22.50	34.50	2. Univ HiScore Bowler	150.00	195.00
4. Keeney King Pin	55.00	85.00	4. Williams DeLuxe Bowler	34.50	49.50
1* Keeney Pin Boy	24.50	39.50	4. Williams Twin Shuffle	24.50	35.00
1. Keeney Ten Pins	24.50	45.00	4. Williams Single Bowler	25.00	28.50
4. Keeney Lucky Strike	49.00	75.00	1* Williams Dbl. Head	59.00	149.50
1* Keeney Dbl. Bowler	99.50	139.50			



ARCADE EQUIPMENT

6. Allie Strike 'N Spares	39.50	149.50	2. Keeney Air Raider	95.00	125.00
4. Boomerang	45.00	85.00	6. Keeney Anti Aircraft Br	15.00	25.00
4. Bally Big Inning	175.00	185.00	6. Keeney Anti Aircraft Bl	15.00	50.00
4. Bally Bowler	175.00	189.50	4. Keeney Sub Gun	49.50	100.00
6. Bally Convoy	47.50	95.00	4. Keeney Texas Leaguer	40.00	50.00
4. Bally Defender	95.00	125.00	6. Kirk Night Bomber	75.00	145.00
6. Bally Eagle Eye	39.50	49.50	4. Lite League	49.50	75.00
4* Bally Heavy Hitter	42.50	69.50	4. Mutoscope Ace Bomber	95.00	110.00
6. Bally King Pin	35.00	45.00	4. Muto. Atomic Bomber	100.00	150.00
6. Bally Lucky Strike	45.00	79.50	4. Mutoscope Dr. Mobile	95.00	150.00
4. Bally Rapid Fire	100.00	125.00	4. Mutoscope Photomatic (Pre-War)	195.00	350.00
6. Bally Sky Battle	49.50	95.00	2. Mutoscope Sky Fighter	85.00	125.00
6. Bally Torpedo	49.50	75.00	6. QT Pool Table	89.50	100.00
1. Bally Undersea Raider	85.00	95.00	4* Quizzer	75.00	100.00
6. Bank Ball	59.50	150.00	6. Rockola Ten Pins LD	19.50	49.50
6. Bowling League	35.00	49.50	6. Rockola Ten Pins HD	25.00	49.50
6. Buckley DeLuxe Dig	119.50	149.50	4. Rockola World Series	69.50	75.00
6. Buckley Treas Is Dig	95.00	110.00	6. Scientific Baseball	49.50	75.00
4. Champion Hockey	50.00	69.50	6. Scientific Basketball	59.50	75.00
4. Chi-Coin Basketball Champ	225.00	275.00	4. Scientific Batting Pr.	45.00	75.00
1* ChiCoin Goalee	69.50	125.00	2. Scientific Pitch 'Em	135.00	185.00
4. ChiCoin Hockey	69.50	75.00	4* Seeburg Bear Gun	299.50	350.00
4. Chi Midget Skee	150.00	229.50	4* Seeburg Chicken Sam	75.00	109.50
4* ChiCoin Pistol	69.00	149.50	6. Seeburg Shoot the Chute	49.50	75.00
6. ChiCoin Roll-A-Score	39.50	75.00	4. Skee Barrel Roll	25.00	49.50
4. Edelco Pool Table	49.50	75.00	6. Skill Jump	25.00	39.50
4. Evans Bat-A-Score	100.00	225.00	6. Super Torpedo	25.00	79.50
6. Evans In The Barrel	30.00	52.50	4. Supreme Bolascare	40.00	100.00
4. Evans Super Bomber	50.00	100.00	6. Supreme Skee Roll	20.00	75.00
4. Evans Play Ball	65.00	75.00	6. Supreme Skill Roll	20.00	69.50
2. Evans Ten Strike '46	59.50	99.50	4. Supreme Rocket Buster	45.00	75.00
6. Evans Tommy Gun	49.50	100.00	6. Tail Gunner	49.50	89.50
2* Exhibit Dale Gun	65.00	99.50	2. Telequiz	89.50	129.00
4* Exhibit Gun Patrol	225.00	249.50	2. Un. Team Hockey	99.50	115.00
6. Exhibit Rotary Mdr.	175.00	275.00	6. Warner Voice Record	49.50	69.50
2. Exhibit Silver Bullets	99.50	165.00	4. Western Baseball '39	40.00	50.00
1* Exhibit Six Shooter	195.00	239.50	4. Western Baseball '40	60.00	85.00
6. Exhibit Merchantman Roll Ch Digger	85.00	99.50	6. Whizz	15.00	29.50
4. Exhibit Vitalizer	75.00	95.00	4. Wilcox-Gay Recordio	119.50	150.00
6. Genco Bank Roll	24.50	65.00	4. Williams All Stars	79.50	109.50
6. Genco Play Ball	29.50	65.00	6. Williams Box Score	39.50	65.00
6. Groetchen Met. Typer	79.50	149.50	1* Williams Star Series	85.00	139.50
6. Hoot-A-Roll	24.50	49.50	1. Williams Quarterback	69.50	100.00
4. Jack Rabbit	95.00	109.50	4. Wurlitzer Skeeboard	125.00	150.00

This Week's Used Market

As was predicted in last week's analysis of the used machine market, activity in every section of the market showed up with an increase. This added action complementing the already existing high activity has set the market in a strong position. Though the action increased, there were negligible fluctuations as far as prices were concerned.

The pin games, which have always proved big sellers, came up with the largest increase. All of the more popular games plus the more dormant ones shared in the added activity. Prices here showed a slight tendency in the upward direction with the majority of the ranges showing slight fluctuations.

Music once again picked up in activity after a lapse during the past few weeks. Most of the big numbers continued along

strongly with some of the dormant equipment making a little noise. A noticeable feature here was the quotations of machines that have not been quoted in some time.

The shuffle section of the market also joined in with an increase in activity and here too the price ranges did not reflect any noticeable change. As was the case in the pin games, there was a slight tendency in the upward direction. Another interesting characteristic of the market was the quotations of the roll downs, which had previously been dead games in the used machine market.

Arcade equipment moved along at a normal pace with action and prices remaining almost the same as last week. This division was the only one not to record an important increase in action.

The following was the most active equipment in this week's used market:

Most Active Used Music

Held—Wurlitzer 1015	\$135.00-	\$295.00
Down—Wurlitzer 1100	310.00-	450.00
Held—Wurlitzer 1080	145.00-	225.00
Down—Wurlitzer 1250	424.50-	500.00
Held—Seeburg 146S	99.50-	195.00
Held—Seeburg 146M	110.00-	187.00
Held—Seeburg 147M	150.00-	225.00
Held—Seeburg 148ML	290.00-	325.00
Down—Seeburg 3W2 Wall-a-matic	15.00-	21.50
Down—Seeburg W1L-56 Wall Box 5c	9.95-	18.50
Down—Seeburg 3W5-L56 Wall Box 5, 10, 25c	32.50-	47.50
Held—Rock-Ola 1422 Phono ('46)	85.00-	145.00
Held—Pla Mor Wall & Bar Box	7.95-	22.00
Up—AMI Model A '46	295.00-	375.00
Held—AMI Model C	475.00-	525.00
Machine Just Added—Williams Music Mite	125.00-	145.00

Most Active Used Pin Games

Down—A.B.C. (Un 5/51)	\$250.00-	\$300.00
Held—Bank-A-Ball (Got)	89.50-	119.50
Up—Bowling Champ (Got 2/49)	57.50-	85.00
Down—Bright Lights (B 5/51)	300.00-	395.00
Held—Buffalo Bill (Got 5/50)	60.00-	79.50
Up—Champion (B/48)	65.00-	149.50
Held—Citation (B/48)	40.00-	109.00
Held—Coney Island (B 9/51)	450.00-	495.00
Held—Dallas (Wm 2/49)	49.50-	79.50
Down—Five Star (Univ 5/51)	195.00-	250.00
Down—Gold Cup (B/48)	24.50-	74.50
Held—Harvest Time (Ge 9/50)	90.00-	129.50
Held—Hot Rods (B/49)	65.00-	124.50
Held—Jockey Special (B/47)	35.00-	55.00
Held—Just 21 (Got 1/50)	59.50-	79.50
Up & Down—Lite-A-Line (K 6/51)	125.00-	225.00

Held—Lucky Inning (Wm 5/50)	69.50-	99.50
Held—Mercury (Ge)	67.50-	114.50
Held—Photo Finish	55.00-	119.00
Up & Down—South Pacific (Ge 3/50)	74.50-	119.00
Held—Thing (CC 2/51)	69.00-	119.50
Held—Tri-Score (Ge 1/51)	75.00-	119.00
Held—Turf King (B 6/50)	175.00-	200.50
Down—Winner (Univ.)	100.00-	199.50
Held—Wisconsin (Un 3/48)	25.00-	49.50

Most Active Used Shuffles

Up—Bally Shuffle Bowler	\$ 24.50-	\$ 39.00
Held—Bally Speed Bowler	49.50-	69.50
Held—ChiCoin Bowling Alley	49.50-	59.00
Held—ChiCoin Trophy	75.00-	140.00
Held—Genco Shuffle Target	100.00-	199.50
Held—Genco Glider	30.00-	39.50
Held—Gottlieb Bowlette	24.50-	59.50
Up—Keeney Pin Boy	24.50-	39.50
Up—Keeney Dbl. Bowler	99.50-	139.50
Down—Keeney League Bowl	210.00-	265.00
Held—United Shuffle Alley	24.50-	39.50
Held—Un. Shuffle w/con.	29.50-	55.00
Down—Un. Shuffle Alley Exp.	45.00-	69.50
Down—Un. 2-play Express	75.00-	169.50
Down—Un. Sin. Rebound	89.50-	129.50
Down—Un. Twin Rebound	169.50-	225.00
Held—Un. 4-Player	225.00-	275.00
Held—Un. 5-Player	275.00-	305.00
Up—Univ. Super Twin	99.00-	145.00
Held—Universal	49.50-	65.00
Up—Williams Dbl. Header	59.00-	149.50

Most Active Used Arcade Equipment

Held—Bally Heavy Hitter	\$ 42.50-	\$ 69.50
Up—Chi-Coin Goalee	69.50-	125.00
Held—Chi-Coin Pistol	69.00-	149.50
Down—Exhibit Dale Gun	65.00-	99.50
Held—Exhibit Gun Patrol	225.00-	249.50
Up—Exhibit Six Shooter	195.00-	239.50
Held—Quizzer	75.00-	100.00
Held—Seeburg Bear Gun	299.50-	350.00
Held—Seeburg Chicken Sam	75.00-	109.50
Up—Williams Star Series	85.00-	139.50

Manufacturers New Equipment

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

AMI, INC.

Model D-40 Phonograph	\$795.00
Model HS-SM Hideaway	575.00
5c-10c Wall Box (40 Selections)	59.50
5c Wall Box (40 Selections)	53.50
Amivox Speaker	27.50

BALLY MFG. CO.

Shuffle Line	\$439.00
Futurity	735.00
Spot-Lite	629.50

CHICAGO COIN

King Pin	\$399.50
Band Box (New Model)	229.50
4 Player Derby	550.00

H. C. EVANS & CO.

Century Phono 100/45	\$1050.00
Jubilee Phono 40/45	825.00
Jubilee 40/78	795.00
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THE EXHIBIT SUPPLY CO.

Jet Gun	\$379.50
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