

THE CASH BOX

VOLUME XIV

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NUMBER 35



Johnny Desmond is pictured here in several scenes from his recent TV acting debut in "Danger". Climax of the play was when Johnny sang the song "Danger" which he has recorded for Coral. Written by Tony Mattola and Sunny Skylar, the tune received an unusually strong promotion campaign from CBS, the ad agency of the sponsor and Johnny's staff of press and exploitation men, Eddie Jaffe, Milton Karle, Dick LaPalm and Jerry Johnson.

ROCK-OLA Fire Ball

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(All Phones: JUdson 6-2640)
JOE ORLECK

CHICAGO OFFICE
32 West Randolph St., Chicago 1, Ill.
(All Phones: DEArborn 2-0045)
BILL GERSH

LOS ANGELES OFFICE
6363 Wilshire Blvd., Los Angeles, Cal.
(Phone: WEbster 1-1121)
JOEL FRIEDMAN

EXECUTIVE STAFF
BILL GERSH, Publisher
JOE ORLECK, Editor and Advertising Director
BOB AUSTIN, General Mgr., Music Dept.
SID PARNES, Associate Editor and Music Editor
NORMAN ORLECK, Associate Music Editor
MARTY OSTROW, Research
A. ARTESE, Office Manager
POPSIE, Staff Photographer
BRUNO DUTKOWSKY, Art Director

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry throughout the United States and all over the world. *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 identified with, or allied to, the music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the vending, music and amusement fields are covered by *The Cash Box*. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered.

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Music Editorial

Motion Picture Themes Provide

POTENTIAL PLATTER MATTER

Now it's motion picture themes.

That's the latest way of getting a hit in the record business.

With "The Song From Moulin Rouge" hitting the number one spot all over the country, and with such tunes as "Ruby" and "Anna," also from films, placing high up in the top ten, diskeries are rushing to record every movie theme that has any commercial possibilities at all.

This augers well for those who have been complaining during the past few years of the quality of popular music. For most of these themes are based on lovely strains. Almost everyone for instance agrees that the "Moulin Rouge" theme is one of the most beautiful to hit the pop market in a long while.

At the present time, it appears also that there will be still other motion picture records that will make the top ten. The theme music from "Limelight," which has just been released, is already causing a great deal of excitement and the music from "The Bad and The Beautiful," belatedly released to take advantage of the current trend, turns out to be another potent disk.

These movie themes are essentially in the instrumental movement which until recently was thought of as unlikely for the popular market. However, beginning with Mantovani's "Charmaine" and followed by such resounding smashes as LeRoy Anderson's "Blue Tango" and Percy Faith's "Delicado," instrumentals have shown a hit potential considered amazing in the trade.

One after another has appealed to popular tastes so that in passing from the gimmick and new sound phase of recording, we've arrived at a competition for beautiful

themes which certainly should calm those who have been railing at some of our other pop hits.

Motion picture themes have a double appeal for record firms. First of all, since films must appeal to a large audience, their music is in the popular idiom, which makes an excellent base for a record, which it is also hoped, will sell to a large audience. Second of all, the great amount of promotion that is put behind a film, advertising its name, reflects as well upon the record. It's hard to say, for instance, which had more effect on which, "The Song From Moulin Rouge" on the picture, or the picture on the song. But whichever way it occurred the effect on both together has been to make an outstandingly successful film and the number one song in the country today.

The creation of a hit from a movie theme, however, isn't as easy as it might seem to be—as the story of "The Song From Moulin Rouge" will bear out. The number, as it now heads all the lists, is very different from the way it was heard in the movie. The musical theme has been cut and tightened and the lyrics have been completely changed. It took, in effect, an entirely new creative job on the part of the publisher to put together this hit, which proves once again that, for the record business, a unique approach to popular music is necessary and that just copying another art form—such as the way music is heard in films—is not enough.

But difficult as the transition from one form to another may be, we may expect to witness, in the immediate future, a rush to movie music. Some of this music will become popular hit material. Some will not. But the general effect of the movement will be to raise the level of records that the American public will be able to listen to.

Leadership



is the acknowledged tribute bestowed upon an individual or organization, who, thru constant and honest progressive thinking and unlimited effort, shows the path to a better FUTURE.

The Cash Box

Has attained Leadership in the Juke Box Industry by working and fighting to improve the future welfare and economic condition of all—operator, distributor and manufacturer, as well as those in the music industry who supply the records.

Only thru intimate knowledge of the industry—as well as a determined, unflinching, honest, fearless policy of condemnation of harmful and uneconomic practices and attempted legislation; and the recommendation of progressive programs—could *The Cash Box* have become "The Bible Of The Coin Machine Industry."

Programs, now an accomplished fact, or on the way to fulfillment—all originally suggested, fostered and worked for by *The Cash Box*, which have played an important role in leading the Juke Box Industry to greater profits and greater glory and which will continue to open new paths in the FUTURE, are:

- ✓ Unceasing vigil and all-out fight against all ASCAP sponsored legislation, which would impose double royalty-taxation on the juke box operator.
- ✓ Formation of Music Operators of America (MOA), a national group to undertake programs of a national nature, such as federal tax matters, combat unfair national legislation, and prepare public relations.
- ✓ 10c, 3 for 25c Play.
- ✓ Better commission arrangements.
- ✓ Obsoleteing of old phonographs.
- ✓ Mechanical and Service sessions.
- ✓ Donations of equipment to Hospitals, Churches, Synagogues, Playgrounds, Service Centers, etc.
- ✓ Cooperation with communities in Charitable Drives.
- ✓ Scientific Programming of Records.
 - Instituted in *The Cash Box*, columns and charts of record popularity in Rhythm & Blues and Folk and Western fields, as well as in the Pop field.
 - Unbiased, honest, well informed reviews of records.
 - News and editorials for improvement of industry.
 - Brought the Juke Box Industry and the Disc Jockeys together for mutual benefits.

The fulfillment of the great promise of the Juke Box Industry, as well as the record, publishing and entire music industry lies in the FUTURE.

The Cash Box, arm in arm with the Juke Box and the Music Industries, LOOKS AHEAD!

M-G-M Records-Solid Builders

JONI JAMES
YOUR CHEATIN' HEART
and
I'LL BE WAITING FOR YOU
MGM 11426 78 rpm
K 11426 45 rpm

TOMMY EDWARDS
TAKE THESE CHAINS FROM MY HEART
and
PAGING MR. JACKSON
MGM 11485 78 rpm
K 11485 45 rpm

BILLY ECKSTINE
COQUETTE
and
A FOOL IN LOVE
MGM 11439 78 rpm
K 11439 45 rpm

JONI JAMES
ALMOST ALWAYS
and
IS IT ANY WONDER
MGM 11470 78 rpm
K 11470 45 rpm

HANK WILLIAMS
TAKE THESE CHAINS FROM MY HEART
and
RAMBLIN' MAN
MGM 11479 78 rpm
K 11479 45 rpm

• **LEROY HOLMES**
and his Orchestra
CARAVAN
and
THREE ON A MATCH
MGM11474 78 rpm K11472 45 rpm

FRAN WARREN
A PUPPET ON A STRING
and
I CHALLENGE YOU
MGM 11481 78 rpm
K 11481 45 rpm

RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!
SILVANA MANGANO
sings
Anna
and I LOVED YOU
MGM 11457 78 RPM K-11457 45 RPM

LEW DOUGLAS
and his Orchestra
RUBY
and
MY FLAMING HEART
MGM 11472 78 rpm
K 11472 45 rpm

• **ART MOONEY**
and his Orchestra
GEE WHIZ
and
MISS YOU
MGM11486 78 rpm
K11486 45 rpm

BUDDY DE FRANCO
THE SONG FROM MOULIN ROUGE
and
MANY ARE THE TIMES
MGM 11491 78 rpm
K 11491 45 rpm

• **AL TRACE**
and his Little Tracers
LET ME BE YOUR HONEY, HONEY
and
CRAZY, CRAZY
MGM11482 78 rpm
K11482 45 rpm

BLUE BARRON
and his Orchestra
APRIL IN PORTUGAL
and
I'VE BEEN KISSED BEFORE
MGM 11312 78 rpm
K 11312 45 rpm

DAVID ROSE
and his Orchestra
WALTZ OF THE BUBBLES
and
LONESOME ON MAIN STREET
MGM 30773 78 rpm
K 30773 45 rpm

BIG R+B HIT!!
the **BLENDERS**
I DON'T MISS YOU ANY MORE | IF THAT'S THE WAY YOU WANT IT BABY
MGM 11488 78 rpm | K11488 45 rpm

the **CRICKETS**
YOU'RE MINE | MILK and GIN
MGM11428 78 rpm | K11428 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

YES! M-G-M means Mighty Good Music!

"MGM RECORDS SALUTES THE JUKE BOX OPERATORS OF AMERICA ON THEIR 65TH ANNIVERSARY"

THE NATION'S
TOP TEN
PLUS
THE NEXT
25
JUKE BOX TUNES
The Top Ten Tunes Notting 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



CODE			
AL—Aladdin	CH—Chess	DY—Derby	KI—King
AP—Apollo	CO—Columbia	E5—Essex	LO—London
AT—Atlantic	CR—Coral	FE—Federal	MA—Mars
BR—Brunswick	DA—Dana	4 Star—Four Star	ME—Mercury
BU—Bullet	DE—Decca	IM—Imperial	MG—MGM
CA—Capitol	DO—Dot	IN—Intro	MO—Modern
CD—Cadence	DN—Devon	JU—Jubilee	OR—Orion
			PE—Peacock
			PR—Prestige
			RA—Rainbow
			RH—Recorded In Hollywood
			RE—Regent
			SA—Savoy
			SE—Seeger
			SIT—Sittin' In
			SP—Specialty
			SW—Swingtime
			TE—Tempo
			TI—Tico
			TN—Tennessee
			UN—United
			VI—RCA Victor

Pos. Last Week

SONG FROM MOULIN ROUGE

- 1 PERCY FAITH O.**
CA-2429 (F-2429)—J. Hutton & A. Stordahl
CO-39944 (9-39944)—Percy Faith Ork.
CR-60984 (9-60984)—Nick Perito
DE-28675 (9-28675)—Victor Young O.
LO-1328 (45-1328)—Mantovani O.
ME-9609 (45-9609)—Marshal Royal O.
MG-11491 (K-11491)—Buddy De Franco
OK-6963 (3-6963)—Stan Fisher
TI-170 (45-170)—Joe Loco Quint.
VI-10-4166—Boston Pops O.
VI-20-5264 (47-5264)—Henri Rene O.

2 APRIL IN PORTUGAL

- 2 LES BAXTER O.**
CA-2374 (F-2374)—Les Baxter O.
CO-39983 (4-39983)—Ken Griffin
CR-60984 (9-60984)—Nick Perito
DE-28646 (9-28646)—Florian Zabach
DE-28704 (9-28704)—Louis Armstrong
ME-70114 (70114x45)—Dick Hayman O.
ME-70128 (70128x45)—Vic Damone
MG-11312—Blue Barron
VI-20-5052 (47-5052)—Freddy Martin
VI-20-5279 (47-5279)—Tony Martin

3 I BELIEVE

- 3 FRANKIE LAINE**
CA-2332 (F-2332)—Jane Froman
CO-39938 (4-39938)—Frankie Laine

4 HOW MUCH IS THAT DOGGIE IN THE WINDOW

- 4 PATTI PAGE**
ME-70070 (45x70070)—Patti Page

5 RUBY

- 5 RICHARD HAYMAN O.**
CA-2457 (F-2457)—Les Baxter O.
CO-39994 (4-39994)—Harry James O.
CR-60959 (9-60959)—Les Brown O.
CR-60983 (9-60983)—Nick Perito
DE-28675 (9-28675)—Victor Young O.
ME-70115 (45-70115)—Richard Hayman O.
MG-11472 (K-11472)—Lew Douglas O.
VI-20-5286 (47-5286)—Vaughn Monroe O.

6 PRETEND

- 6 NAT "KING" COLE**
CA-2346 (F-2346)—Nat "King" Cole
CA-2407 (F-2407)—Clifton Stone
CO-39915 (4-39915)—Ken Griffin
CR-60927 (9-60927)—Eileen Barton
DE-28576 (9-28576)—Guy Lombardo O.
ME-70045 (45-70045)—Ralph Marterie O.
VI-20-5119 (47-5119)—Henri Rene O.

7 YOUR CHEATIN' HEART

- 7 JONI JAMES**
CA-2377 (F-2377)—Jan Garber O.
CO-39938 (4-39938)—Frankie Laine
DE-28628 (9-28628)—Louis Armstrong
MG-11416 (K-11416)—Hank Williams
MG-11426 (K-11426)—Joni James
VI-20-5292 (47-5292)—Betty Brewer

8 ANNA SILVANA MANGANO

- 8 ANNA SILVANA MANGANO**
CO-39968 (4-39968)—Paul Weston O.
CR-60963 (9-60963)—Ray Bloch O.
DE-28703 (9-28703)—Victor Young O.
ME-70114 (45-70114)—Richard Hayman O.
MG-11457 (K-11457)—Silvana Mangano
VI-20-5246 (47-5246)—The Three Suns
VI-20-5252 (47-5252)—Al Caiola

9 SEVEN LONELY DAYS

- 9 GEORGIA GIBBS**
CR-60949 (9-60949)—Pine Toppers & Marlin Sis.
DE-28655 (9-28655)—Guy Lombardo O.
KI-1192 (45-1192)—Bonnie Lou
ME-70095 (70095x45)—Georgia Gibbs
VI-20-5219 (20-5219)—Don Meehan

10 TILL I WALTZ AGAIN WITH YOU TERESA BREWER

- 10 TILL I WALTZ AGAIN WITH YOU TERESA BREWER**
BR-84002—Five Bills
CO-39952 (4-39952)—Ken Griffin
CR-60873 (9-60873)—Teresa Brewer
CR-60916 (9-60916)—Tommy Sosebee
DA-795—Regina Kujawa
DE-28506 (9-28506)—Dick Todd
DE-28539 (9-28539)—Russ Morgan
JU-6014—Swanson-Travis
KI-1169—Gore-Wright
ME-70069—Harmonicats
PR-1038—Harris-Light
RH-142—Red Callender
VI-3103—E. P.—Three Suns

11) SAY YOU'RE MINE AGAIN. 12) CARAVAN. 13) TELL ME A STORY. 14) SOMEBODY STOLE MY GAL. 15) I'M WALKING BEHIND YOU. 16) I'M SITTING ON TOP OF THE WORLD. 17) NO HELP WANTED. 18) RAMONA. 19) ALMOST ALWAYS. 20) BIG MAMOU. 21) CAN'T I. 22) WILD HORSES. 23) MY LADY LOVES TO DANCE. 24) TELL ME YOU'RE MINE. 25) THE HO HO SONG. 26) I'M THE KING OF BROKEN HEARTS. 27) IS IT ANY WONDER. 28) OOI WHAT YOU DO TO ME. 29) USKA DARA. 30) SWEDISH RHAPSODY. 31) STRANGE THINGS ARE HAPPENING. 32) HOT TODDY. 33) DANCIN' WITH SOMEONE. 34) RAMBLIN' MAN. 35) JUST ANOTHER POLKA.

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



GREAT ARTISTS GREAT SONGS

...from the NEW COLE PORTER SHOW

5 GREAT SONGS

- "ALLEZ-VOUS-EN" KAY STARR—2464**
- "I AM IN LOVE" NAT "KING" COLE—2459**
- "C'EST MAGNIFIQUE" . . . GORDON MacRAE—2465**
- "I LOVE PARIS" LES BAXTER—2479**
- "IT'S ALL RIGHT WITH ME" . . BOB MANNING—2493**

Order Top Quantity of these 5 Smash Hit Songs by your favorite artists—from the show the critics are raving about!

FREE TITLE STRIPS
On Above Records
Write . . . Wire . . . Phone
Your CAPITOL DISTRIBUTOR Today



RECORD REVIEWS

ⓐ DISK & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓐ FAIR
ⓑ VERY GOOD	ⓐ MEDIOCRE

RAY HENRY ORCHESTRA

(Dana 3125; 45-3125)

C+ "FLASH POLKA" (2:29) In a gay and light hearted European manner, Ray Henry and the crew glide along through a happy polka item that should do well in the fitting locations.

C+ "DIXIELAND OBEREK" (2:30) The Henry boys slow up a bit and set up a swaying waltz tempo as they easily hand in a pretty sounding oberek. The folks who go for this music are sure to take to this one.

JOE MARINE

(Decca 28710; 9-28710)

B+ "IF LOVE IS GOOD TO ME" (2:32) [Redd Evans Music] Joe Marine, who may be better known to those who watch the "Fred Waring Show," does a top notch job on a lovely romantic tune. His tender warbling and ease of delivery could make tune catch on.

B "WEDDING DAY" (2:50) [Bregman, Vocco & Conn] Lyrics are set to the lovely tune of "To A Wild Rose" and another classy job is turned in by the artist. The sentimental flavor adds color to the tune as does the Charlie Naylor ork. A double contender.

FRANK MURPHY

(Okeh 6966; 4-6966)

B "OUR SONG" (2:44) [Rancom Music] Frank Murphy does a standout job of vocaling on a tune with a lovely melody. The ballad has something about it that sticks with you and the presentation makes an impression on the listener too.

C+ "WHAT CAN I DO" (2:46) [Rush Music] The Norman Leyden ork showcases the strong voice of the warbler once again with a lush backdrop. Frank puts plenty of oomph into the delivery of a tune.

WENDY WAYE

(Judson 701; 45-701)

B "DON'T CALL MY NAME" (2:30) [Laurel Music] A soft and tender vocal treatment that has a bit of that Patti Page feeling is sent forth by Wendy Waye on a good lilting slow jump tune with a slight spiritual flavor. Pretty voice.

B "I'M NOT FREE" (2:39) [Valando Music] The thrush has a wonderful voice as can be noted when she offers a heart felt ballad in her pleading manner. The lyrics are very potent and add further expression to a fine tune.

VINCE CARSON

(Cadillac 140)

C+ "YOU ARE MINE" (2:46) [Crestwood Music] Vince Carson easily touches upon a pretty melody as he mellowly portrays a lovely tune with an inviting sound. The Graham Prince Orchestra.

B+ "CONSTANTLY" (2:50) [Crestwood Music] An ultra-lovely melody gets a smooth song treatment from Vince with an angelic surrounding brought out by the choir. It's a very plush and heavenly setting for a ballad. Good song too. Might happen.

THE CASH BOX DISK OF THE WEEK

"TERRY'S THEME FROM 'LIMELIGHT'" (2:18)

[Bourne, Inc.]

"INCIDENTAL MUSIC FROM 'LIMELIGHT'" (2:28)

[Bourne, Inc.]

FRANK CHACKSFIELD ORCHESTRA

(London 1342; 45-1342)

● Here is one of the most beautiful instrumentals we've ever heard. Everything about the tune, the orchestration and the over all sound, labels this number a hit. It's "Terry's Theme Music" from the motion picture "Limelight" as presented by Frank Chacksfield's Orchestra.

The record buying public is steadily increasing in its desire for a better class of instrumental music. John Q. Public is also beginning to recognize the theme music from motion pictures and actually commanding record companies to

wax them. Such was the case in "The Song From Moulin Rouge," which is now the Number 1 song in the country, and also the music "Ruby" from the "Ruby Gentry" flicker.

"Terry's Theme from 'Limelight'" stands in a class with the above mentioned instrumentals, and may even overshadow them in acceptance. The flip side is more lovely, lush music from the same film, but the tune that should catch all the coin in the juke boxes and retail shops is Terry's theme. Watch it. It's bound for the top.

GUY LOMBARDO ORCHESTRA

(Decca 28693; 9-28693)

B "I'M IN LOVE" (2:35) [Garlock Scherer Music] Guy Lombardo and his Royal Canadians draw a perfect setting for Kenny Gardner and the Lombardo Trio as they glide over a pretty waltz with an amiable tune just perfect for hoofing. Combo is fine.

C+ "BLUE WILLOWS" (2:56) [World Wide Music] Kenny Martin takes over in the singing department and dishes up a soft pretty tune in a pleasing and straight forward manner.

BOB LONDON

(Crystalette 653)

B "HOW CLOSE CAN YOU BE" (2:38) [Harvey Music] a subdued waltz mood in the backdrop by the lush and convincing ork of Lloyd Shaffer is a perfect atmosphere for Bob London as he warbles a pretty ballad. Real smooth voice.

C "CONGRATULATIONS TO SOMEONE" (2:57) [United Music] Very late coverage of a tune that made noise a few months ago, will definitely hinder the success of this side. Tune and delivery are fine but tune has had it's fling.

THE TRAVELERS

(Okeh 6959; 4-6959)

B+ "WHY DARLING WHY" (2:28) [Harman Music] An interesting arrangement is offered by the Travelers on a cute and catchy tune that seems to stick with you. The sock reading has a good jump kick to it that could make record hit. Good material.

C+ "GO AWAY" (2:31) [Harman Music] With the same shuffle beat as the rhythm, the crew handles another cute tune in their individual manner. Odd jump beat is catchy too.

SAUTER-FINEGAN ORCH.

(RCA Victor 20-5307; 47-5307)

B "THE HONEY JUMP" (3:02) [Leon Rene Music] A tune that's making noise in the R & B field gets a fine pop treatment by the fashionable Sauter-Finegan Ork. This rocking dance music gets a good vocal bit from the boys in the band.

C+ "TIME TO DREAM" (3:18) [Meadows Music] The boys slow up and ease through a fine orking at a ballad tempo as Joe Mooney and Florence Fogelson handle the vocal chores. Orking is in the usual weird s-f manner.

FAY DeWITT & MIGUELITO VALDES ORCH.

(Mood 1008; 45-1008)

C+ "NO ONE" (2:30) [Badoian Music] A pretty voice shows its colors on the new Mood label in the person of Fay Dewitt. She does a fine job of gliding along through a lilting ballad as Miguelito Valdes and his ork sets up the backing. Multiple voice in spots.

B+ "THE WISHING WELL" (2:39) A lovely tender ballad set to a familiar classical piece gets a stellar reading from Fay. She chants with both warmth and style on this lovely piece. Her voice is a cross between Joni James and Rosemary Clooney. Could be a big star. Whatta voice.

WOODY HERMAN & NEW THIRD HERD

(Mars 700; 45-700)

C+ "BLUE LOU" (2:58) [American Academy] With the New Third Herd assisting, Woody Herman rides through a rhythmic toe tapper that's tailor made for dancing. The stylish instrumental should be liked by Woody's fans.

B "NO TRUE LOVE" (2:48) [Melody Trails Music] Arno Marsh handles the sax chores while Woody does the chanting on a slow bluesy item with a fine sound. It's an interesting treatment with a steady beat.

GEORGE SHEARING QUINTET

(MGM 11493; K-11493)

B "BODY AND SOUL" (2:35) [Harms, Inc.] The harmonica lead by Jean Thielemans plays an important part in the stylish up beat rhythm version of a great standard. The Shearing crew is tops for style and the speedy finish should drive fans wild.

C+ "I HEAR A RHAPSODY" (2:34) [Broadcast Music Inc.] Another terrific standard gets the fine piano fashioning of the Shearing touch. The group offers some grade A support on this foot tapping instrumental. Juicy acquisition on both ends for Shearing fans.

SONNY HOWARD

(RCA Victor 20-5304; 47-5304)

B "JIGSAW PUZZLE HEART" (2:08) [Sunnydale Music] Sonny Howard makes an impressive bow into the wax field with a raucous bouncer that's packed with life and zest. The peppy tempo and catchy bounce might send this one up.

C+ "THE OLD TRIANGLE" (1:57) [Wizell & Day Music] The Rampart Street Boys help Sonny on this end also as the young artist handles a comical cutie with an amusing lyrical twist.

JIMMY ADANO & TONY GOTTUSO ORCH.

(RCA Victor 20-7237)

C+ "PRETENDI" (2:38) [Brandom Music] From Victor's Italian record line comes some lovely coverage of a current hit standard. Tony Gottuso leads a good sounding ork and Jimmy Adano sings real tenderly. Disk is fitting for only limited locations.

C "BELLA MAZURKA" (2:34) A lively mazurka with an appealing melody gets a good instrumental from the ork. This end should be a good filler in boxes where Italian folks gather.

THE CASH BOX BEST BETS

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

- ★ "WITHOUT A MEMORY"..... Judy Garland... Columbia 40010; 4-40010
- ★ "CABIN BOY"..... Bart Stewart..... Seger 7011; 45-7011
- ★ "IF LOVE IS GOOD TO ME"..... Joe Marine..... Decca 28710; 9-28710
- ★ "WHY DARLING WHY"..... The Travelers..... Okeh 6959; 4-6959

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MITCHELL & CARSON



with **MITCH MILLER & ORCHESTRA**

COLUMBIA RECORD 39992 (3-39992)

RECORD REVIEWS

A DISK & SLEEPER

B+ EXCELLENT

B VERY GOOD

C GOOD

C FAIR

D MEDIOCRE

GINNY GIBSON
(MGM 11499; K-11499)

B "UNLESS YOU'RE REALLY MINE" (2:12) [Meridian Music] A lively and inviting polka novelty is chirped in a happy fashion by the pert voice of Ginny Gibson. The thrush adds zip to this folk flavored novelty. A real good side.

B "LONELY LOVER" (2:40) [Peter Schaeffers Music] Joe Lipman and the crew alter the mood entirely and set up a lush and romantic setting for Ginny as she offers a lovely warm ballad with a most tender melody. Good mood music.

FIREHOUSE FIVE PLUS TWO
(Good Time Jazz 79)

C+ "SOUTH" (2:28) A raucous, slam bang jazz number with the trombone hitting those low notes and the other instruments going like wild fire, is set up by the Firehouse Five Plus Two. A natural for spins in the right locations.

C+ "FLOATING DOWN THE OLD GREEN RIVER" (2:30) You can't help but move some part of your body on this end. It's another real wild jazz offering that makes your hands clap and your feet tap. A juicy acquisition for jazz lovers.

EDNA McGRIFF
(Jubilee 5119; 45-5119)

C+ "BE GENTLE WITH ME" (2:39) [Tanz Music] In her torchy and stylized manner, Edna McGriff leans into a smooth ballad and turns up some pretty listening material. Fine accompaniment by the Buddy Lucas Ork adds to the side.

B "SCRAP OF PAPER" (2:47) [Village Music] A lovely tune, that's been so close to the margin of breaking through and becoming a hit, is wonderfully offered by Edna. A pretty waltz piece.

BOB SANTA MARIA
(MGM 11484; K-11484)

B "DON'T EVER CRY" (2:33) [Famous Music] Bob Santa Maria makes his debut on wax with a fine job that merits listening and could develop into a hit item. The Glen Osser setting helps highlight the lad's voice.

B "YOU'RE MINE, MY LOVE" (2:35) [Ward-Sears Music] With an introduction similar to "I'm Yours." The full voiced songster gives out with another fine reading of a love song. He puts his heart into the song.

JOE LOCO & QUINTET
(Tico 173; 45-173)

C+ "BAND STAND MAMBO" (2:30) Joe Loco and his Quintet take up the mambo rhythm and ride through an exciting double mambo item with Joe's colorful piano touch highlighting the side. Top notch for dancing.

C+ "MATTY SINGER MAMBO" (2:27) As the name might indicate, this mambo item is dedicated to Philly's Matty Singer. It's a slow mambo with a subdued and softer than usual backing with Mr. Loco again fingering the keyboard softly.

THE CASE BOX SLEEPER OF THE WEEK



NAT "KING" COLE

"I AM IN LOVE" (2:59)
[Chappell & Co.]

"MY FLAMING HEART" (2:43)
[Robbins Music]

NAT "KING" COLE
(Capitol 2459; F-2459)

● A Nat "King" Cole treatment, a Cole Porter beguine tempo ballad, a glowing orchestration by Nelson Riddle, and the general promotion of the tune through the channel of the hit Broadway musical "Can Can," equal four grade A factors necessary in making a hit record. "I Am In Love" is an ultra-lovely tune that has a standard quality about it. And the way Nat Cole sings the tune, it needs no explanation. If his current noise making records of "Pretend" and "Can't I" don't hinder the surge of his latest effort, the "King" could have his biggest to date in "I Am In Love." Flip is a tender ballad labeled "My Flaming Heart" from the flick "Small Town Girl."



KAY STARR

"ALLEZ-VOUS-EN" (2:37)
[Chappell & Co.]

"HALF A PHOTOGRAPH" (2:39)
[Vesta Music]

KAY STARR
(Capitol 2464; F-2464)

● Kay Starr's outstanding vocal versatility coupled with top drawer song material on either side of the platter, sets up a situation that's ideal for the boxes. On one lid the thrush dishes up a stirring reading of a pretty waltz tempo love song with a French flavoring that stems from the Cole Porter musical "Can Can." Harold Mooney sets up a fine mood for the lovely tune dubbed "Allez-Vous-En." Kay gives out with a terrific heartfelt item on the lower lid that she presents in a sentimental manner with a tear in her voice. She sings this number right from her toes. "Half A Photograph" gets the grade A backing of the same continental sounding chorus as on top. Both ends have got it. Either one can make it.

"TELL US WHERE THE GOOD TIMES ARE" (2:25)
[Oxford Music]

"THERE'S NOTHING AS SWEET AS MY BABY" (2:05)
[Acuff-Rose Pub.]

GUY MITCHELL & MINDY CARSON
(Columbia 39992; 4-39992)

● Guy Mitchell and Mindy Carson, who are well established on their own, have been looking for that big one as a team. They sound perfect when they warble together and either of their latest sides as a pair could catch the listener's eye. "Tell Us Where The Good Times Are" is a country like bouncer with life and pep written by Bob Merrill. This one has an inviting flavor about it that sticks with just one listen. "There's Nothing As Sweet As My Baby" is a cute shuffle tempo ditty with a folksy flair that was written by the late Hank Williams. These are by far the best showings of the duet and they could be real clickers in the boxes.

"I'LL TRY" (2:36) [Bourne, Inc.]

"BELLA MIA" (2:30)
[Unpublished]

TOMMY MARA
(Jubilee 6040; 45-6040)

● With a little luck and a good push, Tommy Mara could become what many people call "an overnight sensation." "I'll Try" is a lovely dream-dusted ballad with a very pretty melody that gets a clear and warm reading from the artist. Tommy puts heaps of feeling into the delivery. With enough promotion to make the lad's name known, the tune should easily become a hit contender, on the basis of it's own merit. Flip is a lively Italian flavored waltz tagged "Bella Mia." A good side too. Giving both of the lids an added beauty is the Monty Kelly ork. Keep a close watch on the top deck. We should be hearing about it very soon.

THE HOLIDAYS
(King 1217; 45-1217)

C+ "ROLLING RIVER" (2:01) [Leeds Music] A pretty waltz tune that seems to bring back memories of the old time organ grinder is tenderly touched upon by the Holidays and their smooth manner of harmonizing. A pretty tune.

B+ "IMA-LIKA-YOU" (PIZZA PIE) (2:00) [Duchess Music] The talented crew has a real potent contender in this cute novelty that bounces along to a polka tempo. The Italian flavor is catchy and lively delivery has a humorous touch that could catch on.

RALPH MARGERIE
(Mercury 70153; 70153x45)

B "CRAZY, MAN, CRAZY" (2:55) [Eastwick Music] Ralph Margerie, who is hot with instrumentals, comes up with some good coverage of a tune that's making a buzz. Larry Ragon & the Smarty-Airs do the vocalizing.

B "GO AWAY" (2:09) [Harman Music] The Smarty-Airs vocalize together on this end as they bounce through a lively cutie with a good shuffle. Delivery good and Ralph does some fine tooting.

BILL McGRAW
(Art-Disc 252)

C+ "TO BE IN LOVE" (2:36) [Jay-Lee Music] A lush orking by Joe Leahy's ork is a perfect setting for a fine strong voiced treatment of a heavy tune by Bill McGraw. The song and delivery can both hold their own.

C+ "BLUE, BLUE ARE HER EYES" (2:30) [General Music] Bill does a powerful job on this end as he offers a swaying waltz vocal of a tune who's melody is of European origin. Pleasant sounding item.

BART STEWART
(Seger 7011; 45-7011)

B+ "CABIN BOY" (2:58) [Arta Music] A simple sentimental story is told in a smooth style by the strong voice of Bart Stewart. Fred Norman's crew backs the lad with a fine setting. Tune has something worth watching. Could click.

C+ "THE GYPSY IN MY SOUL" (2:56) [Words & Music] The pace is picked up to a jump beat for Bart and he gives out some fine vocalizing on a terrific standard. It's a good rhythm piece that oughta make good dance music too.

JUDY GARLAND
(Columbia 40010; 4-40010)

B+ "WITHOUT A MEMORY" (2:48) [Shapiro Bernstein Music] Judy Garland returns to the wax world and hands in a sparkling job on a pretty ballad that she does in her one and only manner. Her thrilling voice gets a Paul Weston Orking for support.

B "SEND MY BABY BACK TO ME" (2:12) [E. H. Morris] The beat is that of a Lindy Hop as Judy lilt through a cute bouncer with fine rhythm. It's a sockeroo delivery well belted by the thrush.

ROUND THE WAX CIRCLE

NEW YORK:

Mercury artists will be inundating New York in the next few weeks. Vic Damone opens at the Riviera May 19; Rusty Draper at La Vie En Rose the same night; Ralph Marterie is set at the Meadowbrook; Richard Hayes at the Casa Seville; and Dick Hayman will accompany Vic Damone at his Paramount date starting June 3. . . . The Clef Award committee, which included members of ASDJ, named Martin Block as the No. 1 dj. . . . Mary Small back from England where sickness caused her to cancel the balance of her tour. . . . RCA Victor is issuing a special Coronation album tracing the events which led up to Queen Elizabeth's ascension to the throne. . . . Cy Coleman, whose MGM album makes for some of the smoothest piano playing around, opens at Cafe Society May 18. . . . Doc Berger back at the Veterans' Hospital in Brooklyn for his ulcers. . . . Glory Fox, Johnny Desmond's lovely girl Friday, in town this week with the Breakfast Club. . . . Nat Cole left for Hollywood and four weeks of convalescence. . . . Looks like Eartha Kitt has a real hit on her hand in her Victor recording of "Uska Dara." . . . Bad news about Harry Belafonte's serious illness on the Coast when he was click-



EARTHA KITT

ing so big at the Mocambo. He was operated on last Wednesday (13th) but expects to be back at work by the first part of June. . . . Pee Wee Hunt may have another "Twelfth Street Rag" in his recording of "O" which is making noise. . . . Dick Flora, Buckeye publishing prexy, says that the new cajun etching by Pinky Vidacovich on the Pelican label entitled "Fais Do Do" is kicking up dust in the mid-west. . . . Danny Sutton did such a great job on the Kate Smith TV stanza that Ted Collins has signed him for a further series of appearances in the next few weeks.

CHICAGO:

Town loaded with visitors this past week. Les Baxter, riding high with "April In Portugal," came to town to thank deejays for helping his disk climb to the top. . . . Trudy Richards' Derbying of "The Breeze" breezing along at a fast clip. . . . The Hilltoppers in to help Howard Miller launch his new TV show. Also Dot bossman, Randy Wood. Looks like another hit riding for the boys in, "I'd Rather Die Young." . . . Art Ford, one of Noo Yawk's top jocks, swears, "I came to town for a steak dinner." Claims he wasn't at all disappointed. While here Art took over the mikes at Linn Burton's Steak House. And caused a sensation with his terrific deejaying. Linn's nitely "Operation Midnite" has caught on, though only in existence about two weeks. All of Chicago music biz, as well as out-of-towners, constantly dropping in to "hello" Linn Burton. . . . Nice card from MGM's Shirley Scott. From Murray Lodge, Oklahoma. Where she is appearing at a golf tourney with the Modulators. . . . Evelyn Aron, formerly with Aristocrat Records, now record librarian at Station WIND. . . . Lotsa news from down Florida. Chris Columbo doing a very grand job in Miami. Usually works the Beach 7 or 8 months out of the year. Many may remember Chris when he clicked with a terrific waxing of "My Guitar Is My Sweetheart." Understand Chris may soon be recording again. . . . Bernie Mayerson celebrated his 35th year as a member of Chicago's AFM. Continues to be a favorite in the Saxony's Pagoda Room. Bernie, himself a well known violinist, has many strolling violinists working with him. . . . Harry Burge, WQAM, famed for his "Juke Box Serenade" program, which he works in cooperation with Miami Music Ops. Assn., will soon become a daddy for the second time. His verry charming wife, Peggy, hoping that No. 2 will create a new disc jockey duo. To help Harry with his many hours of programming. . . . Vic Damone set for a June date at Chicago Thitter.



THE HILLTOPPERS

LOS ANGELES:

That's an impressive record being set by maestro Lawrence Welk at the Aragon Ballroom. Orkster is currently hunting for a gal to fill the shoes of pert Roberta Linn. . . . Russ Morgan bows out of the Hollywood Palladium th's week, with Hal McIntyre following. . . . Harry Belafonte's return to the Mocambo was the signal for a great ovation with all of his fans on hand for the opening. . . . Nice to say hello to Bob Dunbar of Gramophone Enterprises, visiting with local diskeries this past week. . . . New Eddie Fisher show was viewed out here with mucho applause for the young singer. . . . Al Jarvis, KFWB dj, featuring The Cash Box list of top juke box tunes on his show every Thursday. . . . New Kay Thompson etching on Allied wax off to a great start, with orders pouring in from distribs throughout the nation for her "Old Fashioned Hammock." . . . Vogue disk stars Gino Rockford and Jenny Barrett off on an intensive promotion tour visiting with dj's, dealers and juke box ops in Detroit, Cleveland, Cincinnati, Philadelphia, New York and Boston. . . . Old pal Sherm Feller just raving wild about Gino's "What Did I Do" and "Something Wonderful Happens." . . . News that Benny Goodman will not resume with the concert tour sounds right to us. We'd rather like Benny to stay on the scene for some years to come, altho we're saddened at the thought of not seeing him on the stand. . . . Sid Talmadge nabbed the Valley, Nashboro and Herald Lines this past week. . . . The success of "Big Mamou" keeps rolling right along. Altho the song hasn't made the Top Ten yet, it'll sell strongly for months to come. . . . Ditty getting a bit of rejuvenation around these parts is the terrific bit of chirping by pert Beryl Davis on "Suddenly." . . . Seems as if ops can't get enough of Homer & Jethro's fabulous "Hound Dog In The Window." Disk shot up from nowhere to notch attention in the pop field. . . . Ross Roy ad agency taking a survey of the disk biz for RCA Victor via dealers and one-stops. . . . Felicia Sanders set with a follow-up to her great "Moulin Rouge" etching.



JENNY BARRETT

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(PIZZA PIE)

words and music by Frank Kells & Al Arland

recorded by

THE HOLIDAYS

KING RECORD # 1217

distributors

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

Calif. Music Guild "Hit Tune Party"

Fresno Auditorium To Seat 5,000 On May 26 For First "Hit Tune Party". Schools And City Officials Cooperating With Guild.

FRESNO, CALIF.—Following in the footsteps of the Cleveland "Hit Tune Party" for teenagers, California Music Guild starts its first "Hit Tune Party" in the gigantic Fresno Auditorium, capable of seating over 5,000 people, this May 26.

George A. Miller, head of the California Music Guild, has already arrived here from Oakland, and is in contact with city officials, heads of the schools and also with the Mayor.

All are cooperating to make this first "Hit Tune Party" of the California Music Guild one of the most outstanding events in the history of this city, which is located midway between the northern and southern boundaries of the state.

Music operators from this city, as well as from many other California centers, are expected to attend.

Over 3,500 teenagers will be given permission by their schools to attend this first "Hit Tune Party".

Leading recording artists and record luminaries will be present. Artists will sing their current recorded tunes for the audience.

The teenagers will vote the popular disk for the month which will be featured on all the phonos of California Music Guild members for the entire month.

"I Believe" Wins Christopher Award

NEW YORK—"I Believe," has won for its authors the Christopher Award for work "representative of the opportunity for those in the creative arts . . . to provide both inspiration and entertainment for the millions."

The Christopher Awards, in the words of Father James Keller, Director of the Christophers, are made annually for "creative works that reflect the power for good that can be exerted."

The award-winning composers are Ervin Drake, Jimmy Shirl, Al Stillman and Irvin Graham. A letter to the mother of a soldier in Korea to Jane Froman inspired the writing of "I Believe".

Debut



DURHAM, N. C. — Tommy and Jimmy Dorsey made their first public appearance together since the formation of their new band at an afternoon concert at Duke University. Together with them on the bill (and in this photo) was Ray Anthony.

Profitably Programs Foreign Recordings

Plans Foreign Disk Sales

MIAMI, FLA.—Wm. Blatt of Supreme Distributors, Inc., this city, who is also President of the Miami automatic music operators' association, has found programming of foreign recordings on almost all of his phonos is paying off.

Blatt stated, "For months we have been testing many of our locations with foreign recordings.

"The result", he continues, "is that we find the foreign records bring in additional revenue, up and above what we ever received from these locations.

"It seems to me", he added, "that many of us who are now enjoying the use of higher selective phonographs should study the foreign recordings field much more closely than we have in the past."

His interest is so great that Blatt is considering setting up an entirely separate unit to his business featuring only foreign recordings.

He says in this regard, "I feel certain that an international record selling firm here will bring about greater revenue for all the juke box operators because foreign recordings are beginning to catch on in this area."

CANADIAN CAPERS

TORONTO TOPICS

Top news of the week is the welcome information that MGM records has signed Denny Vaughan to record for the label. This Canadian star should be one of the brightest in the galaxy of new talent being gathered by MGM. Congratulations to the label's Frank Walker for pioneering world release of Canadian talent and tunes cut in Canada. Denny's first MGM platter is scheduled for early release and everyone is pulling for its success up here, especially Lois Ogilvie, the ex-Leslie Bell Choir singer whose tune "Spoon, Spoon, Spoon" makes its wax debut with this release. We heard the song and it has all

the ear-marks of a summer hit. . . . Coral's star, Art Lund, is a welcome visitor in town. He's playing a repeat date at Bassel's where he packed them in nightly when he played the spot last winter. Opening night indicates that current grosses will be even better. The handsome blonde star has made a raft of Canadian friends in and out of the profession and night-spot operators throughout western Ontario are busy trying to line Art, and his comic musicmaker, Johnny Romano, for dates in their spots. . . . Russ Eascott tells us, from CHML Hamilton, that Mel Lavigne, the Canadian Champion old-time fiddler, and his Blue Water Boys, made a very successful debut on their new program. Featured vocalist on the show is Eddie Mehler, who is riding high on Decca's Apex label. Mel Lavigne's orchestra has been packed by Arrow Records and we hear that there is a backlog of orders for their first square dance release. . . . News from Columbia's Frank Jones that their first 45's are



DENNY VAUGHAN

moving very nicely. . . . Al Segal's new Wurlitzer headquarters seems to be the meeting place for visiting coin men. We met seven visiting operators when we made our first visit last week. . . . Capitol's Harold Smith in town for one-day visit with the local Capitol staff before planing on to Montreal. He happily reports that their London plant is working at full capacity keeping up with sales. . . . Hal Hammond tells us that the operators are reporting fine plays on Biltmor's platter, "North of Montreal." Looks like the local novelty tune is going places. . . . Fred Roden's Record Corral continues to be the country's largest retail outlet for folk and country discs and the headquarters for hillbilly talent working through these parts. London records cut Jim Magill and his Northern Ramblers' instrumental "Fred Roden's Reel" and disc is selling well, according to Max Zimmerman whose MacKay Record Distributors handles the London line hereabouts. . . . CBC network star, Howard Manning, one of our top vocalists, is busy telling localities the good news that Danny Sutton can now be heard on the Kate Smith NBC-TV shows.

MONTREAL MEMOS

The tourist season off to a very early start this year. All of the night spots on the main stem, as well as those in the suburbs reporting unseasonably early business. . . . Billy Ecstine, the well-known Montreal 88er and his orchestra, are held over at the Chateau St. Rose. A long time radio and nitery favorite, the perennial piano man seems to go with the lease! . . . Ex-Ozzie Williams vocalist, Jack Morley holds forth as singing M. C. at the other St. Rose rendezvous, the Lido and is building a strong personal draw. He has been signed

for the run of the season. . . . The early warm weather doesn't seem to have hurt the teen-age square dancing crowds which continue to pack Victoria Hall, in the swank Montreal suburb. The Saturday break-downs continue to build a wide radio following with their airings from CJAD. . . . Corey Thompson still one of the busiest radio people in the business hereabouts—and we hear that he has another big show in the offing. . . . Some of the local music makers are asking how come Montreal's own Oscar Peterson doesn't record more of his own original music. The husky piano star has a song-writing flair that a lot of the local boys would like to hear more of. . . . RCA Victor riding very high in the French record field with their very successful French recordings of recent U. S. pops. The formula of giving a French-language cornball treatment seems to be the thing that was needed to hypo disc sales and machine plays for the French market. . . . Conrad Thibault makes his debut as a cafe entertainer when he opens May 18 in the Normandie Room of the Mt. Royal Hotel in Montreal.



DANNY SUTTON

ATLANTIC COASTINGS

Maritime operators speaking well of the fine service that they are getting on Columbia records from Bill Morris of Manning Equipment Limited, who are now handling the Columbia line for the Atlantic Provinces. . . . Dee Jays in these parts can't understand why the U. S. major labels haven't discovered "Roses Are Blooming." This tune is a sleeper if there ever was one and has consistently been a top



HANK SNOW

request number in Canada for the past six months and still selling well on the Quality label. Irony twist is that the tune was written and recorded by Doc Williams and The Border Riders, stars of the WWVA Wheeling, West Virginia station, for the local Wheeling label. Tune caught on in this territory when the group toured here last year and dealer demand inspired the Canadian Quality label to make a deal with Wheeling to press and release the hit here. Obviously, this tune could be as big a hit in the U. S., where it originated, as it is here in Canada where it has been consistently out-playing and out-selling most of the other U. S. platters. . . . Common complaint of many local music folks is the general U. S. ignorance that the Canadian Maritime Provinces has long been a hot bed of folk and country talent and tunes. Right now this territory is hotter than ever. Considering that Hank Snow, Wilf Carter, The Hillbilly Jewels, Bob Nolan, etc., all products of this sector, localities find it hard to understand why the majors' talent scouts continually by-pass the local stars and tune-smiths.

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Actual Size



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

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

1. SONG FROM MOULIN ROUGEPercy Faith (Columbia)
2. RUBYRichard Hayman (Mercury)
3. APRIL IN PORTUGALLes Baxter (Capitol)
4. I BELIEVEFrankie Laine (Columbia)
5. SAY YOU'RE MINE AGAINPerry Como (RCA Victor)
6. PRETENDNat "King" Cole (Capitol)
7. I'M WALKING BEHIND YOUEddie Fisher (RCA Victor)
8. BIG MAMOUPete Hanley (Okeh)
9. SEVEN LONELY DAYSGeorgia Gibbs (Mercury)
10. ANNASilvana Mangano (MGM)

That was some party Fred B. Cole (WHDH-Boston, Mass.) gave at the Park Sheraton Hotel in Manhattan on May 4. Everybody, but everybody, in the Who's Who of Music was there to congratulate Fred on his 7th Anniversary. . . . Lou Barile (WKAL-Rome, N. Y.) sends in the results of his

fourth annual popularity poll. Best song of the year went to "You Belong To Me." Best male vocalist title was copped by Perry Como for the fourth consecutive year. Almost neck and neck was Perry's stablemate Eddie Fisher. Best fem, according to the Rome-Utica-Oneida audience, was Joni James. Bands were broken into two categories. The Swing-Jazz crown went to Billy May with the master, Guy Lombardo, maintaining his grip on the Sweet-Slow division. Julius La Rosa was voted the up and coming star. Unusual feature of the poll was the emergence of Les Paul-Mary Ford as write in leaders in the small group listing. (Or should we say there was no listing but the fans felt there should be one?)



SHEL HORTON

Pic of the week—Shel Horton (WHUN-Huntingdon, Pa., and WVAM-Altoona, Pa) who stayed at the mike for 42½ hours at a recent Cancer Crusade Marathon still trying to catch up on his sleep. . . . Deejays all over the nation are having a field day with the new Al Jolson re-release and the "Jolsonesque" Norman Brooks. They have been playing both Jolson and Brooks and asking the audience who was who. . . . Stan Pat (WTNJ-Trenton, N. J.) has just signed Nancy Steele, currently appearing at the Blue Note in New York, and Ruby Smith, niece of the late and great blues singer Bessie Smith, to personal management contracts. Stan would like to receive Rhythm and Blues Latin Music disks as portions of his programs are devoted to that type of music. . . . Don McCleod (WJBT-Detroit) rapidly acquiring the tag of "hit maker." . . . Tiny Markle (WAVZ-New Haven, Conn.) can't explain how he got a letter from a U. S.

soldier in Chor'won, Korea, asking him to play a record for his girl friend. That's a lot of coverage for a 1000 watter. . . . Murray Jordon (WLIB-New York) on the air evenings 6 to 8 has set aside each Saturday program for The Cash Box Top Twelve Retail Sellers. . . . Crooner Vic Damone made his first New York appearance as a civilian when he appeared as a guest on Bill Silbert's, "Silbert At Six," show via WMGM on Saturday, May 16.

Bard Melton, who recently inked a contract with WEAT-NBC for the Palm Beaches of Florida, spins roughly 80 platters a day on his 5 hour daytime pop program, "The Bard Melton Show." Bard would like new disks, voice tracks, bios and tune data and in exchange will be glad to plug artists and tunes liberally. . . . Tex Roper (KFAL-Fulton, Mo.) did his program over WSM-Nashville, last Friday, May 15. This was the second in the new series of programs over WSM where they invite a jockey to do a Friday night program similar to the one they do at their station back home. . . . Johnny Hudak (WSOU-South Orange, N. J.) moved to WGPA-Bethlehem, Pa. Johnny works an afternoon deejay show and a midnight to 2 show. To make sure Hudak doesn't sit on his hands for too long a spell, the lad also does announcing, production and writing at WLEV-TV in Bethlehem. . . . Burt Beck, also of WSOU, leaving in June and would like to tie into something country and western, pop, and sportwise. . . . Jim Previti will handle the Johnny Hudak "Juke Box Review" at WSOU. . . . Bill Silbert's WMGM show, "Silbert At Six," starting last Saturday, May 16, will originate in the amphitheatre of the Palisades Amusement Park in Palisades, N. J. Silbert will continue to stage his open-house dance parties on the Saturday broadcasts, presenting guest stars, refreshments and the Joel Herron Orchestra. Weekday broadcasts will continue in the Fifth Avenue studios.



Let Your Conscience

Be Your Guide On —

Jenny Barrett
"HE LOVES ME"



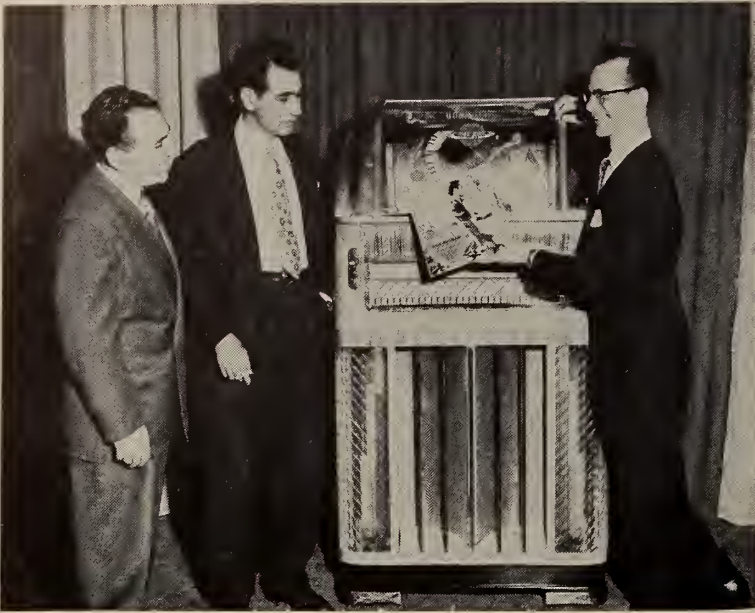
b/w
"DO ME A FAVOR"

Vogue 1024

CROSSROADS OF THE WORLD
HOLLYWOOD 28, CALIF.

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

Open House Party



ST. LOUIS, MO.—Jack Rosenfeld gave an open house party in St. Louis on April 11 and 12 to announce his firm's appointment as exclusive Rock-Ola distributors. Above from right to left are: Jack Gorelick, sales manager; Jack Rosenfeld; and Dick Hayman, holding a copy of one of his current tunes "It Had To Be You". Dick, who was recently appointed Eastern A & R head of Mercury, has a hot one in "Ruby".

The Greatest Record Ever!
THE HILLTOPPERS

featuring the voice of JIMMY SACCA

"I'D RATHER DIE YOUNG"

b/w

"P.S. I LOVE YOU"

DOT 15085

DOT RECORDS, INC.

Gallatin, Tennessee
Phones: 880-881

A Solid Ballad Hit!

COQUETTE

LEO FEIST, INC.

Just Released

**"WHEN THE RED, RED,
ROBIN COMES BOB, BOB,
BOBBIN' ALONG"**

"A FOOL IN LOVE"

Just Released

"OH BROTHER"

BOURNE Inc.-ABC Music Corp.

Another Smash!

**FRANKIE LAINE'S
RAMBLIN'
MAN**

COLUMBIA
RECORD
NO-39979

"The Cash Box" Expands Juke Box List To 35 Tunes

NEW YORK — In response to numerous requests, *The Cash Box* this week is expanding its list of the top tunes played in juke boxes across the country to 35 instead of 25.

As always, the top ten will be featured but instead of giving an additional 15 tunes, 25 additional ones will be listed.

This week, the list appears on page 6.

Present step was taken to give an even clearer picture of the record situation around the country. Disk jockeys who program from the list have often needed more than the 25 to fill their time schedules. Operators who want to get the most out of their slots, now have room for considerably more disks as juke boxes get larger and larger. And those in the music business—publishers, writers, record company officials—all are in need of knowing what is coming up on juke boxes beyond the top 25.

The Cash Box list, which, since it is based on the widest possible survey each week, is unquestionably the most accurate available, will continue to uphold its same high standards as it expands to better service *The Cash Box* readers.

Mercury Re-Signs Georgia Gibbs

NEW YORK — Art Talmadge announced this week that Mercury Records had re-signed Georgia Gibbs to a three year pact starting when her current contract expires in April of 1954. Georgia has cut several hits while with Mercury, her biggest being "Kiss Of Fire" and her present one "Seven Lonely Days".

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 May 16 without any changes on the part of THE CASH BOX.

- Bob Perry**
WCAP—Lowell, Mass.
1. Say You're Mine Again (Perry Como)
 2. I'm Walking Behind You (Eddie Fisher)
 3. Song From Moulin Rouge (June Hutton)
 4. My Lady Loves To Dance (Julius La Rosa)
 5. Just Another Polka (Stafford)
 6. Is It Any Wonder (J. James)
 7. I'm The King Of Broken Hearts (Tony Bennett)
 8. Ruby (Richard Hayman)
 9. You Shouldn't Have Kissed Me (Norman Brooks)
 10. Love For Love (Tommy Prisco)

- Don Mullally**
WTWN—St. Johnsbury, Vt.
1. April In Portugal (Damone)
 2. Pretend (Nat "King" Cole)
 3. How Much Is That Doggie In The Window (Patti Page)
 4. Tell Me A Story (Laine & Boyd)
 5. Song From Moulin Rouge (Mantovani)
 6. Seven Lonely Days (G. Gibbs)
 7. I Believe (Frankie Laine)
 8. Blue Gardenia (Nat Cole)
 9. I'm Walking Behind You (Eddie Fisher)
 10. Somebody Stole My Gal (Johnnie Ray)

- Bob Larsen**
WEMP—Milwaukee, Wisc.
1. I'm Walking Behind You (Eddie Fisher)
 2. Song From Moulin Rouge (Percy Faith)
 3. Seven Lonely Days (G. Gibbs)
 4. Anna (Silvana Mangano)
 5. Organ Grinder's Swing (Four Aces)
 6. Scrap Of Paper (D. Hawkins)
 7. Who's A Gonna Pay The Check (Peggy Lee)
 8. Albuquerque (Ralph Flanagan)
 9. Big Mamou (Dolores Gray)
 10. Say Si Si (Eugenie Baird)

- Dave Robinson**
WELI—New Haven, Conn.
1. Ruby (Richard Hayman)
 2. April In Portugal (Les Baxter)
 3. Song From Moulin Rouge (Percy Faith)
 4. Anna (Silvana Mangano)
 5. I Believe (Frankie Laine)
 6. Say You're Mine Again (Perry Como)
 7. How Do You Speak To An Angel (Eddie Fisher)
 8. Almost Always (Joni James)
 9. How Much Is That Doggie In The Window (Patti Page)
 10. I'm Walking Behind You (Eddie Fisher)

- Norm Prescott**
WORL—Boston, Mass.
1. My One And Only Heart (Perry Como)
 2. Lean Baby (Frank Sinatra)
 3. Song From Moulin Rouge (Mantovani)
 4. Uska Dara (Eartha Kitt)
 5. Crazy, Man, Crazy (B. Haley)
 6. Ruby (Richard Hayman)
 7. I'm Walking Behind You (Eddie Fisher)
 8. Somebody Stole My Gal (Johnnie Ray)
 9. The Nearness Of You (Bob Manning)
 10. Who's Gonna Pay The Check (Peggy Lee)

- "Oil Wells"**
WHB—Kansas City, Mo.
1. Song From Moulin Rouge (Percy Faith)
 2. April In Portugal (Les Baxter)
 3. I Believe (Frankie Laine)
 4. How Much Is That Doggie In The Window (Patti Page)
 5. Pretend (Nat "King" Cole)
 6. Your Cheatin' Heart (J. James)
 7. Seven Lonely Days (G. Gibbs)
 8. Hot Toddy (Ralph Flanagan)
 9. Say You're Mine Again (Perry Como)
 10. Ruby (Richard Hayman)

- Marian Mapes**
WRR—Dallas, Tex.
1. Song From Moulin Rouge (Percy Faith)
 2. I Believe (Jane Froman)
 3. Pretend (Nat "King" Cole)
 4. How Much Is That Doggie In The Window (Patti Page)
 5. Seven Lonely Days (G. Gibbs)
 6. Ruby (Lew Douglas)
 7. April In Portugal (Les Baxter)
 8. Say You're Mine Again (Perry Como)
 9. Somebody Stole My Gal (Johnnie Ray)
 10. Is It Any Wonder (J. James)

- Ed Meath**
WHEC—Rochester, N. Y.
1. My One And Only Heart (Percy Como)
 2. Ruby (Richard Hayman)
 3. Goodbye Charlie, Goodbye (Karen Chandler)
 4. Say You're Mine Again (Perry Como)
 5. Strange Things Are Happening (Red Buttons)
 6. I Believe (Frankie Laine)
 7. I'm Sitting On Top Of The World (Paul-Ford)
 8. You Shouldn't Have Kissed Me (Norman Brooks)
 9. Somebody Stole My Gal (Johnnie Ray)
 10. Song From Moulin Rouge (Percy Faith)

- Bud Brees**
WPNP—Philadelphia, Pa.
1. I'm Sitting On Top Of The World (Paul-Ford)
 2. I Believe (Frankie Laine)
 3. Big Mamou (Peter Hanley)
 4. Anna (Silvana Mangano)
 5. My One And Only Heart (Perry Como)
 6. You Shouldn't Have Kissed Me (Norman Brooks)
 7. Just Another Polka (Stafford)
 8. Song From Moulin Rouge (Percy Faith)
 9. I'm Walking Behind You (Eddie Fisher)
 10. Lean Baby (Frank Sinatra)

- Pat Chamburs**
WFLA—Tampa, Fla.
1. Song From Moulin Rouge (Percy Faith)
 2. April In Portugal (Hayman)
 3. Little Red Monkey (M. Blanc)
 4. I'm Walking Behind You (Frank Sinatra)
 5. Coquette (Billy Eckstine)
 6. Three Things (Tenn. Ernie)
 7. Is It Any Wonder (J. James)
 8. No Time (Artie Wayne)
 9. What A Crazy Guy (W. Cox)
 10. How Much Is That Doggie In The Window (Patti Page)

- Brad Phillips**
WINS—New York, N. Y.
1. Song From Moulin Rouge (Percy Faith)
 2. Ruby (Richard Hayman)
 3. Pretend (Nat "King" Cole)
 4. Your Cheatin' Heart (J. James)
 5. My One And Only Heart (Perry Como)
 6. Anna (Silvana Mangano)
 7. I'm Walking Behind You (Eddie Fisher)
 8. I'm Sitting On Top Of The World (Paul-Ford)
 9. April In Portugal (Damone)
 10. I'd Rather Die Young (The Hilltoppers)

- Hugh Wanke**
WCAO—Baltimore, Md.
1. Song From Moulin Rouge (Percy Faith)
 2. Now That I'm In Love (Page)
 3. I'd Love To Fall Asleep (Karen Chandler)
 4. Say You're Mine Again (Perry Como)
 5. I'm Walking Behind You (Eddie Fisher)
 6. Big Mamou (Bill Hanley)
 7. I Had The Craziest Dream (The Skylarks)
 8. Sweet Thing (Dinah Shore)
 9. You Shouldn't Have Kissed Me (Norman Brooks)
 10. Waiting For You (Vera Lynn)

- John Dixon**
WALA—Mobile, Ala.
1. I Believe (Frankie Laine)
 2. Ruby (Richard Hayman)
 3. Song From Moulin Rouge (Percy Faith)
 4. Pretend (Nat "King" Cole)
 5. Your Cheatin' Heart (J. James)
 6. April In Portugal (Damone)
 7. Somebody Stole My Gal (Johnnie Ray)
 8. Till I Waltz Again With You (Teresa Brewer)
 9. Seven Lonely Days (G. Gibbs)
 10. Side By Side (Kay Starr)

- Art Tacker**
WCRB—Waltham, Mass.
1. April In Portugal (Damone)
 2. Song From Moulin Rouge (Mantovani)
 3. Ruby (Richard Hayman)
 4. Just Another Polka (R. Hayes)
 5. Big Mamou (Pete Hanley)
 6. My One And Only Heart (Perry Como)
 7. Honey In The Horn (Four Aces)
 8. Crazy, Man, Crazy (B. Haley)
 9. I Believe (Jane Froman)
 10. Now That I'm In Love (Sauter-Finegan)

- Jerry Kay**
WWEZ—New Orleans, La.
1. Song From Moulin Rouge (Percy Faith)
 2. Ruby (Richard Hayman)
 3. Big Mamou (Pete Hanley)
 4. April In Portugal (Les Baxter)
 5. I'm The King Of Broken Hearts (Tony Bennett)
 6. Anna (Silvana Mangano)
 7. I'm Walking Behind You (Frank Sinatra)
 8. How Much Is That Doggie In The Window (Patti Page)
 9. Who's Gonna Pay The Check (Peggy Lee)
 10. Say You're Mine Again (Perry Como)

- Buddy Deane**
WITH—Baltimore, Md.
1. I Believe (Jane Froman)
 2. How Much Is That Doggie In The Window (Patti Page)
 3. Tell Me You're Mine (The Gaylords)
 4. Song From Moulin Rouge (Percy Faith)
 5. The Nearness Of You (Bob Manning)
 6. April In Portugal (Les Baxter)
 7. Ohio (Danny Winchell)
 8. Lean Baby (Frank Sinatra)
 9. I'm Walking Behind You (Eddie Fisher)
 10. Caravan (Ralph Marterie)

- Lou Barile**
WKAL—Rome, N. Y.
1. Song From Moulin Rouge (Percy Faith)
 2. Almost Always (Joni James)
 3. I Believe (Frankie Laine)
 4. Your Cheatin' Heart (J. James)
 5. The Nearness Of You (Bob Manning)
 6. April In Portugal (Les Baxter)
 7. Ruby (Richard Hayman)
 8. Honey In The Horn (Four Aces)
 9. Pretend (Nat "King" Cole)
 10. Seven Lonely Days (G. Gibbs)

- Tal Hood**
WFGM—Fitchburg, Mass.
1. Is It Any Wonder (J. James)
 2. Say You're Mine Again (Perry Como)
 3. Song From Moulin Rouge (Mantovani)
 4. I'm Walking Behind You (Eddie Fisher)
 5. Honey In The Horn (Four Aces)
 6. Just Another Polka (Stafford)
 7. My Lady Loves To Dance (Julius La Rosa)
 8. Crazy, Man, Crazy (B. Haley)
 9. Now That I'm In Love (Page)
 10. Scratch (Mort Lindsey)

- Bill Reynolds**
WTMJ—Milwaukee, Wisc.
1. Song From Moulin Rouge (Percy Faith)
 2. Ruby (Richard Hayman)
 3. April In Portugal (Martin-Baxter)
 4. Anna (Silvana Mangano)
 5. Almost Always (Joni James)
 6. I'm Walking Behind You (Eddie Fisher)
 7. Oo! What You Do To Me (Patti Page)
 8. Caravan (Ralph Marterie)
 9. Strange Things Are Happening (Red Buttons)
 10. Honey In The Horn (Four Aces)

- Alan Saunders**
WVNJ—Newark, N. J.
1. April In Portugal (Les Baxter)
 2. I Believe (Frankie Laine)
 3. Ho Ho Song (Red Buttons)
 4. Ruby (Richard Hayman)
 5. Say You're Mine Again (Perry Como)
 6. Caravan (Esquire Boys)
 7. I'm Walking Behind You (Vic Damone)
 8. My Lady Loves To Dance (Julius La Rosa)
 9. Seven Lonely Days (G. Gibbs)
 10. Big Mamou (Dolores Gray)

- Bob Seymour**
WKMH—Dearborn, Mich.
1. Song From Moulin Rouge (Percy Faith)
 2. Spinning A Web (Gaylords)
 3. April In Portugal (Hayman)
 4. Say Si Si (Mills Bros.)
 5. Say You're Mine Again (Perry Como)
 6. Organ Grinder's Swing (Four Aces)
 7. Strange Things Are Happening (Red Buttons)
 8. Lean Baby (Frank Sinatra)
 9. Big Mamou (Pete Hanley)
 10. Just Another Polka (R. Hayes)

THE CASH BOX

Disk Jockeys' REGIONAL RECORD REPORTS

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Howard Miller

WIND—Chicago, Ill.

1. Song From Moulin Rouge (Percy Faith)
2. Afraid (Vic Damone)
3. Say You're Mine Again (Perry Como)
4. Oo! What You Do To Me (Patti Page)
5. Big Mamou (Dolores Gray)
6. Organ Grinders Swing (Four Aces)
7. Uska Dara (Eartha Kitt)
8. Somebody Stole My Gal (Johnnie Ray)
9. I'd Rather Die Young (The Hilltoppers)
10. I Believe (Frankie Laine)

Don Bell

KRNT—Des Moines, Iowa

1. Song From Moulin Rouge (Percy Faith)
2. April In Portugal (Les Baxter)
3. I Believe (Frankie Laine)
4. How Much Is That Doggie In The Window (Patti Page)
5. Your Cheatin' Heart (Laine)
6. Ruby (Victor Young)
7. Can't I (Nat "King" Cole)
8. Say You're Mine Again (Perry Como)
9. Pretend (Nat "King" Cole)
10. Tell Me You're Mine (The Gaylords)

Jim Mills

WGN—Chicago, Ill.

1. I Believe (Jane Froman)
2. Pretend (Nat "King" Cole)
3. Your Cheatin' Heart (J. James)
4. Song From Moulin Rouge (Axel Stordahl)
5. Anna (Silvana Mangano)
6. Ruby (Les Brown)
7. Say You're Mine Again (Eddy Howard)
8. Can't I (Nat "King" Cole)
9. April In Portugal (Damone)
10. I'm Walking Behind You (Frank Sinatra)

Larry Wilson

WNOE—New Orleans, La.

1. Big Mamou (Dolores Gray)
2. Song From Moulin Rouge (Percy Faith)
3. April In Portugal (Les Baxter)
4. Say Si Si (Mills Bros.)
5. Can't I (Nat "King" Cole)
6. Say You're Mine Again (June Hutton)
7. Somebody Wonderful (Norman Brooks)
8. My One And Only Heart (Percy Como)
9. I'm Walking Behind You (Frank Sinatra)
10. Three Things (Tenn. Ernie)

Tomm Finn

WSPD—Toledo, Ohio

1. Song From Moulin Rouge (Percy Faith)
2. April In Portugal (Les Baxter)
3. Ruby (Richard Hayman)
4. Less Than Tomorrow (Hamish Menzies)
5. Scrap Of Paper (D. Hawkins)
6. Say You're Mine Again (Perry Como)
7. Many Are The Times (Don Cornell)
8. My Lady Loves To Dance (Julius La Rosa)
9. You Shouldn't Have Kissed Me (Norman Brooks)
10. The Breeze (Trudy Richards)

Gil Henry

KING—Seattle, Wash.

1. Song From Moulin Rouge (Percy Faith)
2. April In Portugal (Les Baxter)
3. How Much Is That Doggie In The Window (Patti Page)
4. I Believe (Frankie Laine)
5. Anna (Silvana Mangano)
6. Ruby (Les Baxter)
7. Swedish Rhapsody (P. Faith)
8. Pretend (Nat "King" Cole)
9. Tell Me A Story (Laine-Boyd)
10. Can't I (Nat "King" Cole)

Ray Perkins

KFEL—Denver, Colo.

1. I Believe (Frankie Laine)
2. Pretend (Nat "King" Cole)
3. April In Portugal (Les Baxter)
4. Song From Moulin Rouge (Percy Faith)
5. The Ho Ho Song (R. Buttons)
6. Your Cheatin' Heart (J. James)
7. How Much Is That Doggie In The Window (Patti Page)
8. Tell Me A Story (Laine-Boyd)
9. I'm Walking Behind You (Eddie Fisher)
10. Till I Waltz Again With You (Teresa Brewer)

Sherm Feller

WLAW—Boston, Mass.

1. Ruby (Richard Hayman)
2. You Shouldn't Have Kissed Me (Norman Brooks)
3. Song From Moulin Rouge (Percy Faith)
4. Is It Any Wonder (J. James)
5. Almost Always (Joni James)
6. I'm Sitting On Top Of The World (Paul-Ford)
7. I'm The King Of Broken Hearts (Tony Bennett)
8. Many Are The Times (Don Cornell)
9. Say You're Mine Again (June Hutton)
10. My One And Only Heart (Perry Como)

Doug Smith

WSLS—Roanoke, Va.

1. I'd Rather Die Young (The Hilltoppers)
2. Song From Moulin Rouge (Mantovani)
3. Seven Lonely Days (G. Gibbs)
4. Big Mamou (Rusty Draper)
5. Dancin' With Someone (Russ Morgan)
6. Caravan (Ralph Marterie)
7. Now That I'm In Love (Page)
8. Your Cheatin' Heart (J. James)
9. Tell Me You're Mine (Mindy Carson)
10. Pretend (Guy Lombardo)

Chuck Norman

WIL—St. Louis, Mo.

1. Song From Moulin Rouge (Percy Faith)
2. Say You're Mine Again (Perry Como)
3. Can't I (Nat "King" Cole)
4. I'm Walking Behind You (Eddie Fisher)
5. Ruby (Richard Hayman)
6. April In Portugal (Les Baxter)
7. Coquette (Billy Eckstine)
8. Is It Any Wonder (J. James)
9. Hot Toddy (Ralph Flanagan)
10. Crazy, Man, Crazy (B. Haley)

Edna Richardson

WTMA—Charleston, S. C.

1. Song From Moulin Rouge (Percy Faith)
2. April In Portugal (Les Baxter)
3. Ruby (Richard Hayman)
4. Seven Lonely Days (G. Gibbs)
5. My Lady Loves To Dance (Julius La Rosa)
6. I'm Walking Behind You (Eddie Fisher)
7. Is It Any Wonder (J. James)
8. Stardust (Joe Loco)
9. Somebody Wonderful (Norman Brooks)
10. Song From Moulin Rouge (Mantovani)

Alan Henry

WONS—Hartford, Conn.

1. Somebody Stole My Gal (Johnnie Ray)
2. Is It Any Wonder (J. James)
3. A Little Love (Bob Carroll)
4. Almost Always (Joni James)
5. You Shouldn't Have Kissed Me (Norman Brooks)
6. The Nearness Of You (Bob Manning)
7. I'm The King Of Broken Hearts (Tony Bennett)
8. Strange Things Are Happening (Red Buttons)
9. I'm Walking Behind You (Eddie Fisher)
10. Just Another Polka (Stafford)

Eddie Hubbard

WENR—Chicago, Ill.

1. Song From Moulin Rouge (Percy Faith)
2. April In Portugal (Les Baxter)
3. The Ho Ho Song (R. Buttons)
4. Say You're Mine Again (Perry Como)
5. Anna (Silvana Mangano)
6. Ruby (Richard Hayman)
7. Uska Dara (Eartha Kitt)
8. Caravan (Ralph Marterie)
9. Big Mamou (Dolores Gray)
10. Love Me, Love Me (B. Wayne)

Jim Preuiti

WSOU—South Orange, N. J.

1. Song From Moulin Rouge (Percy Faith)
2. Ruby (Richard Hayman)
3. I Believe (Frankie Laine)
4. Say You're Mine Again (Perry Como)
5. April In Portugal (Les Baxter)
6. Now That I'm In Love (Page)
7. Is It Any Wonder (J. James)
8. I'm The King Of Broken Hearts (Tony Bennett)
9. Caravan (Ralph Marterie)
10. Can't I (Nat "King" Cole)

Don McLeod

WJBK—Detroit, Mich.

1. Less Than Tomorrow (Hamish Menzies)
2. Big Mamou (Dolores Gray)
3. Say You're Mine Again (Perry Como)
4. Organ Grinders Swing (Four Aces)
5. Song From Moulin Rouge (Percy Faith)
6. Many Are The Times (Don Cornell)
7. I'm Walking Behind You (Eddie Fisher)
8. The Nearness Of You (Bob Manning)
9. Spinning A Web (Gaylords)
10. Just Another Polka (R. Hayes)

Donn Tibbetts

WFEA—Manchester, N. H.

1. Song From Moulin Rouge (Percy Faith)
2. I Believe (Jane Froman)
3. April In Portugal (Damone)
4. Say You're Mine Again (Perry Como)
5. Pretend (Nat "King" Cole)
6. Somebody Stole My Gal (Johnnie Ray)
7. Ramona (The Gaylords)
8. Is It Any Wonder (J. James)
9. Dancin' With Someone (Teresa Brewer)
10. Ruby (Richard Hayman)

George Lezotte

WAVZ—New Haven, Conn.

1. April In Portugal (Les Baxter)
2. Anna Silvana Mangano)
3. Song From Moulin Rouge (Percy Faith)
4. I Believe (Frankie Laine)
5. Pretend (Nat "King" Cole)
6. Ruby (Richard Hayman)
7. Seven Lonely Days (G. Gibbs)
8. Say It With Your Heart (Bob Carroll)
9. Ho Ho Song (Red Buttons)
10. Organ Grinders Swing (Four Aces)

Joe Daboul

WJKO—Springfield, Mass.

1. Rather Die Young (The Hilltoppers)
2. Ruby (Richard Hayman)
3. Song From Moulin Rouge (Percy Faith)
4. Big Mamou (Dolores Gray)
5. OO! What You Do To Me (Patti Page)
6. I Am In love (Nat Cole)
7. Now Hear This (Tony Martin)
8. Say You're Mine Again (Perry Como)
9. Say Si Si (Mills Bros.)
10. Organ Grinders Swing (Four Aces)

Pete Ward

WCCM—Lawrence, Mass.

1. I'm The King Of Broken Hearts (Tony Bennett)
2. Ruby (Richard Hayman)
3. Almost Always (Joni James)
4. Honey In The Horn (Four Aces)
5. Song From Moulin Rouge (Mantovani)
6. Say You're Mine Again (Perry Como)
7. I'm Sitting On Top Of The World (Paul-Ford)
8. Just Another Polka (Stafford)
9. April In Portugal (Damone)
10. Big Mamou (Pete Hanley)

Gene Norman

KLAC—Hollywood, Calif.

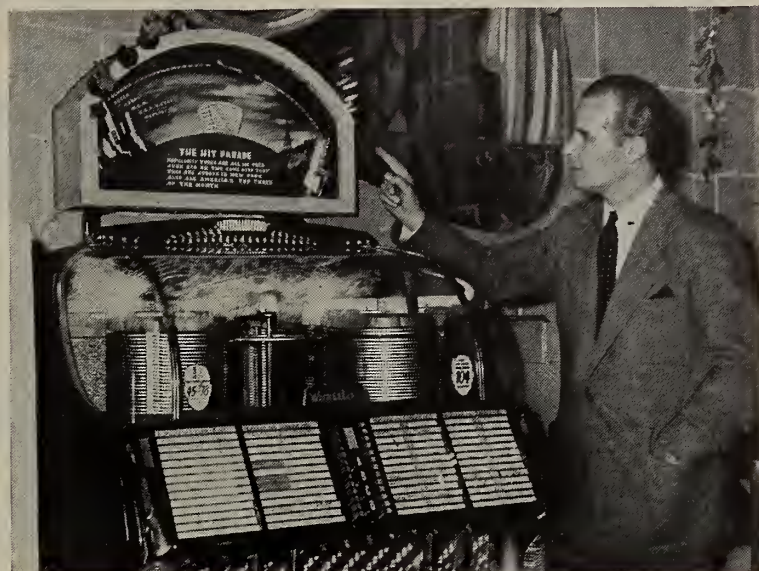
1. Can't I (Nat "King" Cole)
2. Song From Moulin Rouge (Percy Faith)
3. Ruby (Richard Hayman)
4. Lean Baby (Frank Sinatra)
5. Side By Side (Kay Starr)
6. April In Portugal (Damone)
7. Pretend (Nat "King" Cole)
8. Red Red Robin (Doris Day)
9. Say You're Mine Again (June Hutton)
10. I'm Walking Behind You (Donald O'Connor)

Dick Elliott

WCFL—Chicago, Ill.

1. Caravan (Ralph Marterie)
2. April In Portugal (Damone)
3. Say You're Mine Again (Perry Como)
4. Anna (Silvana Mangano)
5. Song From Moulin Rouge (Percy Faith)
6. Ruby (Lew Douglas)
7. Can't I (Nat "King" Cole)
8. Sweet Thing (Dinah Shore)
9. How Do You Speak To An Angel (Eddie Fisher)
10. Almost Always (Joni James)

In The Heart of Paris



PARIS, FRANCE—In the heart of Paris, on the Rue Pigalle, Victor Garland conducts a club for American soldiers and sailors stationed in Europe. He tries to make it as American as possible and so of course he features a juke box with the latest American hits. Above Garland is shown with his new Wurlitzer which is one of the main attractions in his club. His advertising, by the way, promotes such dishes as "State-Side" Italian Spaghetti and Hot Dogs (Coney Island).

Siskind Birthday Party Draws Record Names

BROOKLYN, N. Y.—Music machine operator Harry Siskind gave a "Hollywood" birthday party at his home in Manhattan Beach, Brooklyn, last week and over 200 of his friends, including some of the top names in the music business attended. Among the artists were: Toni Arden, Al Martino, Dolly Dawn, George Hall, Bob Sands, Sonny Curtis, Tommy Prisco, Danny Winchell, Benny Benjamin and George Weiss. Record company officials present were Mitch Miller, Dewey Bergman and Jerry Blaine. Among the coin machines people at the party were Meyer Parkoff, Harry Rosen, Barney Sugerman and Sidney Levine.

Miller Turns "Chance" Over To BVC

PHILADELPHIA, Pa.—Dave Miller of Essex Records concluded a deal this week turning over "All I Want Is A Chance" to BVC Publishing. Tune was recorded by Dick Lee for Essex and there is also an un-released record on Capitol by Al Martino. Miller will concentrate on his Eastwick (BMI) catalogue which now has a winner in "Crazy Man Crazy" by Bill Haley on Essex and Ralph Marterie on Mercury. Miller also expects to release shortly several Bernie Wayne instrumentals recently recorded by Monty Kelly with 48 men.

Correction

The Harry Fox whom The Cash Box reported died last week was vice president of the Sam Fox Publishing Company but was not the general manager of the Music Publishers Protective Association. That Sam Fox is still very much alive and the editors of The Cash Box trust that he will continue to be so for a long, long time to come.

Standard Songs are MONEY MAKERS!

"THE DESERT SONG"

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TONY MARTIN—RCA Victor
GORDON MacRAE &
LUCILLE NORMAN—Capitol
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NEW YORK, N. Y.

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vocal by BON BON
DERBY # 822
Derby Records, Inc. Hollywood, California
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THE CASH BOX

The Nation's

TOP 50

COMPILED BY JACK "ONE SPOT" TUNIS

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Comprising 100 Selections

Comprising 100 Selections

AL-Aladdin AP-Apollo AT-Atlantic BR-Brunswick BU-Bullet CA-Capitol CD-Cadence CH-Chess CO-Columbia CR-Coral DA-Dana DE-Decca DN-Devon DO-Dot ES-Essex FE-Federal 4 Star-Four Star IM-Imperial IN-Intro JU-Jubilee KI-King LO-London MA-Mars ME-Mercury MG-MGM MO-Modern NA-National OR-Oriole PE-Peacock PR-Prestige RA-Rainbow RE-Regent RIH-Recorded In Hollywood SA-Savoy SE-Seger SIT-Sittin' In SP-Specialty SW-Swingtime TE-Tempo TI-Tico TN-Tennessee UN-United VI-Victor ZO-Zodiac

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, artist, and tune on the reverse side. The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available. * Indicates best selling record.

Main table with 10 columns, each representing a chart position (1-10, 20-30, 37-40, 41-50). Each column contains song titles, artists, record numbers, and sales figures. Includes sub-headers like 'Song From Moulin Rouge', 'April in Portugal', 'I Believe', 'Ruby', 'Pretend', 'Dancin' With Someone', 'Organ Grinder's Swing', 'Wild Horses', 'Ramblin' Man', 'Who's Gonna Pay The Check', 'I'm The King Of Broken Hearts', 'Tell Me You're Mine', 'My Lady Loves To Dance', 'Little Red Monkey', 'Just Another Polka', 'Crazy, Man, Crazy', 'Sleep'.

THE CASH BOX

JUKE BOX RECORD REGIONAL REPORT

The Top Ten Records — City by City

- New York, N. Y.**
1. Song From Moulin Rouge (Percy Faith)
 2. April In Portugal (Les Baxter)
 3. Anna (Silvana Mangano)
 4. I Believe (Frankie Laine)
 5. Ruby (Richard Hayman)
 6. Pretend (Nat "King" Cole)
 7. How Much Is That Doggie In The Window (Patti Page)
 8. I'm Walking Behind You (Eddie Fisher)
 9. The Ho Ho Song (R. Buttons)
 10. Uska Dara (Eartha Kitt)

- Philadelphia, Pa.**
1. Song From Moulin Rouge (Percy Faith)
 2. Say You're Mine Again (Perry Como)
 3. April In Portugal (Les Baxter)
 4. I Believe (Frankie Laine)
 5. How Much Is That Doggie In The Window (Patti Page)
 6. Crazy, Man, Crazy (Bill Haley's Comets)
 7. Ruby (Richard Hayman)
 8. I'm Walking Behind You (Eddie Fisher)
 9. Pretend (Nat "King" Cole)
 10. Tell Me A Story (Laine-Boyd)

- Pittsburgh, Pa.**
1. Song From Moulin Rouge (Percy Faith)
 2. How Much Is That Doggie In The Window (Patti Page)
 3. I Believe (Frankie Laine)
 4. Ruby (Richard Hayman)
 5. April In Portugal (Baxter-Damone)
 6. Pretend (Nat "King" Cole)
 7. That Hound Dog In The Window (Homer & Jethro)
 8. My Lady Loves To Dance (Julius La Rosa)
 9. Almost Always (Joni James)
 10. Anna (Silvana Mangano)

- New Orleans, La.**
1. Song From Moulin Rouge (Percy Faith)
 2. Anna (Silvana Mangano)
 3. How Much Is That Doggie In The Window (Patti Page)
 4. April In Portugal (Les Baxter)
 5. Ruby (Richard Hayman)
 6. I Believe (Frankie Laine)
 7. Pour Me A Glass Of Tears (B. Williams Qt.)
 8. Pretend (Nat "King" Cole)
 9. Almost Always (Joni James)
 10. Tell Me A Story (Laine-Boyd)

- Denver, Colo.**
1. Song From Moulin Rouge (Percy Faith)
 2. Pretend (Nat "King" Cole)
 3. How Much Is That Doggie In The Window (Patti Page)
 4. I Believe (Frankie Laine)
 5. April In Portugal (Les Baxter)
 6. Tell Me A Story (Laine-Boyd)
 7. Ruby (Richard Hayman)
 8. Anna (Silvana Mangano)
 9. Say You're Mine Again (Perry Como)
 10. I'm Walking Behind You (Eddie Fisher)

- Cincinnati, Ohio**
1. Song From Moulin Rouge (Percy Faith)
 2. I Believe (Froman-Laine)
 3. April In Portugal (Baxter-Hayman)
 4. Pretend (Nat "King" Cole)
 5. Ruby (Richard Hayman)
 6. Say You're Mine Again (Perry Como)
 7. Strange Things Are Happening (Red Buttons)
 8. I Believe (Frankie Laine)
 9. I'm Walking Behind You (Eddie Fisher)
 10. How Much Is That Doggie In The Window (Patti Page)

- Seattle, Wash.**
1. Song From Moulin Rouge (Percy Faith)
 2. Anna (Silvana Mangano)
 3. How Much Is That Doggie In The Window (Patti Page)
 4. I Believe (Frankie Laine)
 5. April In Portugal (Les Baxter)
 6. I'm Walking Behind You (Eddie Fisher)
 7. Ruby (Richard Hayman)
 8. Just Another Polka (Fisher-Stafford)
 9. Pretend (Nat "King" Cole)
 10. Ramona (The Gaylords)

- Chicago, Ill.**
1. Song From Moulin Rouge (Percy Faith)
 2. Anna (Silvana Mangano)
 3. April In Portugal (Les Baxter)
 4. Say You're Mine Again (Perry Como)
 5. Seven Lonely Days (G. Gibbs)
 6. I'm Walking Behind You (Eddie Fisher)
 7. Almost Always (Joni James)
 8. Ruby (Richard Hayman)
 9. Crazy, Man, Crazy (Bill Haley's Comets)
 10. Big Mamou (Dolores Gray)

- Albany, N. Y.**
1. Song From Moulin Rouge (Percy Faith)
 2. I Believe (Frankie Laine)
 3. April In Portugal (Les Baxter)
 4. How Much Is That Doggie In The Window (Patti Page)
 5. Pretend (Nat "King" Cole)
 6. I'm Walking Behind You (Eddie Fisher)
 7. Say You're Mine Again (Perry Como)
 8. Your Cheatin' Heart (J. James)
 9. Seven Lonely Days (G. Gibbs)
 10. Till I Waltz Again With You (Teresa Brewer)

- Memphis, Tenn.**
1. Song From Moulin Rouge (Percy Faith)
 2. I'm Walking Behind You (Eddie Fisher)
 3. April In Portugal (Les Baxter)
 4. Caravan (Ralph Marterie)
 5. How Much Is That Doggie In The Window (Patti Page)
 6. Seven Lonely Days (G. Gibbs)
 7. Pretend (Nat "King" Cole)
 8. Somebody Stole My Gal (Johnnie Ray)
 9. I Believe (Frankie Laine)
 10. Till I Waltz Again With You (Teresa Brewer)

- Shoals, Ind.**
1. How Much Is That Doggie In The Window (Patti Page)
 2. Bumping Around (D. Todd)
 3. I Believe (Frankie Laine)
 4. Seven Lonely Days (G. Gibbs)
 5. April In Portugal (Les Baxter)
 6. Hot Toddy (Ralph Flanagan)
 7. Tell Me A Story (Laine-Boyd)
 8. Song From Moulin Rouge (Percy Faith)
 9. Till I Waltz Again With You (Teresa Brewer)
 10. Can't I (Nat "King" Cole)

- Jacksonville, Fla.**
1. Song From Moulin Rouge (Percy Faith)
 2. How Much Is That Doggie In The Window (Patti Page)
 3. I Believe (Frankie Laine)
 4. You're Mine, My Love (Bob Santa Maria)
 5. Wild Horses (Perry Como)
 6. Side By Side (Kay Starr)
 7. Anna (Richard Hayman)
 8. Till I Waltz Again With You (Teresa Brewer)
 9. Sleep (Paul-Ford)
 10. Your Cheatin' Heart (J. James)

- Washington, D. C.**
1. Song From Moulin Rouge (Percy Faith)
 2. Ruby (Richard Hayman)
 3. How Much Is That Doggie In The Window (Patti Page)
 4. April In Portugal (Les Baxter)
 5. I'm Walking Behind You (Eddie Fisher)
 6. Say You're Mine Again (Perry Como)
 7. Somebody Stole My Gal (Johnnie Ray)
 8. I Believe (Froman-Laine)
 9. Now That I'm In Love (Patti Page)
 10. My One And Only Heart (Perry Como)

- New Haven, Conn.**
1. Song From Moulin Rouge (Percy Faith)
 2. I Believe (Frankie Laine)
 3. How Much Is That Doggie In The Window (Patti Page)
 4. Pretend (Nat "King" Cole)
 5. Your Cheatin' Heart (J. James)
 6. Till I Waltz Again With You (Teresa Brewer)
 7. Tell Me A Story (Laine-Boyd)
 8. April In Portugal (Damone-Baxter)
 9. Seven Lonely Days (G. Gibbs)
 10. I'm Walking Behind You (Eddie Fisher)

- Los Angeles, Calif.**
1. April In Portugal (Les Baxter)
 2. Song From Moulin Rouge (Percy Faith)
 3. Ruby (Richard Hayman)
 4. Anna (Silvana Mangano)
 5. Say You're Mine Again (Perry Como)
 6. Almost Always (Joni James)
 7. Say "Si Si" (Mills Bros.)
 8. Big Mamou (Pete Hanley)
 9. Oo! What You Do To Me (Patti Page)
 10. Pretend (Nat "King" Cole)

- Atlanta, Ga.**
1. Pretend (Nat "King" Cole)
 2. Song From Moulin Rouge (Faith-Mantovani)
 3. Pretend (Nat "King" Cole)
 4. How Much Is That Doggie In The Window (Patti Page)
 5. Ruby (Richard Hayman)
 6. I Believe (Froman-Laine)
 7. My One And Only Heart (Perry Como)
 8. Say You're Mine Again (Perry Como)
 9. I'm Walking Behind You (Eddie Fisher)
 10. Caravan (Ralph Marterie)

- Boston, Mass.**
1. Song From Moulin Rouge (Percy Faith)
 2. Anna Silvana Mangano
 3. Ruby (Richard Hayman)
 4. Pretend (Nat "King" Cole)
 5. Say You're Mine Again (Perry Como)
 6. How Much Is That Doggie In The Window (Patti Page)
 7. I'm Walking Behind You (Eddie Fisher)
 8. My One And Only Heart (Perry Como)
 9. Is It Any Wonder (J. James)
 10. Pretend (Nat "King" Cole)

- Detroit, Mich.**
1. Song From Moulin Rouge (Percy Faith)
 2. April In Portugal (Les Baxter)
 3. Say You're Mine Again (Perry Como)
 4. I Believe (Frankie Laine)
 5. How Much Is That Doggie In The Window (Patti Page)
 6. Pretend (Nat "King" Cole)
 7. Ramona (The Gaylords)
 8. Less Than Tomorrow (Hamish Menzies)
 9. Tell Me A Story (Laine-Boyd)
 10. The Ho Ho Song (R. Buttons)

- Dallas, Tex.**
1. Song From Moulin Rouge (Percy Faith)
 2. April In Portugal (Les Baxter)
 3. Seven Lonely Days (G. Gibbs)
 4. Ruby (Richard Hayman)
 5. Caravan (Ralph Marterie)
 6. How Much Is That Doggie In The Window (Patti Page)
 7. Say You're Mine Again (Perry Como)
 8. Pretend (Nat "King" Cole)
 9. The Ho Ho Song (R. Buttons)
 10. Till I Waltz Again With You (Teresa Brewer)

- St. Louis, Mo.**
1. Song From Moulin Rouge (Faith-Mantovani)
 2. April In Portugal (Les Baxter)
 3. Ruby (Richard Hayman)
 4. Crazy, Man, Crazy (Bill Haley's Comets)
 5. I'm Walking Behind You (Eddie Fisher)
 6. Say You're Mine Again (Perry Como)
 7. How Much Is That Doggie In The Window (Patti Page)
 8. Anna (Silvana Mangano)
 9. Is It Any Wonder (J. James)
 10. Say "Si Si" (Mills Bros.)

- Wilmington, Del.**
1. April In Portugal (Les Baxter)
 2. Song From Moulin Rouge (Percy Faith)
 3. Anna (Silvana Mangano)
 4. Pretend (Nat "King" Cole)
 5. Ruby (Richard Hayman)
 6. I Believe (Frankie Laine)
 7. How Much Is That Doggie In The Window (Patti Page)
 8. The Ho Ho Song (Red Buttons)
 9. I'm Walking Behind You (Eddie Fisher)
 10. Can't I (Nat "King" Cole)

Whatta Pizza Pie



NEW YORK—The Holidays sample the subject of their latest King release "Ima-Lika-You" (Pizza Pie).

Maksik's Continues Record Name Policy — Martino A Hit

BROOKLYN, N. Y. — Ben Maksik's Town and Country presently has the reputation for being one of the leading spots in the country where name recording artists are consistently featured — and where they play to capacity houses.

Last week's visit to Maksik's revealed a new Al Martino in style and presentation. Not only did he have a good choice of numbers and excellent lighting and production, but his modest and humble approach saw him walking off to healthy applause. It was a welcome change from the raw, unsure presentation of his act six months ago.

In line with its policy of presenting record names, Town and Country will have Norman Brooks coming in on the 19 of May followed by Art Lund and Jimmy Romano.

Business has been so great that plans call for expanding the 700 seating capacity to a much larger one in August.

"Doggie" Named Arfie

NEW YORK—Although the price of "The Doggie In The Window" has yet to be established, Mercury Records has come up with an official name for the critter. He (or is it she) will henceforth be known as Arfie, a tag selected from among thousands submitted to disc jockeys all over the country. Mercury, according to Art Talmadge, has big plans for Arfie. Already completed and ready for recording on Childcraft, Merc's juve label, is "Arfie, The Doggie In The Window," a follow-up tune by Bob Merrill, the "Doggie" creator. Plans are underway, too, for a series of "Arfie" tunes calculated to establish the name permanently in the consciousness of the lolli-pop set.

Vogue Artists Tour

LOS ANGELES—Frank L. Harper, President of Vogue Records, Inc. has announced a twelve city tour for Jenny Barrett and Gino Rockford to meet disc jockeys and hypo their latest recordings. "He Loves Me", which is backed by "Do Me A Favor", on Jenny Barrett's Record, and "Something Wonderful Happens" with "What Did I Do?" on Gino's are the songs being plugged. Harper will accompany the artists, making the rounds of his various distributors at the same time.

Another BMI Pin-Up Hit!

SAY SI SI

recorded by

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EDMUNDO ROS	(London)
XAVIER CUGAT	(Mercury)
ANDREWS SISTERS	(Decca)
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WOODY HERMAN	(Coral)
EUGENIE BAIRD	(Vinrab)
JIMMY PALMER	(Mercury)
THE CLOVER LEAF	(MGM)

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Breaking Wide Open!

"SCRAP OF PAPER"

Recorded by

"BIGS" HOWARD	Victor (Fox Trot)
DOLORES HAWKINS	Okeh (Waltz)
BONNIE LOU	King (Waltz)

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Star Studded Celebration



NEW YORK—At the Fred Cole party in New York last week, which was given by WHDH in Boston to thank the music trade for helping make the station a successful one, artists and promotion men showed up in large numbers. In the top photo sitting in front are: Eydie Gorme, Sunny Gale, Eileen Barton, Fran Warren, Mary Ford, Vicki Young and Dorothy Squires. Kneeling are: Milt Gabler, Fred Cole, Les Paul and Alan Dean. Standing are: Mort Lindsey, Richard Hayman, Mitch Miller, Harry Meyerson, Tommy Reynolds, Stan Kenton, Sid Feller, Roger Coleman, three of the Four Freshman, Percy Faith, an unidentified artist, and Sonny King. In the lower photograph some of the promotion men, who are usually in the background, decided to get into the picture. They are: Paul Brown, Dick Linke, Gene Howard, Morris Diamond, Jack Egan, Jim McCarthy, Milton Karle and Marvin Frank.

At Last, It's Arrived—The Horrible Record Co.

NEW YORK—Lock the doors, buy your pair of earplugs and run for cover. For now, without any pretense we have the Horrible Record Co. (an honest-to-goodness firm) which has just released its first disk. The Horrible Record Company makes no bones about it. Its records are just terrible. And its slogan is "If it's really a horrible record, it's bound to be a smash".

It started this way: Two professional songwriters named Tony Burrello and Tom Murray wrote 26 songs between the summer of 1952 and March of 1953, but none of them went anywhere. Then one day in March they were listening to a disk jockey program and the man in charge said that the top record hits he was playing

were "the worst songs I've heard in all my years in the business".

Right then and there Burrello and Murray formed the Horrible Record Company and during the next 17 minutes they wrote the words and music of their first two sides "Fish" and "There's A New Sound".

The boys, in an attempt to live up to their firm's name, tried to get everything as horrible as human ingenuity could make it. They wrote the lyric to "Fish" in four minutes. And to insure a spectacular performance from their vocalist, Leonna Anderson, they refrained from letting her see or hear the number until six minutes before they were ready to record it. The results of that strategy are evident in Miss Anderson's performance from the very first note she sings.

NEW EXCELLO RELEASES!

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b/w

"LONG GOODY"

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By

GOOD ROCKIN' BEASLEY

"DETROIT ARROW"

b/w

"NEW MEMPHIS BLUES"

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"SHY GUY" DOUGLAS

"BANANA SPLIT"

b/w

"SKIP'S BOOGIE"

Excello 2009

By

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WILL MAKE MONEY FOR YOU



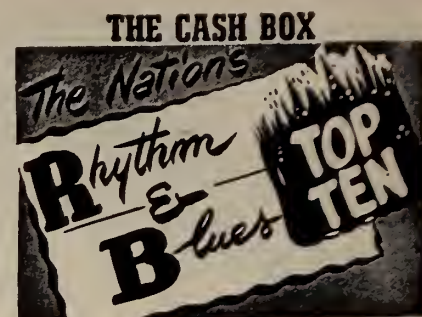
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HOT R & B SELLERS

1. KING PLEASURE - Red Top - 821
2. ANNIE ROSS - Farmer's Market - 839
3. JOE CARROLL - I Was In The Mood - 829
4. ANNIE ROSS - Twisted - 794
5. MILES DAVIS - Paper Moon - 817
6. MILT JACKSON - La Ronde - 828
7. EDDIE DAVIS - Squatin' - 866
8. SONNY STITT - Jeeper's Creepers - 826
9. Joe Holiday - I Hadn't Anyone Till You - 815
10. JAMES MOODY - Stardust - 841
11. WARDELL GRAY - Bright Boy - 840
12. The Ionious Monk - These Foolish Things - 838
13. BILLY TAYLOR - Man With A Horn - 822
14. MILES DAVIS - Dig - 777
15. SONNY STITT - Stitt's It - 787



- 1** I'M MAD
Willie Mabon
(Chess 1538)
- 2** HOUND DOG
Willie Mae Thornton
(Peacock 1612)
- 3** GOIN' TO THE RIVER
Fats Domino
(Imperial 5231)
- 4** HELP ME SOMEBODY
The "5" Royales
(Apollo 446)
- 5** RED TOP
King Pleasure
(Prestige 821)
- 6** I WANNA KNOW
The Du Droppers
(RCA Victor 20-5229)
Dolly Cooper
(Savoy 891)
- 7** ONE ROOM COUNTRY SHACK
Mercy Dee
(Specialty 458)
- 8** THE HONEY JUMP
Oscar McLollie
(Modern 902)
- 9** HITTIN' ON ME
Buddy Johnson
(Mercury 70116)
- 10** MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown
(Atlantic 986)

THE CASH BOX RHYTHM N' BLUES Ramblings

NEW YORK:

Just about the hottest group in the R & B field at the present time, based on the number of sides that appear in the "Hot" charts, is The "5" Royales. The Apollo artists, managed by Carl Lebow, A & R head at the record company, show their heels to the rest of the field with three songs listed as best territorial sellers. "Baby, Don't Do it," after a long reign as one of the top disks in the nation, still refuses to drop out of the charts. "Help Me Somebody" shows up in New Orleans, St. Louis, Memphis and Nashville, while "Crazy, Crazy, Crazy" is exceptionally strong in Philadelphia and Newark. . . . Herald Records "Paradise Hill" by The Embers picking up momentum. Latest cities to come in with strong orders are Atlanta and Baltimore. . . . Henry Glover, A & R at King Records the elated father of a baby girl, Joni. Starlet was born on April 27th and to keep things in the family, date is also the birthday of Syd Nathan, King prexy. . . . Mr. Blues (WNJR-Newark, N. J.) packs a powerful punch. According to Joel Turnero, manager of Bobby's Record Shop in Harlem, N. Y., tunes played on the Mr. Blues program stimulate his sales decidedly. . . . Ruth Brown, Atlantic Records blazer, doing two weeks at Broadway's Bantbox. Ruth, whose "Mama" disk is still showing exceptional strength, releases a new one this week, and a Ruth Brown release is always news to the trade. . . . Alfreddito, now appearing at the Boulevard, has just recorded two sides for Rainbow. "Goofus Mambo" and "Round The World Mambo No. 2." . . . The Houston Press last week ran a story on the Peacock "Hounddog" and the Sun "Bearcat." Article quotes Don Robey, Peacock owner, as saying "Hounddog should easily outsell his biggest seller to date—"Let's Talk About Jesus." . . . Joe Loco, Tico piano star, opened at the Blue Note in Philly on May 11. In a dance at Town Hall, that city, Loco drew so heavy, that the place overflowed and the ticket sale had to be stopped. Matty Singer, Gotham Distrib Philly, reports he is selling five times as many Loco disks as heretofore due to the promotion that resulted from his appearances. Dolly Cooper, currently riding the waves of success with her Savoy disk "I Wanna Know," signed with Universal Attractions last week. Universal has booked the gal for a southern tour of one nighters from June 13 to July 4.

exceptional strength, releases a new one this week, and a Ruth Brown release is always news to the trade. . . . Alfreddito, now appearing at the Boulevard, has just recorded two sides for Rainbow. "Goofus Mambo" and "Round The World Mambo No. 2." . . . The Houston Press last week ran a story on the Peacock "Hounddog" and the Sun "Bearcat." Article quotes Don Robey, Peacock owner, as saying "Hounddog should easily outsell his biggest seller to date—"Let's Talk About Jesus." . . . Joe Loco, Tico piano star, opened at the Blue Note in Philly on May 11. In a dance at Town Hall, that city, Loco drew so heavy, that the place overflowed and the ticket sale had to be stopped. Matty Singer, Gotham Distrib Philly, reports he is selling five times as many Loco disks as heretofore due to the promotion that resulted from his appearances. Dolly Cooper, currently riding the waves of success with her Savoy disk "I Wanna Know," signed with Universal Attractions last week. Universal has booked the gal for a southern tour of one nighters from June 13 to July 4.

CHICAGO:

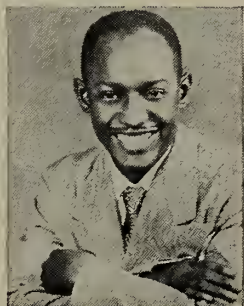
Grand opening of new club, "Beaucoup Lounge," Friday, (5/8) jammed to the doors. Club to be known as the "new home of progressive jazz." Show currently features Terry Gibbs at the vibes. Along with the Ira Sullivan jazz quartet. . . . The touring Benny Goodman Ork, headed by Gene Krupa, rocked the Civic Opera House this past Saturday nite (5/16). . . . Eddie Boyd set for Chicago appearance Decoration Day. At the Union Park Temple. . . . Nice card from Dan Belloc, advising he will open at Melody Mill Ballroom May 23 for two weeks. Dan very optimistic about several new 'Dots' coming out within the next few weeks. Belloc, you may recall, is the composer of "Pretend." . . . Jackie Cain and Roy Kral have rejoined Charlie Ventura, after almost three years. Coral has just released their first disk. Called "Honey Jump," parts I and II. Group sharing The Blue Note spotlight with Nellie Lutcher. This is Nellie's second appearance at the 'Note' in less than a year. . . . Little Walter now touring California through the end of May. Then on to Texas. . . . Margie Day and Paul Williams set for May 22nd date at Greystone Ballroom, Detroit. . . . Lowell Fulson and Lloyd Glenn into the Rendezvous, Milwaukee, May 31. . . . Rocky Rolf escorting Eartha Kitt all around town, visiting deejays. Eartha, rather new to our ways of promoting, having spent most of her time abroad, is very elated about reception given "Uska Dara." Disk is really moving. Gal guested on premier "Miller At Midnite" TV show. . . . Li'l Del Ward, formerly of WGN, now broadcasting out of NYC, in Chi for a few days. Visiting old friends. Called to say "hello." While on the phone, gal sang the praises of The Cash Box. Del doin' real great in New York.

LOS ANGELES:

Couple of new platters starting to make some noise around town, with Tiny Bradshaw's "Heavy Juice," Earl Bostic's "Cherokee" and Joe Houston's "MM" leading the way. . . . Sid Talmadge handling the Herald line, with a big one in "Paradise Hill." . . . Teddy Charles Trio joins the wild crew over at the Lighthouse, Hermosa Beach. . . . More jazz groups working around Los Angeles than anywhere else in the nation. George Lewis at the Beverley Cavern, Howard Rumsey All-Stars at The Lighthouse, Wingy Manone at TheRoyal Room and Gerry Mulligan at the Haig. . . . Josephine Premice causing lotsa tongue wagging at the Bar of Music. . . . Stan Getz of the wild sax into the Tiffany this week. . . . Lowell Fulson has a brace of hits in new Swingtime release via "My Daily Prayer" and "Cash Box Boogie." Lowell and Lloyd Glenn recently left the coast on a national tour. . . . The Fats Domino etching of "Goin' To The River" really hitting on all six now. . . . Still some talk around town 'bout a platter preview TV show, with Hunter Hancock and Gene Norman's name being mentioned. . . . Ralph Bass of King Records busier 'n a beaver this week cutting a slew of talent. . . . Don't know of any a & r man who travels as much as Eddie Mesner of Aladdin Records. . . . Jimmy Warren back from a week's vacation all tanned and rarin' to go. . . . The Dolly Cooper etching of "I Wanna Know" really stepping out. . . . Jack Teagarden and his Dixie crew set with a date at the Royal Room. . . . New disk star that's gonna be heard for sure is Bobby Mitchell who's first Imperial release, "I'm Crying" is a natural. Advance orders for the platter are really pouring in. . . . Saul and Joe Bihari of Modern Records due back in town.



"5" ROYALES



EDDIE BOYD



TINY BRADSHAW



Excitingly **NEW**

Two more new hits . . . tunes, breaking Fast in . . . New Orleans, Harlem, N. Y., Philadelphia, Chicago, Los Angeles, Houston, and Atlanta.

Lovely

Gwen Johnson

(Recently Signed by Peacock Records)

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- RICHMOND 2000
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- MEMPHIS 3000
- NEW ORLEANS 1500
- CHICAGO 4000

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MITZI MARS SINGING... "I'M GLAD"
b/w "ROLL 'EM" CHECKER-773

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

HOT
Rhythm & Blues
ON
Mercury
RECORDS

**"HITTIN'
ON ME"**

Buddy Johnson & His Orch.

70116

**"SHE'S
GOTTA GO"**

Jimmy Ricks of the Ravens

70119

**"YOU LET
MY LOVE
GROW COLD"**

Dinah Washington

70125

COMING UP STRONG!

**"THEME SONG
OF MOULIN
ROUGE"**

Marshal Royal

70140

BREAKING BIG in Baltimore—
Newark—Atlanta—New York

and
S-P-R-E-A-D-I-N-G!

**"PARADISE
HILL"**

by the New Singing Finds

**The
Embers**

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Phyllis Branch

singing the great standard

"BABALU"

b/w

Woody Smith

singing the new pop

**"THANKS FOR
YESTERDAY"**

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New Spiritual Sellers!

THE FAMOUS SKYLARKS

"THIS MAY BE THE LAST TIME"

Nashboro 535

Big Sales on this Big Blues

"LITTLE MAXIE" BAILEY

singing

"BROWN SKIN WOMAN BLUES"

Excello 2007

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WHERE YOU AT?

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463 # 463-45

Specialty records

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THE CASH BOX

in
HARLEM

on
**CHICAGO'S
South Side**

in
**NEW
ORLEANS**

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

- | | | |
|---|---|---|
| 1 HOUND DOG
Willie Mae Thornton
(Peacock 1612) | I'M MAD
Willie Mabon
(Chess 1538) | HELP ME SOMEBODY
The "5" Royales
(Apollo 446) |
| 2 LET ME GO HOME,
WHISKEY
Amos Milburn
(Aladdin 3164) | HOUND DOG
Willie Mae Thornton
(Peacock 1612) | PLAY GIRL
Smiley Lewis
(Imperial 5234) |
| 3 IS IT A DREAM
Vocaleers
(Red Robin 114) | I WANNA KNOW
The Du Droppers
(RCA Victor 20-5229) | GOIN' TO THE RIVER
Fats Domino
(Imperial 5231) |
| 4 I'M MAD
Willie Mabon
(Chess 1538) | RED TOP
King Pleasure
(Prestige 821) | YOU'RE MINE
The Crickets
(MGM 11428) |
| 5 CRAZY, CRAZY,
CRAZY
The "5" Royales
(Apollo 446) | HELP ME SOMEBODY
The "5" Royales
(Apollo 446) | HOUND DOG
Willie Mae Thornton
(Peacock 1612) |
| 6 SHIRLEY,
COME BACK TO ME
Shirley & Lee
(Aladdin 3173) | OFF THE WALL
Little Walter
(Checker 770) | I'M MAD
Willie Mabon
(Chess 1538) |
| 7 SHE'S GOTTA GO
Ravens
(Mercury 70119) | COQUETTE
Billy Eckstine
(MGM 11439) | WOKE UP
THIS MORNING
B. B. King
(R. P. M. 380) |
| 8 MAMA, HE TREATS
YOUR DAUGHTER
MEAN
Ruth Brown (Atlantic 986) | BEAR CAT
Rufus Thomas
(Sun 181) | I DON'T KNOW WHY
Kenzie Moore
(Specialty 456) |
| 9 RED TOP
King Pleasure
(Prestige 821) | CRAWLIN'
The Clovers
(Atlantic 989) | ONE ROOM
COUNTRY SHACK
Mercy Dee
(Specialty 458) |
| 10 I WANNA KNOW
The Du Droppers
(RCA Victor 20-5229)
Dolly Cooper (Sovoy 891) | MY KIND OF WOMAN
Emmett Slay Trio
(Savoy 886) | HITTIN' ON ME
Buddy Johnson
(Mercury 70116) |

in **SAN
FRANCISCO**

in
NEWARK

in
MEMPHIS

- | | | |
|---|---|---|
| 1 GOING TO THE RIVER
Fats Domino
(Imperial 5231) | HOUND DOG
Willie Mae Thornton
(Peacock 1612) | I WANNA KNOW
The Du Droppers
(RCA Victor 20-5229)
Dolly Cooper (Savoy 891) |
| 2 RED TOP
King Pleasure
(Prestige 821) | I'M MAD
Willie Mabon
(Chess 1538) | I'M MAD
Willie Mabon
(Chess 1538) |
| 3 BE TRUE
Vocaleers
(Red Robin 113) | HELP ME SOMEBODY
The "5" Royales
(Apollo 446) | ONE ROOM
COUNTRY SHACK
Mercy Dee
(Specialty 458) |
| 4 I'M MAD
Willie Mabon
(Chess 1538) | MAMA, HE TREATS
YOUR DAUGHTER
MEAN
Ruth Brown (Atlantic 986) | HOUND DOG
Willie Mae Thornton
(Peacock 1612) |
| 5 HITTIN' ON ME
Buddy Johnson
(Mercury 70116) | DREAM GIRL
Jesse & Marvin
(Specialty 447) | THE MOJO
J. B. Lenore
(JOB 1012) |
| 6 TIN PAN ALLEY
James Wilson
(Big Town 101) | GOIN' TO THE RIVER
Fats Domino
(Imperial 5231) | MAMA, HE TREATS
YOUR DAUGHTER
MEAN
Ruth Brown (Atlantic 986) |
| 7 HOUND DOG
Willie Mae Thornton
(Peacock 1612) | RED TOP
King Pleasure
(Prestige 821) | YOU'RE MINE
The Crickets
(MGM 11428) |
| 8 YOU'RE MINE
The Crickets
(MGM 11428) | THE HONEY JUMP
Oscar McLollie
(Modern 902) | BEAR CAT
Rufus Thomas
(Sun 181) |
| 9 I WANNA KNOW
The Du Droppers
(RCA Victor 20-5229) | SHE FELT TOO GOOD
Jimmy McCracklin
(Peacock 1615) | THE HONEY JUMP
Oscar McLollie
(Modern 902) |
| 10 SHE FELT TOO GOOD
Jimmy McCracklin
(Peacock 1615) | PLEASE BELIEVE ME
Doris Browne
(Gotham 290) | NO HELP WANTED
Bob Gaddy
(Jax 308) |

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

THE CASH BOX



in
PHILADELPHIA

in
LOS ANGELES

in
DALLAS

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
HOUND DOG
Willie Mae Thornton
(Peacock 1612) | RED TOP
King Pleasure
(Prestige 821) | HELP ME SOMEBODY
The "5" Royales
(Apollo 446) |
| 2
IS IT A DREAM
Vocaleers
(Red Robin 114) | I'M MAD
Willie Mabon
(Chess 1538) | LUCY MAE BLUES
Frankie Lee Sims
(Specialty 459) |
| 3
RED TOP
King Pleasure
(Prestige 821) | CAN'T DO SIXTY
NO MORE
The Du-Droppers
(Red Robin) | I'M MAD
Willie Mabon
(Chess 1538) |
| 4
APRIL IN PARIS
Wild Bill Davis
(Okeh 6946) | THE HONEY JUMP
Oscar McLollie
(Modern 902) | TIN PAN ALLEY
James Wilson
(Big Town 101) |
| 5
I WANNA KNOW
Dolly Cooper
(Savoy 891) | GOIN' TO THE RIVER
Fats Domino
(Imperial 5231) | CRAZY, CRAZY,
CRAZY
The "5" Royales
(Apollo 446) |
| 6
GOIN' TO THE RIVER
Fats Domino
(Imperial 5231) | HOUND DOG
Willie Mae Thornton
(Peacock 1612) | LOST MIND
Percy Mayfield
(Specialty 460) |
| 7
CRAZY, CRAZY,
CRAZY
The "5" Royales
(Apollo 446) | IS IT A DREAM
Vocaleers
(Red Robin 114) | HOUND DOG
Willie Mae Thornton
(Peacock 1612) |
| 8
I'M MAD
Willie Mabon
(Chess 1538) | OFF THE WALL
Little Walter
(Checker 770) | RED TOP
King Pleasure
(Prestige 821) |
| 9
CRAWLIN'
The Clovers
(Atlantic 989) | I WANNA KNOW
Dolly Cooper
(Savoy 891) | WOKE UP THIS
MORNING
B. B. King
(R. P. M. 380) |
| 10
THE HONEY JUMP
Oscar McLollie
(Modern 902) | TIN PAN ALLEY
James Wilson
(Big Town 101) | GOIN' TO THE RIVER
Fats Domino
(Imperial 5231) |

The Du Droppers

With The Biggest Selling
RHYTHM & BLUES Record Today

I

WANNA

KNOW

(What You Do When
You Go 'Round There)

in
NASHVILLE

in
COLUMBIA, S. C.

in
SHREVEPORT, LA.

- | | | |
|--|--|---|
| 1
I'M MAD
Willie Mabon
(Chess 1538) | HELP ME SOMEBODY
The "5" Royales
(Apollo 446) | HELP ME SOMEBODY
The "5" Royales
(Apollo 446) |
| 2
GOIN' TO THE RIVER
Fats Domino
(Imperial 5231) | HITTIN' ON ME
Buddy Johnson
(Mercury 70116) | LUCY MAE BLUES
Frankie Lee Sims
(Specialty 459) |
| 3
HELP ME SOMEBODY
The "5" Royales
(Apollo 446) | GOIN' TO THE RIVER
Fats Domino
(Imperial 5231) | ONE ROOM
COUNTRY SHACK
Mercy Dee
(Specialty 458) |
| 4
HOUND DOG
Willie Mae Thornton
(Peacock 1612) | WHOOPI' AND
HOLLERIN'
Earl Forest
(Duke 108) | I WANNA KNOW
The Du Droppers
(RCA Victor 20-5229) |
| 5
I'M GLAD
Mitzi Mars
(Checker 773) | I'M MAD
Willie Mabon
(Chess 1538) | I'M MAD
Willie Mabon
(Chess 1538) |
| 6
WOKE UP THIS
MORNING
B. B. King
(R. P. M. 380) | ONE ROOM
COUNTRY SHACK
Mercy Dee
(Specialty 458) | LOST MIND
Percy Mayfield
(Specialty 460) |
| 7
THE HONEY JUMP
Oscar McLollie
(Modern 902) | HOUND DOG
Willie Mae Thornton
(Peacock 1612) | HITTIN' ON ME
Buddy Johnson
(Mercury 70116) |
| 8
TELL ME MAMA
Little Walter
(Checker 770) | I WANNA KNOW
The Du Droppers
(RCA Victor 20-5229) | K. C. LOYING
Little Willie Littlefield
(Federal 12110) |
| 9
RISIN' SUN
Charles Brown
(Aladdin 3176) | SHIRLEY,
COME BACK TO ME
Shirley & Lee
(Aladdin 3173) | OFF THE WALL
Little Walter
(Checker 770) |
| 10
ONE ROOM
COUNTRY SHACK
Mercy Dee
(Specialty 458) | CRAWLIN'
The Clovers
(Atlantic 989) | HOUND DOG
Willie Mae Thornton
(Peacock 1612) |

Coming Next Week—
The Smash Answer To

"I WANNA KNOW"

**I FOUND
OUT**

(What You Do When
You Go 'Round There)

and

LITTLE GIRL, LITTLE GIRL

RCA Victor 20/47-5321



Watch RCA Victor's New R & B Line . . . Move!

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

RHYTHM 'N BLUES REVIEWS

ⓐ DISK & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓑ FAIR
ⓓ VERY GOOD	ⓓ MEDIOCRE

HELEN FOSTER

(Republic 7037)

C+ "SOMEBODY, SOMEWHERE" (2:41) [Babb Music] Helen Foster sings a quick beat bounce that might have come off better if the ork didn't come in so loud.

B "THEY TELL ME" (2:39) [Babb Music] Helen, with the assistance of The Chapters, dishes up a slow blues with a warm and feelingful reading.

SMOKEY HOGG

(Federal 12127)

C+ "GONE, GONE, GONE" (2:15) [Armo] Smokey Hogg etches a slow tempo blues in easy manner against a simple backing.

C+ "I AIN'T GOT OVER IT YET" (2:42) Similar side handled in similar fashion.

EDDIE JEFFERSON

(Prestige 858)

B "STRICTLY INSTRUMENTAL" (2:41) Eddie Jefferson sings a modified bop of the heretofore strictly instrumental. Eddie's vocal is pleasing and is helped considerably by a solid tenor sax supplied by Seldon Powell.

B "STOP TALKIN'-START WALKIN'" (2:38) [Prestige Music] Flip is a rhythmic middle beat in which Jefferson tells of the two timing woman who has herself a ball while he is out working hard. A bop item, sung on key by way of comparison with his work on the Hi-Lo label.

THE SERENADERS

(Red Robin 115)

B "I WANT TO LOVE YOU BABY" (2:55) [Bob-Dan] The Serenaders, a vocal quartet, work together smoothly as they sing a rhythmic bounce with appeal.

C+ "WILL SHE KNOW?" (2:44) [Bob-Dan] Material on the flip is a slow beat tender item emotionally chanted by the group.

THE CHAPTERS

(Republic 7038)

B "GOODBYE, MY LOVE" (2:38) [Babb Music] The Chapters blend for a smooth sound as they sway through a tender love tune in easy fashion.

B "LOVE, YOU, LOVE YOU, LOVE YOU" (2:41) The under portion is a lively middle beat bounce delivered by The Chapters with a light hearted sound.

THE CASH BOX

★ AWARD O' THE WEEK ★

"DOWN THE LINE" (2:25) [Commodore Music]

"YOU KNOW IT" (2:21) [Commodore Music]

FATS MATTHEWS

(Imperial 568)

● Fats Matthews latest release seems to have what it takes. Titled, "Down The Line", the tune is a slow beat blues that Fats sings in a broken hearted, emotional manner. Matthews chanting is very effective and his style is such that it commands attention. Against a backdrop of potent orking, Mat-

thews comes through "great", and it looks like a winner for the jukes. The under lid is another top-flight effort. Matthews works with a middle beat bounce and the result is a lively and engaging story of his woman woes. Tells of how she drinks and runs around. Ops, give this plate a listen.

SPIRITUAL HARMONIZERS

(Glory 4012)

C+ "I'M YOUR SERVANT LORD" (2:53) [Lois] The Spiritual Harmonizers blend on a slow rhythmic religious number.

C+ "WAIT ON THE LORD" (2:54) [Lois] The group waxes another item in the same vein.

CHIEMI ERI and G. I. JOE

(Federal 12140)

B+ "PRETTY EYED BABY" (1:56) [Pickwick] Jap 16 year old gal who is Japan's biggest selling disk star, does a real personality job on the quickbeat oldie and turns in a captivating plate.

B "GOMENASI" (2:42) The tune that originated in Japan and became a big U.S. seller is done impressively by Chiemi Eri and G.I. Joe, but is strictly a cover as it is too late to any real action.

CHICAGO SUNNY BOY

(Meteor 5004)

C+ "JACK POT" (2:41) [Flair] Chicago Sunny Boy etches a quick beat rhythmic harmonica instrumental.

C+ "WESTERN UNION MAN" (2:39) A similar side.

GWEN JOHNSON

(Peacock 1613)

B "NEVER AGAIN" (2:42) [Lion Publ. Co.] New Peacock gal dishes up a slow tempo love tune in sentimental fashion against an easy backing. Both tune and chantress sound like good pop material.

B+ "NEW ORLEANS" (2:30) [Lion Publ. Co.] A dramatic item with Gwen Johnson displaying an amazing vocal range. Etching is colorful, and seems like a good bet with the proper distribution in the pop field.

THE CASH BOX

Rhythm 'N Blues SLEEPER OF THE WEEK

"MY BABY KEEPS ROLLIN'" (2:31) [Jay & Cee]

"TRYING TO LIVE WITHOUT YOU" (2:35) [Jay & Cee]

ANNISTEEN ALLEN

(King 4622)

● Annisteen Allen, who stirred waves of action with her previous dish, "Baby, I'm Doing It", follows with another enthusiastic etching that should further build the reputation of the gal. The tune and lyrics are infectious and Miss Allen belts it with a zestful performance. Both the middle tempo tune and the thrush have the spirit and bounce

and we look for spins on this one. The under lid, "Trying To Live Without You", is a slow beat bounce performed in subdued, but effective style by the effervescent songstress who sells the love tune potently. Orking is solid on both sides and lends color to the disk-ings.

WILLIE JOHNSON

(Savoy 894)

B "LOVE ME 'TIL DAWN" (2:41) [Crossroads] Willie Johnson sings a cute love tune set to a slow rhythmic bounce. Thin voiced fem foil gives the etching a humorous twist with engaging sounds and side remarks.

B "SOMETIMES I WONDER WHY" (2:39) [Crossroads] Johnson handles a melodic slow bounce in simple and pleasing fashion.

THE SWAN SILVERTONE SINGERS

(Specialty 844)

C+ "MAN IN JERUSALEM" (2:43) [Venice Music] The Swan Silvertone Singers dish up a rhythmic jubilee chant in stimulating fashion.

C+ "HE WON'T DENY ME" (2:26) [Venice Music] Flip is a quick beat delivered by the group in exciting manner. A wildie in parts and lead gives it a shouty reading.

LILLIE RUTH

(Modern 904)

C+ "WITNESS" (2:38) Lillie Ruth, featured with The Trinity Baptist Church, reads a slow inspirational number with warmth and tenderness.

C+ "LORD KEEP YOUR HAND ON ME" (2:36) A similar number softly and emotionally chanted by the religious singer.

BERT KEYES

(Rama 4)

B+ "WANDERING BLUES" (2:41) Bert Keyes and his Trio cuts his first side for the label and comes up with a strong dish. Keyes style is one that should win him approval. A good etching.

C+ "YOUR CHEATIN' HEART" (2:39) [Acuff Rose] Flip is the Hank Williams ballad, handled well by the chanter, but too late to get any action.

JOE HOUSTON

(RIH 423)

B "CORN BREAD AND CABBAGE" (2:38) [Assoc. Hollywood] Joe Houston gives a fine exhibition of horn blowing on this quick tempo jump.

C+ "JAY'S BOOGIE" (2:35) [Assoc. Hollywood] Another quick beat instrumental featuring the Houston horn.

SPA Has Made An Orderly Process of Writer-Publisher Agreements Where Once There Was Only Chaos

NEW YORK—There was a celebration recently in New York, a party given by the Songwriters' Protective Association on the occasion of its moving to new headquarters at 158 West 55th Street. The top people in the publishing, writing and recording fields were there for almost everyone in the business has a good word to say about SPA, an organization which has brought orderly processes out of what was once chaos.

SPA was conceived of in 1931 by Edgar Leslie, George Meyer and Billy Rose as an organization that could create uniform standards of agreements between publishers and writers. For before this time, each publisher had a different type of contract and there were as many forms of contracts as there were publishers.

Starting with a membership of 50, SPA has grown today to a membership of 2000 writers and 400 publishers with its roll increasing by 50 a month.

Billy Rose was the first president of the organization and Sigmund Romberg was the second. He became president in 1935 and remained in that position for fifteen years, during which time he devoted a great deal of his energies to establishing

SPA as a going concern. At present Charles Tobias is president.

The day to day work of SPA is supervised by Miriam Stern who is the executive secretary.

Some of the achievements which SPA has accomplished for its members are: securing for its writer members 50% of all recording, transcription and motion picture synchronization royalties; 50% of foreign royalties; elimination of "bulk" deals; setting of a minimum of 3 cents per copy on sheet music except that when the writer and publisher agree to use "sliding scale" providing for royalties up to 5 cents per copy, the minimum for the first 100,000 copies is 2½ cents per copy; provision that an advance can be deducted only from the earnings of the song on which it was paid; the advance remains the property of the writer; the publisher agrees to fulfill the following two requirements within one year: 1. publish and place on sale regular piano copies and 2. publish and place on sale orchestrations; provision for regular periods of royalty payments; and guaranteeing that the writer or his agent may examine the publisher's books.

Flanagan Plans Longer Engagements Despite Great Grosses On One-Niters

NEW YORK—Band leader Ralph Flanagan and his orchestra have been touring the country, with one nighters, at such a terrific pace, that Ralph's manager, Herb Hendler, is attempting to plan longer than one night stands for the musical aggregation so that they may take some time out for vacations.

Since March 1 when Flanagan left the Hollywood Palladium to tour the country, he has done 86 one nighters which took him through 26 states. By May 31, the halfway mark of the tour, the approximate gross for the three month period is expected to be \$175,000. With guarantees already in for the next three months, a figure of another \$175,000 is expected.

From the start of the tour, Ralph has taken only three days off in March for a rest, only one in the month of April, and two days in May.

During the first three months, all of the dates were strictly one nighters, but starting on June 1, the band will go into Blinstrub's in Boston for a week's stay. Incidentally, Ralph is the first name band ever to play at Blinstrub's. On July 29 the band will go into Lakeside Park in Denver for a two week stand. All other dates for the months of June, July, August, and up to Labor Day, will be one nighters, which calls for 87 additional one nighters. This longer than three month tour calls for a total of only five days off for a breather. The second half of the six month tour will

cover eleven Eastern and Southern states, and nine Midwestern states, taking the band almost all the way back to California.

This is the biggest tour that the Flanagan crew has ever attempted since the day Ralph started as a leader back in March of 1950. With record and radio income added to his p.a. receipts, the year's gross income should put Flanagan at the three quarter of a million mark, his biggest year to date. Ralph has done better than half a million in each of his previous years as a band leader, with the approximate figure for last year set at \$600,000.

After such a terrifically grueling pace at which the band leader has been going, it is very easy to understand why future plans for Ralph consist of longer runs. Longer stands give the crew a chance for resting and a set-up whereby they can play the usual four hour dance dates instead of the location dates where the band plays from as early as 7:00 or 7:30 to as late as 1:30 or 2:30 in the morning.

It is rumored that Herb Hendler is negotiating a radio program for the Flanagan ork starting in the Fall which is to come from a different college every weekend. It is also rumored that the construction of a ballroom somewhere in Long Island, N. Y., out of which Ralph will work, is being figured in the future plans for the band leader.

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

Picked by CASH BOX!
Picked by BILLBOARD!
Watch this hit the top

The Answer to
"MY KIND OF WOMAN"
Savoy # 892

"I LEARNED MY LESSON"
by the
EMMETT SLAY TRIO

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

HIT . . . HIT . . . HIT

"Love You, Love You, Love You"
B/W
"Goodbye My Love"
By
The Chapters
Republic Record # 7038

Republic Recording Co.
NASHVILLE, TENN.

78's **TICO's** 45's
Hit of the Week...

The King of the Mambo
TITO PUENTE
"MAMBO CALYPSO" b/w "MAMBO IN BLUES"
TICO # 10-162

TICO RECORDING CO.
220 W. 42nd St. N. Y.
WI 7-0652

IT'S A HIT!
ANDREW WIDEMAN
(singing star of "Star-Time" TV Show)

"MOMMY'S LITTLE BOY GOT THE BLUES" b/w
"I'M NOT A CHILD ANYMORE"
JUBILEE # 5117

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

A Sure Hit!
"I'M CRYING"
by
BOBBY MITCHELL
5236

Imperial Records

AIR MAIL SUBSCRIPTION
To The Cash Box \$30

4 SENSATIONAL NEW ATLANTIC RELEASES

1
ANOTHER *Ruth Brown* SMASH
"Mend Your Ways" and
"Wild Wild Young Men"
993

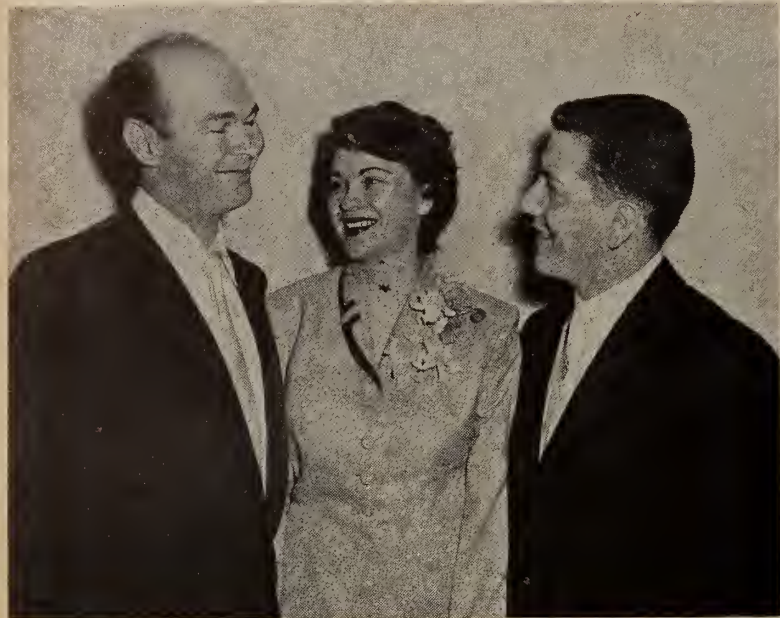
2 INTRODUCING **HAL PAIGE**
NEW BLUES STYLIST
"DRIVE IT HOME" and
"BREAK OF DAY BLUES"
996

3
The Cardinals
BACK WITH A **BIG ONE!**
"YOU ARE MY ONLY LOVE" and
"LOVIE DARLING"
995

4 presenting
CHUCK NORRIS'
First Atlantic release
"MESSIN' UP" and
"LET ME KNOW"
994

ATLANTIC RECORDING CORP.
224 WEST 56th STREET NEW YORK 19, N. Y.

The Singer And The Disk Jockey



CHICAGO—Decca songstress, Jeri Southern was married by Judge Milton Tuttle in Chicago on Saturday, May 2, to Ray Hutchinson, all night disc jockey at WGN in Chicago. Pictured here is Jeri immediately following the ceremony flanked by husband Ray (at left) and her manager-press agent, Dick LaPalm (at right).

THE CASH BOX

FOLK & WESTERN DISK JOCKEY REGIONAL RECORD REPORTS



Paul Kallinger

- XERF—Del Rio, Tex.
1. Kaw-Liga (Hank Williams)
 2. That's Me Without You (Webb Pierce)
 3. No Help Wanted (Carlisles)
 4. Somebody Else's Heartache (Sonny James)
 5. The Last Waltz (W. Pierce)
 6. Bumping Around (T. T. Tyler)
 7. Betrayed Waltz (W. Raney)
 8. Mexican Joe (Jim Reeves)
 9. Eddy's Song (Eddy Arnold)
 10. Your Cheatin' Heart (Hank Williams)

Eddie Hill

- WSM—Nashville, Tenn.
1. The Last Waltz (W. Pierce)
 2. Kaw-Liga (Hank Williams)
 3. Beyond The Sunset (E. Tubb)
 4. I Can't Wait (Faron Young)
 5. Spanish Fireball (Hank Snow)
 6. No Help Wanted (Carlisles)
 7. Tied Down (Roy Acuff)
 8. Orchids Mean Goodbye (Carl Smith)
 9. Till I Waltz Again With You (Tommy Sosebee)
 10. I Couldn't Keep From Crying (Marty Robbins)

Joe Morris

- WKDK—Newberry, S. C.
1. Mexican Joe (Jim Reeves)
 2. Your Cheatin' Heart (Hank Williams)
 3. No Help Wanted (Carlisles)
 4. I Haven't Got The Heart (Webb Pierce)
 5. I Couldn't Keep From Crying (Marty Robbins)
 6. Kaw-Liga (Hank Williams)
 7. The Last Waltz (W. Pierce)
 8. Going Steady (Faron Young)
 9. Broken Wings (Elton Britt)
 10. A Fool Such As I (H. Snow)

Tom 'N' Jack

- WKAB—Mobile, Ala.
1. Lonesome Midnight (Jack Cardwell)
 2. I Couldn't Keep From Crying (Marty Robbins)
 3. The Last Waltz (W. Pierce)
 4. Call Me Up (Wade Ray)
 5. Henpecked Man (B. McGhee)
 6. Kaw-Liga (Hank Williams)
 7. I Can't Last Long (McDonald)
 8. Mexican Joe (Billy Walker)
 9. Love For You Would Fill Ten Pots (Jack Cardwell)
 10. Seven Lonely Days (B. Lou)

Tom Edwards

- WERE—Cleveland, Ohio
1. Hound Dog In The Window (Homer & Jethro)
 2. Seven Lonely Days (B. Lou)
 3. I Believe (Red Foley)
 4. Take These Chains From My Heart (Hank Williams)
 5. Mexican Joe (Gore & Inman)
 6. Just Wait Till I Get You Alone (Carl Smith)
 7. Pretty Little Dedon (T. West)
 8. Restless Heart (S. Whitman)
 9. The Last Waltz (W. Pierce)
 10. Lonesome Joe (Roy Acuff)

Burt Beck

- WSOU—South Orange, N. J.
1. The Last Waltz (W. Pierce)
 2. Sidemeat And Cabbage (Jimmie Dickens)
 3. Restless Heart (S. Whitman)
 4. Unwanted (H. Hawkins)
 5. Cannonball Yodel (E. Britt)
 6. Big Mamou (L. Davis)
 7. Crying In The Chapel (Darrell Glenn)
 8. Three Things (T. Ernie)
 9. Shadows On Bayou (Horton)
 10. Ramblin' Man (H. Williams)

Cracker Jim

- WMIE—Miami, Fla.
1. Your Cheatin' Heart (Hank Williams)
 2. Too Young To Tango (Sunshine Ruby)
 3. A Fool Such As I (H. Snow)
 4. Kaw-Liga (Hank Williams)
 5. Going Steady (Faron Young)
 6. I'll Go On Alone (M. Robbins)
 7. Knothole (The Carlisles)
 8. No Help Wanted (Carlisles)
 9. I Couldn't Keep From Crying (Marty Robbins)
 10. Hound Dog In The Window (Homer & Jethro)

Billy The Kid Stanley

- WNOE—New Orleans, La.
1. No Help Wanted (Carlisles)
 2. Your Cheatin' Heart (Hank Williams)
 3. Mexican Joe (Billy Walker)
 4. Knothole (The Carlisles)
 5. That's Alright (Aury Inman)
 6. Going Steady (Faron Young)
 7. I Couldn't Keep From Crying (Marty Robbins)
 8. I Haven't Got The Heart (Webb Pierce)
 9. Take These Chains From My Heart (Hank Williams)
 10. I Can't Wait (Faron Young)

Slim Lay

- WHBS—Huntsville, Ala.
1. Your Cheatin' Heart (Hank Williams)
 2. No Help Wanted (Carlisles)
 3. Going Steady (Faron Young)
 4. Seven Lonely Days (B. Lou)
 5. Wait Till I Get You Alone (Carl Smith)
 6. Mexican Joe (Jim Reeves)
 7. Hound Dog In The Window (Homer & Jethro)
 8. I Can't Wait (Faron Young)
 9. Take These Chains From My Heart (Hank Williams)
 10. Knothole (The Carlisles)

Sheriff Tex Davis

- WLOW—Norfolk, Va.
1. Your Cheatin' Heart (Hank Williams)
 2. How Can I Tell (S. Whitman)
 3. Broken Wings (Elton Britt)
 4. Bring Your Sweet Self Back To Me (Lefty Frizzell)
 5. Seven Lonely Days (B. Lou)
 6. Knothole (The Carlisles)
 7. Till I Waltz Again With You (Gore & Wright)
 8. Hound Dog In The Window (Homer & Jethro)
 9. That's Alright (Aury Inman)
 10. No Help Wanted (Carlisles)

Mack Sanders

- KFBI—Wichito, Kans.
1. Your Cheatin' Heart (Hank Williams)
 2. No Help Wanted (Foley-Tubb)
 3. Orchids Mean Goodbye (Carl Smith)
 4. Kaw-Liga (Hank Williams)
 5. Sidemeat And Cabbage (Jimmie Dickens)
 6. My Mother (Hank Snow)
 7. I Just Can't Wait (F. Young)
 8. The Last Waltz (W. Pierce)
 9. Rub-Dub-Dub (H. Thompson)
 10. Don't Trifle On Your Sweet-heart (E. Tubb)

Sal Rezza

- WWEZ—New Orleans, La.
1. Your Cheatin' Heart (Hank Williams)
 2. Kaw-Liga (Hank Williams)
 3. Till I Waltz Again With You (Tommy Sosebee)
 4. Mexican Joe (Billy Walker)
 5. No Help Wanted (Carlisles)
 6. Anything Can Happen (C. Arthur)
 7. I'll Go On Alone (M. Robbins)
 8. Big Leaf Rag (C. Atkins)
 9. Going Like Wildfire (Mac Wiseman)
 10. The Last Waltz (W. Pierce)

Cousin Floyd

- WSRS—Cleveland, Ohio
1. Kaw-Liga (Hank Williams)
 2. Knothole (The Carlisles)
 3. You're Under Arrest (Ginny Wright)
 4. No Help Wanted (Carlisles)
 5. Your Cheatin' Heart (Hank Williams)
 6. Sidemeat And Cabbage (Jimmie Dickens)
 7. Bumping Around (T. T. Tyler)
 8. I Couldn't Keep From Crying (Marty Robbins)
 9. Seven Lonely Days (B. Lou)
 10. Tied Down (Roy Acuff)

David Walshak

- KCTI—Gonzales, Tex.
1. Mexican Joe (Jim Reeves)
 2. Your Cheatin' Heart (Hank Williams)
 3. I Haven't Got The Heart (Webb Pierce)
 4. Seven Lonely Days (Meehan)
 5. What Would I Do (R. Acuff)
 6. Knothole (The Carlisles)
 7. I Couldn't Keep From Crying (Jack & Daniel)
 8. Red Rose (Slim Willet)
 9. Side By Side (E. Britt & R. Allen)
 10. Till I Waltz Again With You (Gore & Wright)

Ray "Duck" Atkins

- WAYS—Charlotte, N. C.
1. Your Cheatin' Heart (Hank Williams)
 2. No Help Wanted (Carlisles)
 3. Going Steady (Faron Young)
 4. Knothole (The Carlisles)
 5. That's Me Without You (Sonny James)
 6. Red Light (Merrell Moore)
 7. Glory Land March (H. Snow)
 8. Going Like Wildfire (Mac Wiseman)
 9. The Family Who Prays (Louvain Bros.)
 10. South In New Orleans (Johnnie & Jack)

Smokey Smith

- KRNT—Des Moines, Iowa
1. Mexican Joe (Jim Reeves)
 2. I Couldn't Keep From Crying (Marty Robbins)
 3. Hey, Mr. Cotton Picker (Tennessee Ernie)
 4. Kaw-Liga (Hank Williams)
 5. Roses For Your Wedding (Tommy Warren)
 6. The Last Waltz (W. Pierce)
 7. Eddy's Song (Eddy Arnold)
 8. No Help Wanted (Carlisles)
 9. Sidemeat And Cabbage (Jimmie Dickens)
 10. What Will I Do (Roy Acuff)

Big Jim Jess

- WIVK—Knoxville, Tenn.
1. Crying In The Chapel (Darrell Glenn)
 2. Orchids Mean Goodbye (Carl Smith)
 3. I'll Go On Alone (W. Pierce)
 4. Hound Dog In The Window (Homer & Jethro)
 5. Knothole (The Carlisles)
 6. Slaves Of A Hopeless Love (Affair (Red Foley))
 7. The Last Waltz (W. Pierce)
 8. Broken Wings (Elton Britt)
 9. A Fool Such As I (H. Snow)
 10. Your Cheatin' Heart (Hank Williams)

Clarence Kneeland

- WERI & WICH—Jewett City, Conn.
1. No Help Wanted (Carlisles)
 2. Kaw-Liga (Hank Williams)
 3. After You Leave (M. Robbins)
 4. Mexican Joe (Jim Reeves)
 5. Uh Huh Heart (A. Inman)
 6. I Haven't Got The Heart (Webb Pierce)
 7. A Fool Such As I (H. Snow)
 8. Till I Waltz Again With You (Gore & Wright)
 9. Bumping Around (J. Blue)
 10. I'm Gonna Lock My Heart (Eddy Arnold)

Skip-a-Long Hathaway

- KUGN—Eugene, Ore.
1. Cannonball Yodel (E. Britt)
 2. I Signed My Heart Away (Hank Thompson)
 3. Mexican Joe (Jim Reeves)
 4. Hound Dog In The Window (Homer & Jethro)
 5. Song Of The Water Wheel (Slim Whitman)
 6. If They Should Ask Me (Wade Ray)
 7. Steel Guitar Waltz (Herb Remington)
 8. Last Night On The Back Porch (Pee Wee King)
 9. I'm Sitting On Top Of The World (B. Wills)
 10. You Said You Could Do Without Me (Kitty Wells)

Norman Hall

- WBNI—Boonville, Ind.
1. Mexican Joe (Jim Reeves)
 2. The Last Waltz (W. Pierce)
 3. I'm Wasting My Time (Boyd Bennett)
 4. No Help Wanted (Carlisles)
 5. I Couldn't Keep From Crying (Marty Robbins)
 6. No Help Wanted No. 2 (Tubb-Foley)
 7. Hound Dog In The Window (Homer & Jethro)
 8. Your Cheatin' Heart (Hank Williams)
 9. I Haven't Got The Heart (Webb Pierce)
 10. Knothole (Jack & Daniel)

Chuck Thompson & Elmer

- WFOR—Hottiesburg, Miss.
1. Cannonball Yodel (E. Britt)
 2. That's Alright (Aury Inman)
 3. Picking Sweethearts (Locklin)
 4. I Believe (Red Foley)
 5. Sidemeat And Cabbage (Jimmie Dickens)
 6. Woman Trouble Blues (Lloyd Weaver)
 7. I Can't Wait (Faron Young)
 8. Forever I'll Wait For You (Bill Mack)
 9. Baby, Let Me Kindle Your Flame (Charlie Adams)
 10. Love Is Deeper Than Pride (Tommy Sosebee)

Triple A Goes All Out On Ginny Wright Disk

CLEVELAND, O.—Triple A. Records, which rose to national prominence with Don Howard's record of "Oh Happy Day," has another hot one in Ginny Wright's "You're Under Arrest" backed with "Goin' Steady."

The diskery is preparing an all-out campaign on this folk record which already has been receiving pronounced attention from disk jockies in the folk field.

Samples of the record will be sent to every hillbilly disk jockey, and music operators who have machines in folk locations will also be receiving samples. Moreover, Triple A is preparing a tremendous promotional campaign in the trade papers to introduce Ginny Wright and her record.

From its initial reaction, the officials of the diskery expect that this will be their best selling disk to date.

Award To Billy May



PHILADELPHIA—Billy May was the winner of WIP's second annual Showmanship Award in the orchestra leader category. Above Billy is shown with Murray Arnold (standing) program director of WIP and Benedict Gimbel, Jr., (right) president and general manager of the station. Other winners were Joni James as outstanding songstress and Frankie Laine as the leading male vocalist.

LATIN AMERICAN Hits ON **Fiesta Records**

MAMBO 78's

45's "CHIVIRICO" b/w "BOJA" by RAMON MARQUEZ & ORK. Fiesta # 20-011

Fiesta Record Co.
1619 Broadway New York 19, N. Y.

Different! Moving!!
You've Just Got To Hear This!!!

"A DEAR JOHN LETTER"

by **Talkin' Charley Aldrich**

and **Honey Williams**

Intro 6074

Intro RECORDS
1451 NORTH CANON DRIVE
BEVERLY HILLS, CALIF.

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

1 NO HELP WANTED
The Carlisles
 (Mercury 70028; 70028x45)

2 MEXICAN JOE
Jim Reeves
 (Abbott 116; 45-116)

3 YOUR CHEATIN' HEART
Hank Williams
 (MGM 11416; K-11416)

4 I HAVE'NT GOT THE HEART
Webb Pierce
 (Decca 28594; 9-28594)

5 TAKE THESE CHAINS FROM MY HEART
Hank Williams
 (MGM 11479; K-11479)

6 KAW-LIGA
Hank Williams
 (MGM 11416; K-11416)

7 THE LAST WALTZ
Webb Pierce
 (Decca 28594; 9-28594)

8 I COULDN'T KEEP FROM CRYING
Marty Robbins
 (Columbia 21075; 4-21075)

9 BUMMING AROUND
T. Texas Tyler
 (Decca 28579; 9-28579)

10 ORCHIDS MEAN GOODBYE
Carl Smith
 (Columbia 21087; 4-21087)

Southern Hospitality



MIAMI, FLA.—On April 28th, Pee Wee King and Redd Stewart were guests of Cracker Jim Broker, folk tune disc jockey on WMIE, for a big Squareathon block party. Some 12,000 guests had a real evening of fun, square dancing, refreshments and frolic, all free. During the evening, Pee Wee King was presented a package of Eelbeck grits from Miss Miami Beach as a token of southern hospitality.

Kroll To Handle Mercury Promotion In Southwest

Dee Kilpatrick, Mercury's Nashville representative, reports that Bonnie Kroll, a native of New Orleans, La., has just been appointed to handle company's promotion for the Southwest territory, covering Dallas, Houston, Fort Worth and headquartering in New Orleans. Bonnie's experience in newspaper work, advertising agency work and a dj show, well qualify her for the Mercury position. Kilpatrick says the label has looked for sometime for such a person for this territory. Bonnie will work under Kilpatrick out of the Nashville office. Her first guest artist will be Sophie Tucker who will open at the Roosevelt Hotel, New Orleans, May 21st.

Valley Adds New Distribs

The recently organized Valley Records, Knoxville, Tennessee announces the following distributors as additions to their outlets: Cosnat Distributing Company of New York and Philadelphia, Frumkin Sales Company, Chicago, Illinois; Music Sales Company, Memphis, Tennessee; and Records Merchandising Company, Los Angeles, California. Mr. Jack Comer, president of Valley Records has previously announced Gramophone Enterprises of Dallas, Texas as distributors for their records.

Arnold Opens With Bang

Eddy Arnold enjoyed a sensational opening night at Hotel Sahara in Las Vegas on May 5th. He was the headline attraction in a variety western bill at the fabulous resort spot. Also featured were several attractions including The Dickens Sisters, Hank Garland and Roy Wiggins, all well known for their appearances with The Tennessee Plowboy.

Father And Son



GALLATIN, TENN.—Ernest Tubb, Decca recording artist, was guest on his son's first dj broadcast, May 11, over radio stat'on WHIN, Gal'atin, Tennessee. Justin Tubb, who has been attending the University of Texas has postponed his college training for the present. Title of Justin's dj show is "Country Music Club House," heard 4 to 5 P.M. Monday through Friday.

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular

BONNIE LOU
 SCRAP OF PAPER
 DANCIN' WITH SOMEONE
 1213 and 45-1213

JIMMY BLUE
 BUMMING AROUND
 WHY, WHY, WHY
 1214 and 45-1214

LESLIE BROTHERS
 GOT A LITTLE ACHE IN MY HEART
 MY SHAWL
 1197 and 45-1197

Folk/Western

BONNIE LOU
 SEVEN LONELY DAYS
 OUT OF REACH
 1192 and 45-1192

MOON MULLICAN
 RHEUMATISM BOOGIE
 ROCKET TO THE MOON
 1198 and 45-1198

HEY! MR. COTTON-PICKER
 LEAVING YOU WITH A WORRIED MIND
 1221 and 45-1221

CHARLIE GORE & LOUIE INNIS
 MEXICAN JOE
 (YOU AIN'T NOTHIN' BUT A FEMALE) HOUND DOG
 1212 and 45-1212

Rhythm/Blues

EARL BOSTIC
 CHEROKEE
 THE SONG IS ENDED
 4623 and 45-4623

TINY BRADSHAW
 SOFT STRANGE
 4577 and 45-4577

HEAVY JUICE
 THE BLUES CAME POURING DOWN
 4621 and 45-4621

ROY BROWN
 GAMBLIN' MAN
 MISTER HOUND DOG'S IN TOWN
 4627 and 45-4627

Federal

BILLY WARD AND HIS DOMINOES
 THESE FOOLISH THINGS REMIND ME OF YOU
 DON'T LEAVE ME THIS WAY
 12129 and 45-12129

CHIEMI ERI AND G.I. JOE
 FORGIVE ME (GOMEN NASAI)
 PRETTY-EYED BABY
 12140 and 45-12140

DISTRIBUTED BY



Another **GREAT One!**
From The Pens Of
Pee Wee King, Redd Stewart
and Chilton Price

"HOMIN' TIME"

by

GORDON MacRAE

Capitol 2465

RIDGEWAY MUSIC, INC.

Charlie Adams

6087 SUNSET BLVD.
HOLLYWOOD, CALIF.

Sole Selling Agents

Keys Music, Inc.

146 W. 54th St., New York, N.Y.

THE CASH BOX THE 101 FOLK & WESTERN TOP Best Sellers

COMPILED BY JACK "ONE SPOT" TUNIS

1. NO HELP WANTED
The Carlises
(Mercury 70028; 70028 x 45)
2. KAW-LIGA
Hank Williams
(MGM 11416; K-11416)
3. YOUR CHEATIN' HEART
Hank Williams
(MGM 11416; K-11416)
4. THAT HOUND DOG IN THE WINDOW
Homer & Jethro
(RCA Victor 20-5280; 47-5280)
5. THAT'S ME WITHOUT YOU
Webb Pierce
(Decca 28534; 9-28534)
6. BUMMING AROUND
T. Texas Tyler
(Decca 28579; 9-28579)
7. A FOOL SUCH AS I
Hank Snow
(RCA Victor 20-5034; 47-5034)
8. MEXICAN JOE
Jim Reeves
(Abbott 116; 45-116)
9. TAKE THESE CHAINS FROM MY HEART
Hank Williams
(MGM 11479; K-11479)
10. I'LL GO ON ALONE
Webb Pierce
(Decca 28534; 9-28534)

FOLK AND WESTERN REVIEWS

- DISK & SLEEPER
- EXCELLENT
- VERY GOOD
- GOOD
- FAIR
- MEDIOCRE

BULLSEYE of the WEEK

"SPANISH FIREBALL" (2:45)

[Leeds]

"BETWEEN FIRE AND WATER"

(2:45) [Leeds]

HANK SNOW

(RCA Victor 20-5296)

● Hank Snow, established favorite, comes through again for the operators. His latest pair are up to his former offerings and this means spins. Upper lid is titled, "Spanish Fireball" and in handling it, Snow conveys the spirit in the "fireball" as he tells of her charms in quick tempo with a Latin rhythm. The dinking is cute with a background of strings to support the star. Flip, "Between Fire And Water," is a change of pace item. A pretty swaying waltz is sung tenderly and with feeling. Snow supplies the spark to set this tune afire with his smart performance.

"ORCHIDS MEAN GOODBYE"
(2:42) [Fairway]

"JUST WAIT 'TIL I GET YOU ALONE" (2:31) [Tannen]

CARL SMITH

(Columbia 21087)

● Carl Smith etches a pair in his polished and approved style that means just one thing, "sales." "Just Wait 'Til I Get You Alone," is a middle tempo ditty with cute love lyrics that Smith handles with fetching appeal. The warbler tells the story of the bashful fellow who denies it with the warning "just wait 'til I get you alone." A happy good humored plate. "Orchids Mean Goodbye" is a slow beat sentimental item sung with warmth and touching effect. Smith is ultra soft as he handles this tender tune. A solid pair of offerings with just a shade of preference to "Orchids."

If You're Looking For
TIN PAN ALLEY
It's Easy To Find!
It's On **BIG TOWN RECORDS**
By **JIMMY WILSON**

BT101-45-101

"Tin Pan Alley"
"Big Town Jump"

Jimmy Wilson



"Call Me A Hound Dog"
"Instrumental Jump"

BT 103

Jimmy Wilson

See The Charts—May 9 Issue
#2—In San Francisco
#9—In Dallas

COMING UP!

If Not Available In Your
Territory, Write, Wire or Phone

FOUR STAR SALES CO.

305 So. Fair Oaks
Pasadena, Calif.

Tel: Ryan 1-6909

The Original Hit!

"MEXICAN JOE"

JIM REEVES

on ABBOTT # 116

ABBOTT RECORD CO.

1653 N. Argyle Avenue
Hollywood 28, Calif.

GOING STRONG!

New and Different

DARRELL GLENN

and the Rhythm Riders

"CRYING IN THE CHAPEL"

b/w

"HANG UP THAT TELEPHONE"

Record V-105

Some Areas still available for Distributors

Write . . . Wire . . . Jack Comer

VALLEY RECORDS

BOX 10033, KINGSTON PIKE
KNOXVILLE, TENNESSEE

BILL MACK

(Imperial 8192)

⊕ "FOREVER I'LL WAIT FOR YOU" (2:33) [Commodore] Bill Mack sings a sorrowful slow item telling of his gal finding someone new and leaving him.

⊕ "THAT'S WHAT I GET FOR LOVING YOU" (2:31) [Acuff Rose] The reverse deck is a fast tempo romantic lament chanted by the artist in racing tempo against a background of strings.

ROY ACUFF

(Capitol 2460)

⊕ "LONESOME JOE" (2:33) [Acuff Rose] Roy Acuff, in that manner that has won him much acclaim, dishes up a quick beat ditty. Spirited piano in the break adds color to the dish.

⊕ "IS IT LOVE OR IS IT LIES?" (2:45) [Acuff Rose] Acuff works with a middle tempo rhythmic bounce for the flip. Acuff is polished as he sings the sad romantic story.

JACK KINGSTON

(Arrow 902)

⊕ "PICTURE OF YOU" (2:35) [Old Colony] Jack Kingston sings a middle tempo jump with romantic lyrics in solid fashion. The Main Streeters supply the string backdrop for the artist.

⊕ "ROAD OF BROKEN HEARTS" (2:35) [Hill & Range] The under lid is a fast moving item delivered by Kingston with spirit. Good for the boxes.

YORK BROTHERS

(King 1206)

⊕ "THE ROCKY, BUMPY ROAD TO LOVE" (2:29) [Lonat] The York Brothers join voices for a middle tempo bounce. A lovely tune delivered in light hearted fashion.

⊕ "EVER SINCE WE MET" (2:35) [Lonat] A fast Latin tempo ditty engagingly performed.

JACK AND DANIEL

(Decca 28681)

⊕ "I COULDN'T KEEP FROM CRYING" (2:26) [Acuff Rose] The duo etch a pretty middle tempo tune softly. A pleasing dish.

⊕ "KNOTHOLE" (2:12) [Acuff Rose] The boys etch their version of the current country favorite in spirited fashion for a cute side.

FARON YOUNG

(Capitol 2361)

⊕ "WHAT'S THE USE TO LOVE YOU" (2:29) [Central Songs] Faron Young sings a slow tempo lament smoothly. A good etching.

⊕ "I CAN'T WAIT" (2:35) [Acuff Rose] Young backs with a rhythmic middle beat in light hearted fashion, adding a light yodel.

ARTHUR (Guitar Boogie) SMITH

(MGM 11503)

⊕ "BECAUSE YOU LOVE ME" (2:41) Arthur Smith uses his guitar to excellent advantage as he strums a happy love item. Tommy Faile handles the vocal end smoothly.

⊕ "RAINBOW WALTZ" (2:37) Smith dishes up a soft and relaxing guitar instrumental for the flip.

★ U. S. DEFENSE BONDS ★



U. S. DEFENSE BONDS

NOW EVEN BETTER

WE SHIP ANYWHERE

BUCKLEY'S

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ONE STOP NASHVILLE TENN.

45's and 78's **5¢** Over Regular Wholesale

WE STOCK ALL LABELS
ORDER FROM CASH BOX CHARTS

FOLK and WESTERN ROUNDUP

Marty Robbins along with Maddox Brothers and Rose recently played to capacity house on Connie B. Gay's river boat, the S. S. Mt. Vernon in Washington.

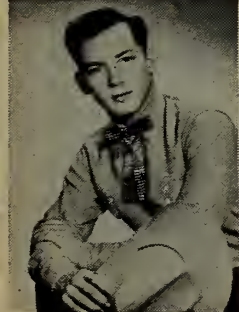


TABBY WEST

Johnnie & Jack (RCA Victor) with Kitty Wells (Decca) toured Kansas the week of May 16th with the Red Foley (Decca) Show. This week will find Johnnie & Jack and Kitty Wells in Meridian, Mississippi for the Jimmie Rodgers Memorial Day event. Curtis Gordon, (RCA Victor) WABB, Mobile, Alabama, is operating a hillbilly night club called "Radio Ranch." Gordon's latest Victor recording is "What's A Little Pride." The Carter Family with Mother Maybelle did a matinee and night performance in Springfield, Illinois, at the Fair Grounds Coliseum along with Carl Smith, Duke of Paducah, Dot & Smoky. The show was promoted by the Police Department. Doyle Wilburn has just been discharged from the service and is now with Webb Pierce. Boudleaux Bryant, Tannen Music, reports that Red Garrett's first RCA Victor recording "Blame It On The Moonlight" is moving surprisingly well. Hank Snow (RCA Victor) played to Boston audiences on May 22nd. Snow jumps into Meridian, Mississippi, May 24th for his participation in the Jimmie Rodgers Memorial Day ceremonies. Tabby West (Coral) is set for the Roosevelt lounge, Detroit, May 17th through May 31st, according to Red Wortham, Wortham Music, Nashville. John Thompson, Coral's Cincinnati representative, in Nashville, May 9th for session with label's Marty Roberts and Little Barbara. Nelson King, WCKY, Cincinnati, also visiting Nashville and the Opry on May 9th. Grandpa Jones, after several weeks on the road is resting up for a few days and plans some good fishing. Eddie Hill (Mercury) did the Ernest Tubb Record Shop show Saturday, May 9th in the absence of Ernest Tubb. Carl Story and his Rambling Mountaineers set for eight weeks of theatres in North and South Carolina beginning July 6th, according to Ray (Duck) Atkins, WAYS, Charlotte, North Carolina. Webb Pierce is to visit with Mary Waterston, manager of the record department at Buckley's One Stop, Nashville. According to Mary, Webb's recording of "The Last Waltz" is still selling big to the operators in this territory.



JOHNNY MASTERS



DARRELL GLENN

The top folk tunes, according to over-the-counter sales at Buckley's One Stop for the week of May 23rd were as follows: No. 1: Faron Young's "I Can't Wait," No. 2: Homer & Jethro's RCA Victor recording of "How Much Is That Hounddog In The Window," and No. 3 is Slim Whitman's "Restless Heart" on the Imperial label. Don Gibson currently heard over WNOX, Knoxville, has a new release out called "Walking In The Moonlight" which is reported to be one of his best recordings to date. The tune was written by Johnny Masters. Dave Garrison, vice-president of Valley Publications has just returned to Knoxville, Tennessee, after several days out West promoting the label's Darrell Glenn recording of "Crying In The Chapel." Zack Hurt, KFJZ, Fort Worth, Texas, is giving Glenn's recording quite a push on his dj show and from this territory the tune looks good. Bill Carlisle (Mercury) and the Carlises, wowing a crowd of 4,000 recently at the Hayloft Jamboree in Fort Worth recently at the North Side Colosseum, knocked out the amplifier twice and the footlights once with his high-jumping act which Bill uses while singing "No Help Wanted." Dewey Phillips, WHBQ, Memphis, is again conducting his dj show from the studios, after broadcasting from the Hospital where he has been confined because of an automobile accident some time back. Ray Price taking a few days rest, spent several days fishing recently. Buck Benson, dj at station WLBR in Lebanon, Pa., re-opened Himmelreich's Grove in Womelsdorf, Pa., "Pennsylvania's oldest folk music park," on May 10th. Buck handles daily, a live talent and record show on WPPA in Pottsville, Pa., as well as on WLBR in Lebanon.

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

1. MEXICAN JOE Jim Reeves (Abbott)
2. NO HELP WANTED The Carlises (Mercury)
3. YOUR CHEATIN' HEART Hank Williams (MGM)
4. KAW-LIGA Hank Williams (MGM)
5. KNOTHOLE The Carlises (Mercury)
6. THE LAST WALTZ Webb Pierce (Decca)
7. I COULDN'T KEEP FROM CRYING Marty Robbins (Columbia)
8. SEVEN LONELY DAYS Bonnie Lou (King)
9. HOW MUCH IS THAT HOUND DOG IN THE WINDOW Homer & Jethro (RCA Victor)
10. I HAVEN'T GOT THE HEART ... Webb Pierce (Decca)

Subpoena

You, the disc jockies of America are hereby summoned to appear before your turntables and play the biggest hillbilly hit to come out of this area.

"YOU'RE UNDER ARREST" to play the record once a day for seven days. You and your audience will be **"GOIN' STEADY"** when you spin . . .

"YOU'RE UNDER ARREST"

by

GINNY WRIGHT

b/w

"GOIN' STEADY"

Triple A Record 2521

Disc Jockies: To obtain a copy of this record, drop a card to

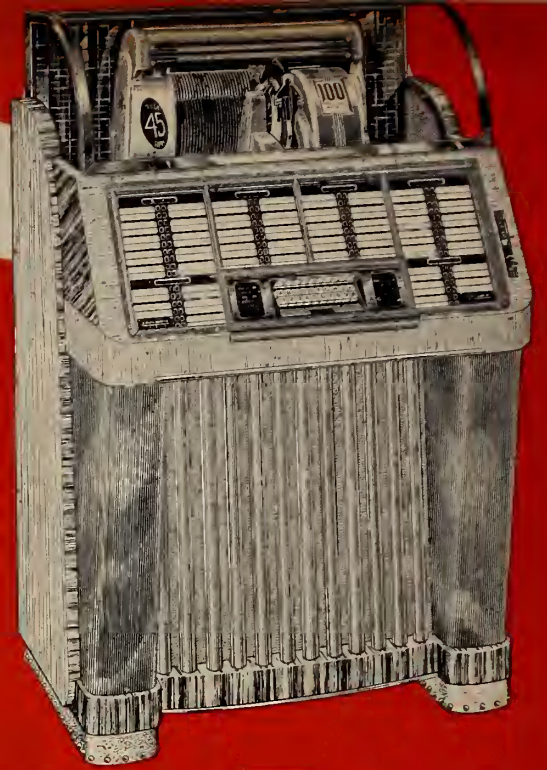
TRIPLE A RECORDS

432 Schofield Building
Cleveland, Ohio

AT THE PHONOGRAPH

WITH THE

Select-o-matic



SELECTIONS

ANYWHERE IN THE LOCATION

WITH THE

Wall-o-matic



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois



THE MOST WIDELY PUBLICIZED
MECHANISM FOR THE PLAYING
OF RECORDED MUSIC
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*America's Finest
and Most Complete
Music Systems*



After More Than 2 Years:

What Do Chicago's Retailers Think of 10¢ Play?

Here and There

WASHINGTON, D. C.—It looks as if the members of coin machine trade will get an opportunity to get a fair break on the depreciation of their equipment. Be sure to read the new rule sent out by the International Revenue Bureau to its district commissioners, reported on Page 34 of this issue.

QUEBEC, CANADA—An American authority on retailing told members of the Canadian Retail Federation that Canada was beginning a long period of prosperity, with its best business years still ahead. He said that the per capita purchasing power of the Canadian people would be tripled within the next five years as a result of the vast strides made in Canada's over-all economy.

NEW YORK—Troubles effecting the operation of coin operated equipment, which have been taken in stride by members of the industry for years, are now making news in the public press due to large cities operating parking meters. Last week The Cash Box reported that Chicago has difficulty in getting someone to collect the meters. New York has other troubles. When the collectors arrive, some of its meters have already been collected by vandals, leaving no dough and smashed equipment.

CINCINNATI, O.—Although it's best forgotten, if you want to know the devastating effect of the weather on outdoor locations throughout the country, here's a report by the National League Baseball office. The playing weather for the first month (started April 15) was the worst in its modern history. Postponements due to rain and cold weather topped the previous high set in 1933.

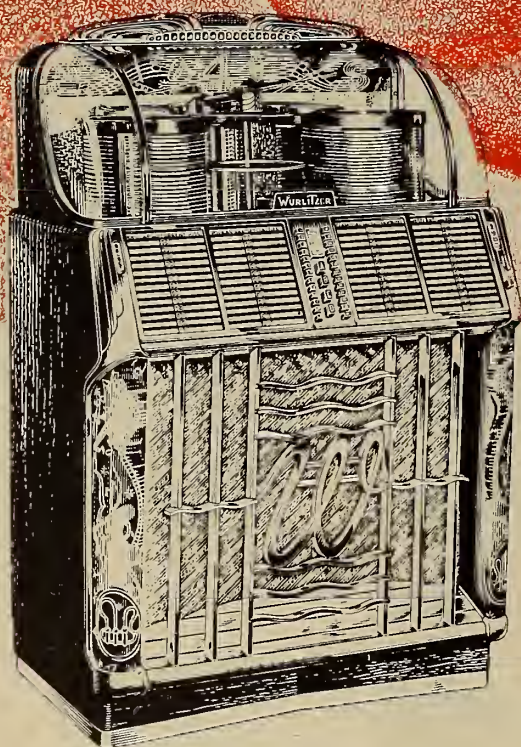
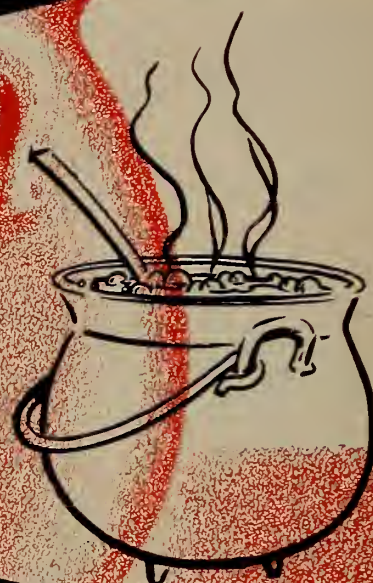
MANCHESTER, ENGLAND — A lesson in public relations by our English cousins. Although only in existence a few months, the Association of Automatic Machine Operators is taking fifty crippled children to an amusement resort on June 9. They will give the kids a full day, with all amusements, meals and sweets free. In addition there will be a souvenir for everyone.

"The reason we took in a juke box was to help stimulate our business by entertaining our customers and, thereby, keeping them in our place for a longer period of time. But, today, because of 10¢ play, we are actually enjoying very gratifying cash returns, in addition."



(Publisher's Note: The above is a summary of the statements that were given to "The Cash Box" by a representative cross-section of location owners thruout the entire city of Chicago where 10c, 3 for 25c juke box play has been in constant operation since December, 1950. These locations were personally visited by members of "The Cash Box" staff in Chicago, Illinois. The conversations held with these retailers definitely proved that they were extremely happy with 10c, 3 for 25c play, and that, further, they were happy over the very gratifying cash returns they were enjoying from their juke boxes. Where formerly, they only considered the juke box 'just another fixture,' today because of 10c, 3 for 25c play, they are cooperating much more closely with the juke box owners and helping to stimulate play.)

IT BOILS DOWN TO THIS



A Wurlitzer Fifteen Hundred will out-earn any Phonograph any time. This is easy to prove. Pick your location...put one in! Every time you empty the cash box, the evidence will pile up before you.

Make More Money with

Wurlitzer
Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, New York

YOU'RE IN THE "CLEAN-UP SPOT" WHEN YOU GO TO BAT WITH GOTTLIEB'S



GRAND SLAM



THE HARDEST HITTING, MOST COLORFUL PERFORMANCE EVER ON A PLAYING FIELD!

- ROTATION SEQUENCE 1 to 9: when numbers 1 to 9 are hit in rotation, one to six numbers RE-LIGHTS for REPLAYS! As play continues, REPLAY LIGHT TRAVELS TO ANY ONE OF THE OTHER BUMPERS!
- When "A"- "B"- "C" ROLL-OVERS are made, TWO BOTTOM "HOME RUN" ROLL-OVERS LIGHT UP for REPLAYS. ROLL-OVERS "A" and "C" LIGHT ADDITIONAL CONTACTS FOR SUPER-HIGH SCORE!
- 4 HOME RUN TARGETS!
- BALL IN KICKOUT HOLE awards HIGH SCORE and puts a MAN ON BASE. Hitting any of the HOME RUN TARGETS brings in men on base for additional runs.
- Men on any two bases light up SPECIAL ROLL-OVER for REPLAYS!



SUPER-HIGH SCORE to 7 MILLION!

- 3 "POP" BUMPERS!
- 2 SUPER-POWER FLIPPERS!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS
"There is no substitute for Quality!"

ORDER FROM YOUR DISTRIBUTOR NOW!

Call For New Games

Amusements Field Seeks New Products To Assure Continued Boom Thruout Summer - Fall

CHICAGO—Roadmen returning to their factories here are reporting there is a call throughout the field for new amusements to insure continued boom play throughout the summer and into the fall-winter season of '53.

This was reported here some weeks ago, when operators began to ask for more new type products, to vary equipment on their routes.

With letdown in play on some machines, these men report, they want others to continue to hold up and step up play action.

In the meantime, factories here continue to work overtime, in an effort to supply the present demand for amusements.

The demand for new type games is not at all new, as all in the industry realize, and is one demand which the manufacturers here have attempted at all times to completely satisfy, is the way one leader here puts it.

One well known manufacturer stated, "The one big reason for our experimental department is to devise and develop entirely new amusement products for the trade."

This manufacturer, and others, have constantly called on the nation's amusement operators to come in with any and all ideas which they may

have, so that the manufactories here could develop these in an effort to bring the trade something entirely new.

This forthcoming summer, many here believe, will be one of the best in all the history of the industry. These men also realize that, to continue this peak play action, the operators require new products.

N. Y. Music Ops To Stay On 5c Play

NEW YORK—At a gathering of a group of representative music operators on Tuesday night, May 12, in this city, it was decided that music machines will continue to operate at 5c play at present, according to Al Denver, president of the Automatic Music Operators Association.

After lengthy discussions Denver polled the opinions of the men present, with the result these operators felt that with their present method of operating plus many other complex problems, it was feasible to continue at this time on the same nickel basis.

WANTED TO BUY FOR CASH

Seeburg 100-A	Seeburg 100-B
Evans Constellation	Wurlitzer 1400
Seeburg Bear Guns	Keeney Air Raider
United DeLuxe 6 Player	United Super 6 Player
United Star 6 Player	Chicago Coin 6 Player DeLuxe
Seeburg Wall Boxes	Seeburg Tear Drop Speakers

STATE QUANTITY, CONDITION AND QUOTE LOWEST CASH PRICE IN FIRST LETTER

BADGER SALES COMPANY • 2251 WEST PICO BLVD. • LOS ANGELES 6, CALIF.

Modern "Kiddie Town" Nears Completion

CHICAGO—Featuring the most ultra modernistic building designs, "Kiddie Town," located on Harlem Avenue, between Irving Park Road and Cullom Avenue, here, is nearing completion.

In addition to famed rides, designed especially for the kiddies, like the "Shoot-The-Chutes," trains, and others, there will also be an arcade, designed to meet the size of average kiddie.

Those who have seen the ultra modern designed buildings going up have marveled at the beauty and attractiveness of "Kiddie Town."

Shopping center, restaurants, ice cream stands, shooting galleries, circus, and many other innovations will make up "Kiddie Town."

"It's possible that at some future date, the operators may change their minds, but at present we will make no change," commented Denver.

ORDER! NOW!
The Greatest Bally's "SPACE SHIP"

RUNYON SALES COMPANY
Factory Representatives for AMI Inc. Bally Mfg. Co., J. H. Keeney & Co., Inc. Permo Inc.

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

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

JUKE BOX OPS MUST PAY

All Juke Box Ops Must Pay ASCAP Music Publishers and Song Writers

CHICAGO—Every juke box owner in the nation must pay for the right to use the copyrighted music of all ASCAP (American Society of Composers, Authors and Publishers) music publisher's tunes, and also pay the song writers (composers) of those tunes.

This payment must be made to the music publishers and the song writers regardless of whether the juke box operators do, or do not, like to do so.

This payment is being made now. The nation's juke box owners are now paying on everyone of the ASCAP copyrighted tunes they are featuring in their juke boxes.

The payoff comes when the operators purchase any recording which features the tune of an ASCAP music publisher.

This payoff is added onto the price the operator pays for that recording.

Therefore, the operator is paying to the ASCAP music publisher and song writer, via the record manufacturer, the royalties which these people demand for the use of their copyrighted music.

With the McCarran and Dirksen Bills being pushed on hard for quick public hearings before the Senate's Judiciary Committee in Washington at this moment by the proponents of these two bills, it has become necessary that every single juke box owner in the nation (whether he owns 1 juke box or whether he owns 1,000 juke boxes) realize that he is, everytime he purchases a recording featuring an ASCAP copyrighted

tune, paying off to the ASCAP music publisher and the ASCAP song writer for the use of that tune in his juke box or juke boxes.

The fact that ASCAP (as the collective collection agency of the ASCAP music publishers and composers) now wants to collect a tax on top of an already paid tax (double royalties for the same music) in both the McCarran and the Dirksen Bills, simply means that every operator in the nation must now come to the realization that **HE IS ALREADY PAYING THESE PEOPLE.**

The ASCAP music publisher and the ASCAP composer *IS* ASCAP. They can't get away from that FACT.

When these people *ADMIT* that they are being paid by the record manufacturers (and the record manufacturers *ADMIT* that they add the royalty onto the selling price of the record) **THEN THESE PEOPLE ADMIT THAT THEY ARE ALREADY TAXING THE JUKE BOX OWNERS OF THE NATION** whether these men own one or a thousand juke boxes.

In these days when the Congress of the United States is desperately seeking ways and means to **CUT DOWN TAXES**, surely, then, it is not the purpose of the nation's lawmakers to **ADD TAX ON TOP OF ALREADY PAID TAXES.**

This would be, without any doubt, whatsoever, the greatest travesty on American justice which has yet been perpetrated upon any group of peoples in this history of this nation!!!

With the power of Federal Law behind them. With the fact that even in this travesty ASCAP still does not mention the amount of monies it wants (directly) even though the peoples who compose ASCAP are already getting paid royalties for the same tunes, **IT COULD MEAN THE END OF THE JUKE BOX MUSIC OF AMERICA.**

That means the **END OF THE MUSIC OF THE POOR.** The music of the "Workingmen's and Workingwomen's Clubs" of the nation would be **FINISHED.** That's where the nation's juke boxes are located. In the Workingmen's Clubs. In the ice cream parlors of the teenage groups. For the poor people.

In short, by this attempted grab of a tax on top of an already paid tax, ASCAP wants to: **"CRUCIFY THE MUSIC OF THE POOR ON A CROSS OF GOLD".**

All good business men do first things **FIRST.** This is, **RIGHT THIS VERY MINUTE, THE BIGGEST AND MOST SERIOUS PROBLEM CONFRONTING THE ENTIRE JUKE BOX INDUSTRY.**

Surely, then, **THIS** is what every single juke box owner in the nation should **BE THINKING ABOUT RIGHT THIS MINUTE:**

"Will I, or will I not, be able to stay in business if ASCAP wins in Washington and either the McCarran Bill or the Dirksen Bill becomes LAW?"

THINK!

ASCAP BATTLE LOOMS AS CONGRESS VACATION NEARS

Miller Alerts Trade

Advises ASCAP Pushing For Immediate Public Hearings On Mc Carran-Dirksen Bills



GEORGE A. MILLER
President and General Manager, MOA

OAKLAND, CALIF.—George A. Miller, president and business manager of MOA (Music Operators of America, Inc.) made extensive use of long distance telephones this past week to alert the entire automatic music industry to the fact that the proponents of the McCarran and Dirksen Bills were pushing hard to get immediate public hearings in Washington.

Association leaders whom Miller contacted are reported to have swung right into action and emergency meetings have been called to advise juke box ops that the bills in the Senate's Judiciary Committee in Washington may soon come up for hearings, if the proponents of these bills are successful in their efforts.

Miller urged all whom he spoke with to prepare for one of the very toughest battles ever yet fought with ASCAP in defense of the entire juke box industry.

Foresee Lumping Thru Of Many Bills As Congress Gets Ready For Vacation Dash. Music Men Urged To Prepare For Quick Appearance In Washington To Battle ASCAP Bills. No Time For Letdown, MOA Reports, Urging Local Ops Orgs To Step Up Defense Program

CHICAGO — Long awaited clash with ASCAP is expected momentarily by many juke box leaders as Congressional vacation period nears.

Belief here is that Congress will want its vacation somewhat earlier this year for return to work around September with ending of 83rd Session sometime in December.

Music men are urged to be prepared for a sudden call to Washington, D. C. as ASCAP moves to get open public hearings on the two bills now before the Senate's Judiciary Committee.

The two bills were introduced by Senators McCarran and Dirksen. Heading the Senate's Judiciary Committee is Senator Alexander M. Wiley (R., Wis.).

Reason for belief that these bills may come up for open public hearings in very sudden fashion is due to general lumping together of many bills as Congress gets ready to dash away for its summer vacation period.

This has happened in past years and music men were forced to dash on to Washington during the hot dog days of the year to defend themselves against attempted ASCAP legislation.

MOA is cognizant of the possibility of a sudden and early trek to Washington and has intensified its efforts to get all local association members to step up their defense programs.

Some of the leading state and city associations have been contacting all of their juke box owner members warning them of an early battle in Washington and calling upon them for complete cooperation at this time.

All action to be taken on the part of the nation's juke box operators will clear thru MOA, according to George A. Miller, president and business manager of this national organization.

Record and automatic phono manufacturers are expected to work thru their own organizations to cooperate with the nation's juke box ops, it is reported.

State Music Orders Carload Kiddie Rides

NEW YORK—Nat Cohn, president of Riteway Sales & Manufacturing Company, this city, reported that both Abe Susman and Audrey Hunter of State Music Distributing Company, Dallas, Texas, spoke with him on the phone, stating that the rainy weather had passed away, and that with sunshine prevailing, their customers were ordering Cohn's kiddie rides in good numbers.

Susman ordered a carload of "Atomic Jets" and "Aqua Jets", split half and half, for immediate shipment, Cohn stated.

State Music has a trailer traveling the territory, displaying both these kiddie rides, under the direction of Bob Hunter. Hunter drives up to an operator's place of business, runs a long wire cable into the electric socket inside the office, and demonstrates the equipment right in the trailer.

"The coin machine business has become very competitive these last few years" stated Susman, "and we feel that our firm, as with any progressive sales organization, must do two things: sell substantial equipment, and also contact those operators who are so busy they cannot visit our offices. We know we can depend

Wurlitzer Sales Up

CHICAGO—ILL.—R. C. Roling, president of The Rudolph Wurlitzer Company, announced this week the consolidated operations of the company for the year ending March 31, 1953.

They were:

1. Consolidated net sales of coin-operated phonographs, pianos, electronic organs, and defense work amounted to \$35,321,802 exceeding sales of the preceding year of \$30,013,542 by approximately 18%.

2. Consolidated net profit after all reserves, but before federal and state income taxes was \$2,206,722. The provision for these taxes was \$1,100,000, leaving a net profit for the year of \$1,106,722, equal to \$1.33 per share of common stock.

3. Defense work is playing an increasingly important role in the company's activities at the North Tonawanda, New York plant. Unfilled orders total approximately \$20,000,000.

"Production of civilian items is at a high level, and we are optimistic about sales and profits for the current fiscal year," stated Roling.

on the quality of the machines we sell, and with the trailer, we are getting them to the attention of the trade."

PANORAM OPERATORS!!

We can supply all RCA PARTS (Claws, Aperture plates, Sprocket shoes, etc.) for Panoram Projectors. Also complete projectors for spares. All at extremely low prices.

WRITE, WIRE, PHONE

PHIL GOULD 283 Market St.
NEWARK, N. J.
(Market 2-4275)



Geo. George

IMPORTANT NOTICE



Roy Monroe

THE REASON WE ARE NOT LISTING ANY EQUIPMENT THIS WEEK IS DUE TO THE FACT WE ARE RIGHT IN THE VERY MIDST OF OUR ANNUAL SUMMER CLEARANCE INVENTORY. ALL ARCADE EQUIPMENT, PINBALLS, BINGOS, PHONOGRAPHS AND MUSIC ACCESSORIES, ONE-BALLS, SUPPLIES, PARTS, KIDDIE RIDES, IN FACT, ANY AND EVERY MACHINE IN STOCK BEING CLEARED AWAY AT THE LOWEST INVENTORY CLOSEOUT PRICE. WRITE—WIRE—PHONE—TODAY!!!

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

Internal Revenue Bureau Issues New Depreciation Tax Rule

Assures Taxpayers Deductions For Depreciation Will Generally Be Taken At Face Value Unless There Is "Clear and Convincing Basis For Change"

WASHINGTON, D. C.—In an effort to achieve "a more liberal and flexible depreciation allowance system," the Internal Revenue Bureau sent a set of instructions this week to its district commissioners.

In its instructions, the bureau listed these facts for "careful consideration" under the new policy:

"(A) Whether depreciation rates used by the taxpayer are fair and reasonable under the circumstances;

"(B) Whether the taxpayer has followed a consistent practice in arriving at the amount of depreciation deductions;

"(C) Whether in considering all factors, including reasonable tolerances, any adjustments proposed are substantial."

The bureau said also that careful consideration must be given to facts and arguments presented by the taxpayer with respect to obsolescence, as well as to the repair and maintenance policy of the taxpayer.

The bureau assured taxpayers that their deductions for depreciation will generally be taken at face value unless there is "a clear and convincing basis for a change."

The new policy has two applications:

1. Where a taxpayer has received some manner of affirmative assurance from the bureau that his depreciation deduction has been accepted, it shall not be challenged in future returns.

2. Even when it has gone for some time without any positive assurance, the deduction shall not be disturbed because of simple differences of opinion.

Both these assurances, however, are subject to the "clear and convincing" qualification.

It was explained by an official of the Internal Revenue Bureau that a taxpayer may regard as affirmative clearance such things as "agreements in conference" reached with bureau agents, or the receipt of a so-called 30-day letter in which no specific challenge to the depreciation deduction is raised.

The 30-day letters usually are sent by collectors to taxpayers as preliminary

notice by the bureau of its intention to make a change in one aspect of a tax return. If the letter received by a taxpayer makes no reference to depreciation adjustments, this omission may be regarded by him as an affirmative acceptance of the adjustments, the official said.

By the same token, the taxpayer is not to assume that the bureau's silence regarding his return constitutes positive assurance of no future challenge, he added. What this comes down to is a policy of allowing depreciation adjustments to go unchallenged unless there is some substantial and serious doubt concerning their validity.

In his policy statement accompanying the new regulations, Commissioner of Internal Revenue, T. Coleman Andrews, said:

"The Internal Revenue laws allow as a deduction in computing net income a reasonable allowance for depreciation of property used in trade or business or of property held for the production of income. The purpose of the deduction is to permit taxpayers to recover through annual deductions the cost (or other basis permitted by law of the property over the useful life of the property.

"The determination of the amount of the deduction is largely a matter about which there may be reasonable differences of informed judgment, but the impact on the revenues resulting from these differences may be negligible one way or the other over the years involved.

"Accordingly, effective May 12, 1953, and as respects all open years for which agreement as to the tax liability has not been reached at any level within the Internal Revenue Service as of that date, it shall be the policy of the service generally not to disturb depreciation deduction only where there is a clear and convincing basis for a change. This policy shall be applied to give effect to its principal purpose of reducing controversies with respect to depreciation."

Andrews said that this statement is "one phase of the broader study of tax policy with respect to depreciation which is currently under study by the staff of the Undersecretary of the Treasury, Marion T. Folsom."

Meeting Dates Of Music Operators' Associations

- May 18—Amusement Machine Operators of Baltimore
Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
- 19—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 19—Westchester Operators Guild Dinner
Place: Bill Reiber's Restaurant, Elmsford, N. Y.
- 20—California Music Guild
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 23 & 24—Music Guild of Nebraska
Place: Hotel Pathfinder Fremont, Nebraska
- 25—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- 25—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.
- 26—Western Massachusetts Music Guild, Ralph Ridgeway
Place: Ivy House, West Springfield, Mass.
- 26—Automatic Phonograph Owners' Assn., Cincinnati, Ohio
Place: 1010 Traction Bldg., Cincinnati, Ohio (board meeting).
- 26—Automatic Phonograph Owners' Assn., Cincinnati, Ohio
Place: Hotel Sheraton Gibson, Cincinnati, Ohio (general meeting).
- 26—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 26—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 28—Miami Automatic Music Operators' Assn.
Place: Miami, Fla.
- June 1—Amusement Machine Operators of Baltimore
Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
- 1—California Music Guild
Place: 311 Club, 311 Broadway, Oakland, Calif.
- 4—California Music Guild
Place: Sacramento Hotel, Sacramento, Calif.
- 4—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (general).
- 9—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 9—Auto. Phono Owners Assn.
1010 Traction Bldg., Cincinnati, Ohio.
Place: Hotel Sheraton Gibson, Cincinnati, Ohio.
- 9—Western Massachusetts Music Guild, Ralph Ridgeway
Place: Ivy House, West Springfield, Mass.
- 9—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 9—California Music Guild
Place: Fresno Hotel, Fresno, Calif.
- 11—California Music Guild
Place: U. S. Grant Hotel, San Diego, Calif.
- 15—Amusement Machine Operators of Baltimore
Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
- 17—New York State Operators' Guild
Place: Palatine Hotel, Newburgh, N. Y.
- 25—Miami Automatic Music Operators' Assn.
Place: Miami, Fla.



BASEBALL IS HERE AGAIN!

RIGHT OFF THE BAT... *Williams*
BREAKS ALL PROFIT RECORDS
WITH *De Luxe*
BASEBALL

Proved OVER A
PERIOD OF YEARS THE
OUTSTANDING
MONEY MAKER
OF ALL!!

NEW ELECTRIC PITCHER

LITES ON
PLAYFIELD BASES
INDICATE MEN
ON BASES!

5¢ - 10¢ - 25¢

Single Entry Slug-Proof Coin
Mechonism Accepts Credits in
any combination of coins.
Records Credits for all coins
paid in Advance.

MANUALLY
CONTROLLED
BAT!

Adjustable
TO OPERATE ON:

1 PLAY for 10¢ - 3 PLAYS for 25¢
or
1 PLAY for 5¢ - 2 PLAYS for 10¢
5 PLAYS for 25¢

Yes!

OPPOSING TEAM
IS ON THE FIELD
SET OFF BY A
REALISTIC BACK-
BOARD BASEBALL
FIELD IN PANORAMIC
THIRD DIMENSION

MANUALLY
OPERATED
BUTTON
CONTROLS PITCHING
UNIT

HINGED FRONT DOOR FOR EASY SERVICING!
PLAYER ACTUALLY PITCHES AND BATS OWN BALL!



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILMORE ST. CHICAGO 24, ILL

ORDER FROM YOUR DISTRIBUTOR TODAY!

THRU THE COIN CHUTE UPPER MID-WEST MUSINGS

With the fishing season opening up Saturday, May 16, in Minnesota and Wisconsin, the operators have been busy getting their lake spots lined up with pin games and phonographs and of course, some of the operators will be out on the lake themselves. . . . Mr. and Mrs. William Doty of Clarksville, Iowa, made a buying trip to Minneapolis and William was talking about fishing for the big ones up in Canada. . . . Mrs. Annette Harrison of The Howard Sales Company in Minneapolis is in California for a short vacation. . . . Andy and Ella Oberg of Grand Forks, N. D., spent a few days in the Twin Cities. . . . A frequent visitor to the Twin Cities is Andy Benna of Ironwood, Mich. . . . Lawrence Sieg of Augusta, Wis., managed to get some time off to make the trip into Minneapolis to see what is new in coin operated equipment. H. J. Stephan and Oscar Winter of La Crosse, Wis., were seen in town looking over the new bowlers.

Andy Theisen of the Northland Music Company, Brainerd, Minn., was in a hurry to get back home as he was anxious to get additional lake spots lined up. . . . Lewis Reuben of Lieberman Music Company is currently calling on operators in N. D. and Mont. . . . Norton Lieberman, also of Lieberman Music Company is presently covering the Iowa and Nebraska territory. . . . Among those who made the trip into the Twin Cities were: John Czerniak of Duluth, Minn.; Jim Lucking of Benson, Minn.; Mr. and Mrs. Frank Betz, St. Cloud, Minn.; John Howe, Foley, Minn.; Amos Miller of Spooner, Wis.; Jack Harrison, Crosby, Minn.; Oscar Englund of Alexandria, Minn.; Glen Rackliff, Superior, Wis.; and Gordon Dunn of Moose Lake, Minn. . . . Mayo Priebe of National Scale Company, Rochester, Minn., returned this week from the horse show at Waterloo, Iowa. Mayo exhibited several fine horses there. Harold Havenor of Eleva, Wis., is able to devote some time to politics in addition to running his route.

Central Moves To New Quarters

W. J. Mashek, president of Central Music Distributing Company, Kansas City, Missouri and Omaha, Nebraska, announced that the Omaha office has moved to their new location at 1209 Douglas Avenue.

The new home, a four story brick building, was purchased last fall, and has been extensively remodeled. A large display room, business and sales offices are on the main floor as well as a complete parts department. Second floor is divided into two sections—one for display of used merchandise and one-half for a new modern shop. A new paint room as well as a completely modern electronic panel has been added to the shop, which will enable the service department to thoroughly recondition used merchandise.

Third floor will be used for storage of stock as will the basement.

The new location is centrally located in the wholesale district and is three blocks from the Iowa-Nebraska bridge.

Mashek stated that the move to larger quarters was made necessary by the increase in business enjoyed by



SEEBURG
M 100 C

BUY THE BEST IN MUSIC

Reconditioned—Refinished

SEEBURG 1-46	150
SEEBURG 1-46 HIDEAWAY	125
SEEBURG 1-47	175
SEEBURG 1-48 BLOND	225
SEEBURG M-100A	650
SEEBURG WOM (W4-L56)	35
WURLITZER 1015	150
WURLITZER 1100	275
WURLITZER 1080	140
WURLITZER 1250	250
WURLITZER 1400	Write
A.M.I. MODEL A	325
A.M.I. MODEL B	395
A.M.I. MODEL C	425
ROCK-OLA 1422	125
ROCK-OLA 1426	150
ROCK-OLA 1428 BLOND	250

EXCLUSIVE SEEBURG DISTRIBUTORS IN ILLINOIS AND IOWA

ATLAS MUSIC COMPANY

2200 NORTH WESTERN AVE.
CHICAGO 47, ILLINOIS

(Phone: ARmitage 6-5005)

WANTED

5-10-25c COIN COUNTING MACHINE
SEEBURG 100 SELECTION BOXES AND
BRACKETS
SCOOPY BALL GUM VENDORS
Supreme Distributors, Inc.
3700 N. E. 2nd AVENUE, MIAMI 37, FLA.

Central in the game sales and particularly by the fine response to the new Wurlitzer phonographs.

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

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

North Carolina Vending Ops Score Major Tax Victory

RALEIGH, N. C.—The vending machine operators in North Carolina scored what they consider a major victory this past week when the State Legislature repealed per machine taxes on all vending machines, except those dispensing carbonated beverages.

Effective June 1, operators of five or more cigarette, candy, gum, peanut, ice cream, milk, non-carbonated beverages, scales and other types of vendors will pay license fees as follows: cigarettes \$250; food or other merchandise (5c or more) \$150; soft drinks \$100 (in addition, carbonated soft drink dispensers must pay a \$15 fee per machine); food or other merchandise (less than 5c) \$25.

Coffee machines are not considered to be soft drink dispensers and are

not subject to per machine taxes.

Operators of less than five machines and operators of any number of machines maintained on their own premises can still pay per machine taxes at the old rates, and not be considered operators.

A "permissive" tax, permitting counties, cities and towns to levy an occupational license of up to \$10 on cigarette vending machine operators is on the books, but they are prohibited from taxing any machine.

Credit for this accomplishment, it is stated, is given primarily to Phil Bullick, Piedmont Canteen Service, Greensboro; Edward F. Deacon, Selective Sales, Inc., Asheville; Herman Saxon, Saxon's Inc., Charlotte; David Henderson, attorney, Charlotte; and Frank Burns, Greensboro.

Houston, Texas Looms Big As C. M. Operating Center

HOUSTON, TEX.—The Southwest, during the past decade, has been experiencing an industrial expansion without parallel in the history of the nation, and it is reported that the end is by no means in sight.

The importance of Houston as an ocean seaport, which is today considered among the top, will be stepped up greatly in the future if plans, now in the works, receive the green light.

The first concerns a bond election to be held early next month when voters will be asked to approve a \$6 million issue for various port improvements, and another \$9 million obligation for purchase by the Harris County Navigation District of the privately owned Long Reach Terminal for general port operations.

The second is a proposal submitted by the Navigation District Commissioners to the U. S. Corps of Engineers asking that the man made ship channel that reaches 50 miles from the heart of the city to the Gulf of Mexico be widened thruout and deepened to a usable depth of forty feet.

These latest moves in a series of port improvements are designed to

provide greater service for shipping and to facilitate ocean going vessels entries and departures, particularly the new deep draft super tankers coming off the waves.

All these plans to add to the growth of Houston means that the operators of coin operated equipment will continue to have opened for them additional locations, plus the fact that there will be more population available to use them.

It is said that the Houston ship channel has spawned an "avenue of industry" which now includes more than 100 major plants with upwards of \$1 billion of capital investment. Big oil refineries, synthetic rubber plants, a steel mill, pipe foundries and diversified light manufacturing of all types line the big waterways on both banks.

Also situated on the ship channel are 38 chemical plants, a concentration that is predicted some day will make Houston the world's leading chemical center.

With all these encouraging factors, operators in this city can look forward to a continued and improved play on their machines.

90% Exhibit Space Sold For NAMA Show

CHICAGO—More than 90% of available exhibit space at the Conrad Hilton Hotel in Chicago has been sold to 101 firms who will exhibit at the 1953 trade show of National Automatic Merchandising Association, Aug. 23-24-25-26, according to John Pero III, Pero Associates, New York City, chairman of the exhibit sales committee.

Seventy-four exhibitors had already reserved space within a month after it was placed on sale, and an additional 27 firms have been added to the list. Manufacturers and suppliers of vending machines, candy, chewing gum, nuts, tobacco products, bakery products, beverages, coffee, dairy products and paper cups are well represented.

Maryland Match Co. Cooperates With NAMA 'Red Feather' Campaign

BALTIMORE, MD.—Martin Paul, sales manager of the Maryland Match Company, this city, announced that his firm will cooperate with the 1953 "Red Feather" campaign, sponsored by the National Automatic Merchandising Association.

Match folders bearing United Community Fund slogans will be made available by the Maryland Match Company to cigarette vending machine operators, who will dispense them to the public in advance of the nation-wide charitable drive in late September and October, 1953.

Lily-Tulip Cup Corporation, Dixie Cup Company and Maryland Cup Company have already indicated their willingness to manufacture paper cups imprinted with "Red Feather" slogans for operators of drink vendors.

Ill. Bill Introduced To Permit State and City License & Tax

SPRINGFIELD, ILL.—A bill was introduced in the Illinois Legislature on May 6 which would permit the state and cities to license and tax coin operated amusement devices and automatic music machines.

As I See It

A Weekly Column by AL SCHLESINGER



In 'III' Parts Part II

The car rolls along and I drive through Glens Falls. Here I can recall Cliff Withams, whose business now is being operated by his son Cliff, Jr. Another old timer here is Henry C. Knobloch, who always got the greatest pleasure out of coin machine affairs. Still hale and hearty Henry is still operating. The Village of Lake George is ahead, and there are still two arcades here which are only open during the summer months. One of these arcades has a miniature golf course that has been in continuous operation since the first boom, over twenty years ago. There may be another one in Miami, but I am not certain it has been operated continuously.

As I leave Glens Falls, I enter the Adirondack forest range and shortly pass Schroon Manor Hotel in Schroon Lake, N. Y. I recollect the day in 1940 I stopped in to interrupt Earl Winters who then was the sales manager for Bill Rabkin's International Mutoscope Reel Co. I knew Earl was on vacation, but my visit was to get more and faster deliveries of that sensational hit, known as the Skyfighter. As I continue driving north I come into heavy pine country and eventually enter the City of Plattsburgh. Here in 1941 Jim Holland, the dean of all northern operators, wined and dined me at the Elks Club and arranged the finest accommodations at the Hotel Weatherill. What a wonderful host he was! Jim, today is 78 years young and still operating. A real pioneer. I faintly recall Joe Long, another local operator who started around 1938 and is still operating here.

I have reached the northern apex of my tour and start west, eventually driving into Malone, N. Y. This brings to mind another old timer, Al Hardy, whose business is now capably managed by his two sons who have learned well from their dad. Al has gone into raising hops and turkeys. The famous Hardy turkeys, all packaged are shipped out all over the country from here.

As I hit the road again I head for Saranac Lake, N. Y. In this community Ralph Huntington has operated successfully since 1934. At one time his operations extended about seventy five miles from his base here. The years have taken their toll of Ralph and recently he sold parts of his routes to his faithful mechanics, Earl Kinville and Fred Caneveri. Two of his other mechanics formed a partnership and Ralph sold them all of his equipment in the Lake Placid area. These two former employees are Jack LaHart and Thomas Oddy. Today, Ralph is concentrating between Saranac Lake and Tupper Lake. He has two mechanics left, who, perhaps someday in the distant future, when Ralph retires, will share in this operation. Ralph, you have been a good operator and a credit to the coin machine industry.

(Concluded next week)

We're Running Out Of Games!

THESE ARE STILL AVAILABLE!

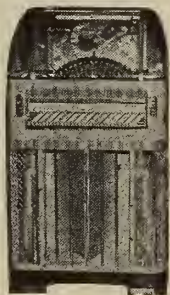
DALE GUN	\$59.50
RAG MOP	74.50
FROLIC	395.00
SPOT LITE	269.50

RUSH YOUR ORDER!

LAKE CITY AMUSE. CO.
4533 PAYNE AVE., CLEVELAND, O.
(Tel.: HE 1-7577)

Rock-Ola "FIREBALL"

120 SELECTIONS AT THE PHONOGRAPH ...AT THE WALL BOX!



MORE SELECTIONS MAKE MONEY FOR YOU...

TOP \$ TRADE-IN DEAL SAVES YOU MONEY!

You're Ahead at the Start with "Fireball"!



Phone: EVerglade 4-2300

Chicago 47 2330 N. Western Ave.

NEW!
2 FULL FIVE-MAN TEAMS!

The only game that offers realistic bowling competition for 5-man teams!

4 Ways to Play!

- ★ 20-30 SCORING
- ★ EXTRA SHOTS ON TENTH FRAME
- ★ BONUS PLAY: EXTRA SHOTS ON ALL FRAMES
- ★ DOUBLE SCORING IN 3rd-5th or 7th frame!

4 WAYS Adjustable BY OPERATOR ON DIAL INSIDE CABINET

See YOUR KEENEY DISTRIBUTOR!

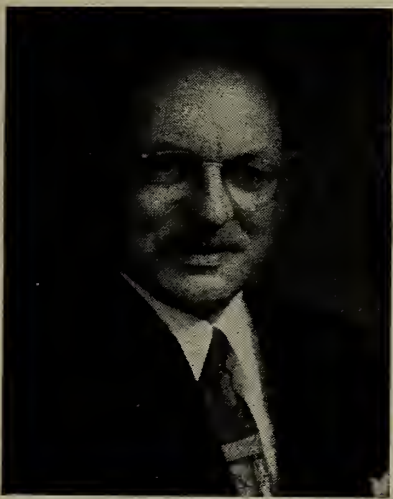
IMMEDIATE DELIVERY!

J. H. Keeney & CO., INC.
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

LOCATIONS ARE ASKING FOR
Keeney's CLUB BOWLER

act today!

Bally Plant Awarded Contract



CHICAGO, ILL.—Herb Jones, vice president in charge of defense production at Lion Manufacturing Cor-

poration, parent corporation of Bally Manufacturing Company, announced today that the corporation has been awarded another contract by the Department of the Navy. "Although the item—vital munitions components—is new," Jones stated, "the contract was awarded to us primarily because of our record in producing a related item during the past 2 years. In fact, we did not seek the contract but were selected because of past performance. The new Government contract will extend defense production at the Bally plant well into 1954 but will not interfere with game production, because day and night shifts will be employed to meet the requirements of the Government without slowing down on the terrific demand for 'Beach Club,' 'Space-Ship' and 'The Champion'."

"SodaShoppes" To Be Placed In L. A. Theatres

LOS ANGELES, CALIF.—Al Silberman, automatic merchandise division head of Badger Sales Company, this city, disclosed sale of six-drink "SodaShoppes" to be operated in all Warner Brothers Theatres in the Los Angeles area.

The acceptance of the six-drink "SodaShoppe" by the Warner theatre chain is another milestone in the increasing popularity of the coin-operated drink machine, Silverman stated. Seymour Smerling, vice president of Confection Cabinet Corp., operators of the Warner theatre locations, was in Los Angeles this past week supervising the installation of the machines.

"Our sales volume of six-drink

"SodaShoppe's" has constantly increased," Silberman disclosed. "No other coin operated drink machine has been so popular and has met with such universal operator acceptance. The 'SodaShoppe' dispenses four carbonated and two non-carbonated beverages, has a 1000 cup capacity, and occupies the smallest amount of space of any machine on the market," he added.

In addition to the Warner sale, Silberman disclosed the sale of "SodaShoppes" for operation in the Edwards Drive-In Theatres, a chain of twelve theatres in Southern California. Max Halpern of Los Angeles Drink-O-Mat Service operates the Edwards chain.

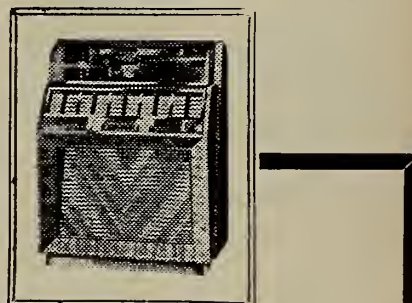
Committees Set For Coin Machine Industry UJA Annual Drive

Barney Sugerman Guest Of Honor

NEW YORK—Preparations for the coin machine industry drive for the United Jewish Appeal of Greater N. Y. (UJA), in which Barney Sugerman of Runyon Sales Company, this city, is the Guest of Honor, are now proceeding rapidly.

The annual coin machine affair is set for the night of June 23.

Jack Mitnick, eastern regional representative for AMI, Inc., is the chairman, and is devoting considerable time to this project. Honorary chairmen are: Al Denver and Sidney Levine. On the executive committee are: Charles Aronson, Robert Austin, Ben Becker, Edward Berg, Charles Bernoff, Theodore Blatt, Al Bodkin, Frank Calland, Nat Cohn, Joe Connors, Abe Fish, Joe Fishman, J. Cameron Gordon, Abe Green, Arthur Herman, Louis Hirsch, George Holtzman, Morris Kahn, Irv Kempner, Saul Kesselman, Max Klein, Perry Lowengrub, Mike Munves, Meyer Parkoff, Carl Pavesi, Seymour Pollak, George Ponsler, Louis Price, Harry Rosen, Barney Schlang, Jack Semel, Larry Serlin, Al Simon, Dick Steinberg, Dave Stern, Sol Tabb, Barnet Tannenbaum, Sal Trella, Sam Waldor, Max Weiss, and Joe Young. Division secretaries are: Nash Gordon and George Nemzoff.



★SEEBURG M100A..

Mechanism overhauled
Sound System thoroughly tested
Cabinet professionally refinished

Looks and Operates like new **\$595⁰⁰**

DAVIS DISTRIBUTING CORPORATION

SEEBURG FACTORY DISTRIBUTORS

725 WATER STREET
SYRACUSE, NEW YORK

(Phone: 75-5194)

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For ...

1933
DAVID ROSEN
20th ANNIVERSARY
1953

REAL BUYS
Send For Our Complete PRICE LIST

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA
PHONE: STEVENSON 2-2903



A Sure Winner! ... **Chicago Coin's**
CROWN BOWLER
Triple Match Feature

Size
8 ft. x 2 ft.

1
Match A
NUMBER
0-9

FAST
ACTION!

2
Match A
NUMBER
and **STAR**
★

FAST
PLAY!

3
Match A
NUMBER, STAR
and **CROWN**
👑

Plus! **10th FRAME DOUBLE SCORE FEATURE!**

Player In 10th Frame Can Add Up To 180 POINTS To Total Score!

Plus! **5th Frame Score DOUBLES!**

- NEW HINGED FRONT DOOR WITH PROTECTED JUMBO CASH BOX!
- HIGH SCORE OF THE WEEK
- JUMBO "FLY-AWAY" PINS
- 7-10 SPLIT PICK-UP
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING

chicago
coin
MACHINE COMPANY

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

Badger Sales AMI Distrib



BILL HAPPEL

Entire staff of Badger Sales is being set up to handle the new AMI phonos and music accessories. Appropriate display space is being devoted to the line in the big offices and showrooms of the Badger firm on Pico Blvd. in Los Angeles, Calif.

Badger Sales have always been very close to the automatic phono biz and have long experience in sales and distribution of automatic phonos.

Ratajack of AMI reported from Los Angeles that he believes the firm will prove one of the most outstanding distributors.

Badger's fine service organization is already cooperating with the operators in the Los Angeles area to bring about quick and efficient service.

Westchester Dinner Completely Sold Out

PORT CHESTER, N. Y.—Reservations for the Westchester Operators Guild annual dinner to be held at Bill Reibers Restaurant, Elmsford, N. Y. have been completely sold out. According to secretary Seymour Polak "it will be necessary to refuse any additional reservations that come in henceforth".

Entertainment plans for the evening have been completed under the supervision of Nathan Bensky, chairman of entertainment.

Dime Play Tests Sensational

Both Number of Plays and Gross Increase



BABE KAUFMAN

ATLANTIC HIGHLANDS, N. J.—Babe Kaufman, this city, famous woman operator, advised The Cash Box that her firm is testing dime play in this area, and that after four weeks, the results have been most amazing.

"Not only has the gross been greatly increased, but the number of actual plays have also increased" stated Babe. "We have kept a close check on the meters of the machines

FOREIGN! BUYERS!

top manufacturers
top equipment

are you assured
guarantees for

Satisfaction and Profit!

We represent the nation's leading manufacturers and carry the world's largest stock of beautifully reconditioned Pin Games, Kiddie Rides, Music Machines, Arcade Equipment and Alleys.

Write for FREE Price List.
Parts and Service Manual available.

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

changed over to a dime, and know for a fact that play has been more than for nickle play. We don't know the answer but it's the truth."

Mrs. Kaufman relates that she placed an entirely different phonograph in all locations under test. "Even if was the same model machine", said Babe, "I pulled the machine on the location, and put back one with a different color. In this way the player feels he is playing an entirely different instrument."

Changeover to dime play will be made on several locations every week now, Babe stated, until her entire route is running dime play.

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

Industry Asked To Back:

EDGEWATER HEART FUND

CHICAGO—Paul and Ellen Brown of Western Automatic Music, Inc., 4206 North Western Ave., this city, sent in a contribution toward the "Edgewater Heart Fund" this past week.

Like many others in the industry they, too, believe that this is one of the most outstanding charitable causes, which is bound to bring ever greater glory to the entire business.

Responsible for creation of the "Edgewater Heart Fund", a memorial to the late George D. Moloney, is Allen J. Stern of World Wide Distributors, this city.

The "Edgewater Heart Fund" makes possible free heart surgery to all members of the coin machines industry.

In addition to serving all the needy who need such treatments, the "Edgewater Heart Fund", thru the Edgewater Hospital, 5700 North Ashland Ave., this city, serves all those it possibly can.

This is one great charitable cause, as all report thruout the nation, which can become the most outstanding charity achievement of all engaged in the coin machine industry.

Donations for the "Edgewater Heart Fund" are being solicited by all leading firms in this field.

Everyone engaged in the coin machine business is urged to send their tax deductible donations immediately to this publication, to Allen J. Stern at World Wide Distributors, or directly to the Edgewater Hospital, Chicago, Ill.

All checks should be made payable to: Edgewater Heart Association.

NOTICE

Donations to the "Edgewater Heart Association" can be sent to any of the following:

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

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

Edgewater Hospital, 5700 N. Ashland Ave., Chicago, Ill.

World Wide Distributors, 2330 N. Western Ave., Chicago, Ill.

Dr. Ira L. Schnaer, 109 N. Wabash Ave., Chicago, Ill.



Only a few weeks remain until the outdoor season opens, and the appearance of the sun this past week brought a great deal of activity to coinrow. Mike Munves, in particular, was under terrific pressure to fill orders for the Decoration Day opening. Large trailer trucks parked out front with machines being loaded on them, sidewalk stacked up with games, and shipping clerks moving equipment out through the doors. "Now that we've had a sunny weekend," stated Mike, "everybody hollering for immediate deliveries." Other wholesalers rushing out games and music to ops with locations at shore and resort spots.

A. D. Palmer, Jr., advertising and sales promotion manager of The Rudolph Wurlitzer Company, spends several days here. Reports tremendous interest in the company's new model 1650 phono. . . . Joe Young, Young Distributing, local Wurlitzer distrib, smiles happily as he gets a large delivery of the 1650 phono. . . . Nat Cohn, Riteway Sales, back from a week's tour through Tennessee and Georgia. . . . Martin Blatt, son of the famous Willie "Little Napoleon" Blatt of Miami, Fla., and associated with the operations of Harry Siskind, Brooklyn, announces he'll become engaged to Miss Pat Sackin sometime in June. . . . Samuel Wolberg, Chicago Coin Machine Co., Chicago, in New York to greet his daughter, Rosylin, and her husband, James G. Marks, who were arriving by boat from a European trip. . . . Phil Gould, doing very well at his Newark, N. J. arcade. Phil had another arcade in Coney Island, but sold it this spring. . . . Hymie Koepfel, Koepfel Distributing Co., still jittery over the near harmful injury to his wife occasioned when she was knocked down by a boy on a speeding bicycle. Mrs. Koepfel suffered head injuries, and was hospitalized, but fortunately no concussion resulted. . . . Irving Kaye tells us that the firm name for his kiddie ride manufacturing company has been changed to Rendolok Manufacturing Corporation. The firm is now in full production on its "Sea Queen," kiddie boat ride, and will introduce a complete line of 6 or 7 new small type, low priced rides, which can be used on the same base, a double action type movement.

Barney (Shugy) Sugerman, Runyon Sales Co., studying blue prints of renovations and remodeling of his New York offices. Actual work will start shortly, and Shugy states these new quarters will be the most outstanding on coinrow. . . . Harry Brown, well known commuter between Chicago and Philadelphia, visits along coinrow. . . . George Smith, a student at Princeton, son of Ben Smith, advertising counsellor for many coin firms, showed some of his father's instinct. When the Princeton students rioted a few weeks ago, George took several pictures and scooped the professional press. The current issue of Time magazine reproduced one of these pictures. . . . Sam Kramer, one of New York's pioneer operators, flashing pictures of his two grandchildren. . . . The second annual banquet of the Westchester Operators Guild being held at Bill Reibers' Restaurant, Tuesday night, May 19, a complete sellout. Many out-of-town visitors expected, as well as a number of top recording artists. . . . Archie Berger, now out of the coin biz, visits his friends on 10th Avenue. . . . Humbert Betti, H. Betti & Sons, once again leaves for a vacation in Italy. . . . Al Simon, Albert Simon, Inc., busy on the phone trying to explain to out-of-town ops, who demand more and more of ChiCoin's "Crown Bowlers" that the factory can't supply the demand. . . . Hey, you "20 Year Club" members—get ready for Babe Kaufman's get-together on Sunday, June 21. Send back that letter to Joe Orleck of The Cash Box (which you'll get in the mails) indicating your intention of attending. . . . Dave Rosen, Philadelphia distrib for AMI phonos, back from a short week's vacation in Miami. "I'm now ready for anything," smiles Dave. . . . Local coin firms greatly perturbed over the pressure exerted on them to join in celebrating a certain innocuous, meaningless event. . . . Music machine industry had better keep its eyes on impending events, such as surprise rush of ASCAP sponsored legislation for public hearing in Washington, or they'll be fighting for their existence.



Mrs. Lucille Trudury informs us that real action has broken out on the new "Cabana" game being put out by United Manufacturing Company. Lucille says a great many games could be sold but deliveries can't keep pace with the orders. . . . Once again Tac Amusement soft ball team, managed by Happy Giarrusso, won the first round championship in the Wesner Park League. . . . Bill Amann, of Amann Distributing Company, just back from a trip that covered Mobile, Ala.; Jackson, Miss.; and Memphis, Tenn. . . . An orchid to Betty of Gramophone who never loses her temper no matter how the operators rant because certain records are out of stock. . . . Anne Connino tells us September 18 is the day she and Tony plan on reducing their income tax. . . . Zeke Clements and wife Helen off on their annual vacation next week. . . . S. K. Bernheim, Bernheim Brothers, Monroe, La., distributor for Ristocrat "Dial-A-Matic" radio-phonograph in town to set up franchises. . . . Lupe Buckley off for a vacation in San Antonio, Texas, to store up strength for her tonsillectomy which will take place at the Baptist Hospital when she returns.

Mrs. Gloria Nuttall, manager of the record department of H. H. McCann Stores, Alexandria, La., leaving to raise a family. . . . "Chuck" Mahoney, M.G.M. salesman, riding around town in his sporty new gold colored Bell-Air Chevrolet. . . . Wonder what it takes to get to talk to Nick Carbajal. Nick is one of the busiest fellows in the business.

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

THRU THE COIN CHUTE CHICAGO CHATTER

Tremendous acclaim for the informative "Guide For Visitors" directory column, which appeared here last week, brought requests that Chicago's distributors also be listed, so that operators visiting here would have this information at their finger tips. The list appearing here consists of "exclusive distributors" for manufacturers. Firms listed alphabetically.)

ATLAS NOVELTY CO.
2200 N. Western Ave.
(Tel.: ARmitage 6-0550)

Located on Northwest side of city. About 20 minutes from Loop by cab. (Western Ave. is 2400 West). Distributors for: J. P. Seeburg Corp. See: Morrie Ginsberg, Eddie Ginsberg, Nate Feinstein, Harold Schwartz.

AUTOMATIC PHONO DIST. CO.
806 N. Milwaukee Ave.
(Tel.: CHesapeake 3-3900)

Located on near Northwest side of city. About 10 to 15 minutes from Loop by cab. Distributors for: AMI, Inc. See: Mike Spagnola, Joe Glimco, Phil Weisman.

COVEN DISTRIB. CO.
3181 N. Elston Ave.
(Tel.: INdep'dence 3-2210)

Located on Northwest side of city. About 25 minutes from Loop by cab. (Elston Ave. is 2800 West at this point intersected by Belmont Ave., 3200 North) Distributors for: The Rudolph Wurlitzer Co., Smoke Shop Cigarette Vendors. See Ben Coven, Mac Brier.

DONAN DISTRIB. CO.
5007 N. Kedzie Ave.
(Tel.: JUNiper 8-5211)

Located on far Northwest side of city. About 35 minutes from the Loop by cab. (Kedzie Ave. is 3200 West). Distributors for: Bally Mfg. Co. See: Don Moloney, Tom Cath.

EMPIRE COIN MACH. EXCH.
1012 N. Milwaukee Ave.
(Tel.: EVerglade 4-2600)

Located on near Northwest side of city. About 15 minutes from the Loop by cab. (Milwaukee Ave. intersects Augusta Blvd. at this point). Distributors for: H. C. Evans & Co., Oak Mfg. Co., Auto-Photo Co., United Mfg. Co. See: Gil Kitt, Vince Shay, Stanley Levin, Howard Freer.

FIRST DISTRIBUTORS
1750 W. North Ave.
(Tel. DIckens 2-0500)

Located on Northwest side of city. About 20 minutes from Loop by cab. (North Ave. is 1600 North). Distributors for: Exhibit Supply, J. H. Keeney & Co., Inc. See: Wally Finke, Joe Kline, Sam Kolber.

GLOBE DISTRIB. CO.
1623 N. California Ave.
(Tel.: ARmitage 6-0780)

Located on Northwest side of city. About 25 minutes from Loop by cab. (California Ave. is 2800 West). Distributors for: Downey-Johnson Coin Counters. See: Jimmy Johnson.

NATIONAL COIN MACH. EXCH.
1411 W. Diversey Blvd.
(Tel.: BUckingham 1-6666)

Located on near North side of city. About 15 minutes from Loop by cab. (Diversey Blvd. is 2800 North). Distributors for: D. Gottlieb & Co. See: Joe Schwartz, Mort Levinson, Sheldon Spiro, Ronald Schwartz.

PURVEYOR SERVICE
4322 N. Western Ave.
(Tel.: JUNiper 8-1814)

Located on Northwest side of city. About 25 minutes from Loop by cab. (Western Ave. is 2400 West). Distributors for: American Shuffleboard Co. See: Herb Perkins.

WORLD WIDE DISTRIBS.
2330 N. Western Ave.
(Tel.: EVerglade 4-2300)

Located on Northwest side of city. About 20 minutes from Loop by cab. (Western Ave. is 2400 West). Distributors for: Rock-Ola Mfg. Corp., Williams Mfg. Co., Ace Coin Counters. See Al Stern, Len Micon, Fred Skor.

In addition to the above there are also manufacturers as well as distributors of vending and service machines, as well as jobbers for all types of machines.

The above list, along with the list of manufacturers published in last week's (May 16, 1953) issue, are engaged in the music and amusements field, though some of these firms also manufacture and distribute vending and service machines.

For any further information in regards to vending and service machine manufacturers and distributors, as well as associations and individuals in the City of Chicago, contact the Chicago offices of: THE CASH BOX, 32 WEST RANDOLPH STREET, CHICAGO 1, ILL. (Tel: DEarborn 2-0045).

FOR
PROVEN
QUALITY
RIDES

EXHIBIT SUPPLY'S

Roy Rogers' Trigger • Sea Skate

- Big Bronco • El Toro The Bull
- Pete The Rabbit—Ferdie The Bull
- Rawhide • Buzz Coreys Space Patrol
- Rudolph Red-Nosed Reindeer • Space Gun

Exhibit Supply 4218-20 W. Lake St.
Established 1901 • Chicago 24, Ill.

YOU CAN'T BUY A BETTER RECONDITIONED PHONOGRAPH ANYWHERE!

MONEY BACK GUARANTEE			
WURLITZER	850's and 950's as is, uncrated	25	AMI "B" Wms. Hayburner \$275 105
1015's	\$125	SEEBURG	Coven's All-Purpose Cleaner \$3.95 Per Gal. (\$3.50 Per Gal., 4 Gal. Lots) Trial Bottle—60c. Coven's Cart Sled—\$38.50
1015's with Cobra Tone	146		
Arms	150	147	
1100's	250	148ML	105
1250's	365	M100A	565

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

COVEN

distributing company

3181 Elston Chicago 18, Ill.

INdependence 3-2210

Kaye To Introduce Full Line Of Kiddie Rides

NEW YORK—Irving Kay, president of Rendolok Manufacturing Corporation, this city (formerly Kaye Manufacturing Company), announced that the firm is in full production on its "Sea Queen" kiddie boat ride. In addition, Kaye stated that Rendolok will introduce a complete line of small, economy priced kiddie rides—probably 6 or 7 different types. "These small kiddie rides" stated Kaye, "are exceptionally attractive and are just what the kids want to

ride on. It is possible to switch any of these rides, as the base being used is the same. The action is developed from the mechanism in the base, which is constructed for double action motion. It is constructed of all steel, with the finest parts available, and has a U.L. approved wiring guarantee." Kaye reported that distributors are being appointed, with several territories still under consideration.

Bally Service School To Be Held At Billings, Montana

CHICAGO, ILL.—R. F. Jones Company, distributors of Bally products in the famous Jonesland territory of Nevada, Colorado, New Mexico, Utah, Wyoming, Southern Idaho, Northern California and Eastern Montana, is bringing the Bally Service School to Montana. The date is May 21, at the Northern Hotel, Billings, Montana. The School will be conducted by Paul Calamari, Bally engineer, who will show operators and servicemen many short cuts in servicing Bally games. Tommy Thompson of the Jones organization stated that the Bally Service School has been brought to Billings as a result of numerous requests from operators and servicemen throughout Jonesland.

Coven Named "Smoke Shop" Distributor

CHICAGO — Ben Coven and his Coven Distributing Co., this city, have been named exclusive factory distributors for "Smoke Shop" cigarette machines for the state of Illinois. This is an eye level machine with 486 capacity in 9 columns. There are extra match columns. All columns can be converted for king size ciggies. The machine features an automatic coin changer which can sell from 5c up to \$1.50 and give change. The Coven firm is very enthusiastic over the initial reception the machine received here and roadmen of the firm report that interest is just as keen wherever they have traveled. "We have set up a very efficient sales and service organization, especially for the 'Smoke Shop' cigarette vendor", Coven reported, "and we are ready to serve the needs of all operators in our territory."

AIRMAIL SUBSCRIPTION to THE CASH BOX \$30.

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

MEMBERS of THE "20 YEAR CLUB" are listed in this issue

If you have been engaged in the
Coin Machine Industry for 20
years or longer — JOIN THE
"20 Year Club"

Outside of the fact that you've been connected with the industry for 20 years or more, there are no other qualifications. The idea is strictly sentimental—and will serve to bring together those people who, in a great many instances, have been pioneers in this modern age of our industry.

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

Dear Joe:

I have been connected with the Coin Machine Industry for 20 years or more.

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

NAME

FIRM

ADDRESS

CITY..... ZONE..... STATE.....

Date I entered the C. M. Business.....

● Also Send Membership Card For ●

(Enclose Names, Firms, Addresses and when they started)



LOS ANGELES

Seems as if everybody in town has taken to remodeling and redecorating their offices and showrooms, with the Paul Laymon Co. latest to hop on the bandwagon. The Laymon firm has moved their counter partitioning the office space to make room for an additional desk soon to be occupied by a pretty secretary. Altho cutting off some of the floor space, the boys over at Laymon's say they won't need it, what with games and music continually flowing at a rapid pace. Jimmy Wilkens back from one of those quick trips to San Diego busy filling orders for those Wurlitzer "1500" and "1600" models. . . . Charley Daniels welcoming the heat wave Los Angeles suffered under with, "where else can you get such wonderful weather all year 'round?" . . . Charley sporting a nice coat of tan—not via the sun bathing method, but rather from yanking weeds around his Westwood home. . . . And Bally's "Beach Club" just keeps rolling along, "like Old Man River" sez Ed Wilkes. . . . Bill Black and wife visiting Los Angeles on a combined business-pleasure trip from Bakersfield. . . . With the fish biting like mad throughout the many Southern California resort areas, we doubt whether many operators will be spending the week-ends at home. Lloyd Sanders and wife going up to Bishop for a little relaxation and a try at the rod and reel. . . . Seymour Smerling, head of Confection Cabinet Corp., visiting Los Angeles this past week. . . . With Bill Happel, prexy of Badger Sales Co., now firmly ensconced in Europe as a tourist, things at the Badger emporium kept humming like sixty this past week. Bill sailed on the S. S. America for Southampton, England, and then on to Bremerhaven, Germany. Ray Powers insisting he could use another pair of arms in a whirling dervish of activity in both games and music, with the new Williams "Times Square" causing loads of excitement. . . . Fred Gaunt, formerly with the C. A. Robinson Co., now staffing at Badger in the games department. . . . Altho Al Silberman is still on a strict diet because of an ulcer, we're happy to note the beaming smile on Al, as business via the "SodaShoppe" continues to increase. . . . Paul Weddell from San Diego a welcome visitor to Los Angeles this past week, making the rounds of the distribs and jobbers along Pico. . . . And H. D. McClure too, from San Luis Obispo. . . . John Ketchersid, well known veteran on from Artesia, completely recovered from a minor bit of surgery, recuperating by visiting with old friends in the coin-biz here in town. . . . The addition of new rides to the ever-increasing popular line presented by National Kiddie Rides is rapidly pointing toward a solid niche this firm is making with ops throughout Southern California. Their first, "Dopey Duck" still in heavy demand, with ops all reporting excellent grosses. . . . S. Chapman of the recently formed music ops union ordering 400 reprints of the widely discussed "Why 10¢ Play" editorial, to be distributed to the group's membership. . . . E. E. Peterson, a steady visitor from San Diego, in town again this past week.

Hank Tronick, Minthorne Music Co., taking early lunches again, this week around three in the afternoon. "Can't help it," says Hank, "no sooner do I get through with one customer and try to dash out for lunch, then another pops in the door." . . . Installation of the new switchboard at Minthorne was completed this past week, with minor details to be cleared up prior to the painters taking over. And then bedlam. . . . Nels Nelson insisting they won't be through before Xmas. . . . George Mahlum informs us that the Seeburg home phono is doing very well via the new Minthorne location in Beverly Hills. . . . Bill Bradley in from Covina this week . . . along with Dick Harrison from Fontana. . . . Ops throughout the San Joaquin, Coachella and Apple Valley area report peak grosses with the agricultural season in full swing now. . . . We know it's hard to believe, but Al Silberman says he's got the cash to prove that he picked Dark Star in the Kentucky Derby . . . and he likes Marciano in the heavyweight title bout this week. . . . Nice to meet up with George Kirby, Riverside operator. . . . Ain't seen much of Lyn Brown lately, altho we manage to catch glimpses of his widely known "little red wagon" racing around town. . . . Hear tell though, that interest in the great line of Exhibit Supply kiddie rides is at a high pitch. . . . Jack Simon, Simon Sales Co., breaking in a new secretary this week, with business at the firm moving smoothly along. Jack expects to have one of his biggest seasons ever this year, with business thus far way ahead of a like period for '52. . . . Al Anderson made the trek in again this past week from Schafter. . . . Local ops will miss M. I. Slater, who's retiring as head of the Western Vending Machine Operators Association after eleven years. Slater recently sold his candy vendor route to Bill Tracy and Ed Farwell. . . . Removal of the sales tax on candy is urgently being pushed by the association. . . . Jack Dolan, Dan Stewart Company, looking quite the Beau Brummel these days, altho we doubt if he'll be giving Phil Robinson of Chicago Coin any competition. Jack reports a tremendous rise in the demand for those fabulous Rock-Ola "Fireball" phonos, and points to 10¢ play as one of the reasons. Ops are getting rid of those pre-war phonos. . . . Phil Robinson beaming broadly with a "I told you so" twinkle in his eye as ChiCoin's "Crown Bowler" gets off to a flying start. . . . J. Bryant Herrin of Auto Photo Company back in town after a sales tour that took him back to New York. Firm plans some distributor announcements in the near future. . . . Al Cicero of Santa Maria looking over some new equipment along Pico this past week.

CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (\$48 Subscription)": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

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

WANT

WANT—Thoroughly experienced man capable of taking complete charge of entire route consisting of One-Balls, Five-Balls, Bingos, Music, and everything else. Salary plus commission basis. Furnish references. Marvelous opportunity for right man in beautiful Colorado. BOX NO. 512, c/o THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—Postwar phonographs wanted. All makes. Will pick up. HERMAN DISTRIBUTING COMPANY, 615 TENTH AVENUE, NEW YORK, N. Y.

WANT—New and used records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33 1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36. Tel: Judson 6-4568.

WANT—All types of arcade equipment. Quote lowest price in first letter. Also, will sell shooting gallery, fully equipped or trade for music, arcade or pingame machines. RELIABLE COIN MACHINE CO., 184 WINDSOR STREET, HARTFORD, CONN.

WANT—We buy dealers' surplus stocks. Operators: we pay the highest price for used records from 3 to 6 months old. Top prices paid for 45 RPM's. Call or wire: C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. IS., N. Y. Tel.: Tilden 4-9040.

WANT—500, all types, Five Ball Flipper Games. Send list, state names, quantity, condition and quote lowest price in first letter. BADGER SALES CO., 2251 WEST PICO BLVD., LOS ANGELES, CALIF.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.

WANT—Highest prices paid in the Middle West for Bally Bright Lights, Bright Spots, Frolics, Palm Beaches, Atlantic Citys, and Beautys. Cash immediately available. Contact: T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: Main 8751.

WANT—Operators and Distributors who are interested in adding America's finest folder vending postage stamp machine to their present route. Steady year round income. For free folders and complete data write SCHWARTZ DISTRIBUTING CO., 1800 S.W. 17th STREET, MIAMI 45, FLA.

WANT—Tubes: 2051; 2050; 70L7; 2A4; 2A3; 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay \$40 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

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

WANT—Metal Typers, Mutoscope Voice-O-Graphs, ChiCoin Basketballs, and any other late arcade machines. Give price and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyant 9-6677.

WANT—A.B.C.'s, Broadways, Bright Lights and Keeney Holidays. Advise quantity and best price. REX COIN MACHINE DISTRIBUTING CORP., 821 S. SALINA STREET, SYRACUSE, N. Y. Tel.: 2-8255.

WANTED—Mills Panorams—Write price, condition, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO, GALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT—Late Model Phonographs. Will pick up in a radius of 200 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

WANT—Panorams; Spot Lights; Lite-a-Lines; Five Stars; Coney Islands; Bright Spots; Bright Lights. MONARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: Lincoln 9-3996.

WANT—Latest model cigarette machines. Can also use Cole, Super-Vend and other drink dispensers, also want hot coffee vendors. Please give quantity, model numbers, condition and price wanted in first letter. Write full details to: BOX NO. 221, c/o THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—All types arcade equipment, Seeburg Guns, Seeburg M100s. Quote lowest prices or will trade shuffleboard scoring pads at \$2 per thousand. Write, wire, phone. C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel.: DUnkirk 3-1810.

WANT—Bright Lights, Bright Spots, 6 Player Alleys, 100 Record Seeburgs. Quote price and condition in letter. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIFORNIA. Tel.: Market 1-3967.

CLASSIFIED ADVERTISING SECTION

WANT—Used Rock-Olas—Models 1428; 1432 and 1434. All plastics and finish must be good. SOUTHERN MUSIC DISTRIBUTING COMPANY, 503 WEST CENTRAL AVE., ORLANDO, FLA.

WANT—Wurlitzer 1017, 1217; Seeburg 100 A & B; AMI D80; AMI Hideaways and Wall Boxes; Heavy Hitter, Bally Late 1 Ball F. P., Metal Typer. Write stating condition, number model and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—Used Juke Box records, popular, hillbillies, and polkas. Can use all the 45 rpm records you have. Any quantity. Will pay highest prices. Give full details in first letter. F. A. WIEDEL, 2440 N. ORCHARD ST., CHICAGO 14, ILL. Tel.: Diversey 8-3996.

FOR SALE

FOR SALE—Coven's All-Purpose Cleaner \$3.95 per gallon (\$3.50 per gal. in 4 gal. lots). Trial Plastic Bottle 60c. Coven's Cart Sled, 1,000 lbs. capacity, \$38.50. Exclusive distributors for Smoke Shop cigarette machines \$339.50 each. COVEN DISTRIBUTING COMPANY, 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: Independence 3-2210.

FOR SALE—Frolics \$425; Palm Beach \$425; Atlantic Citys \$400; Spot Lites \$375. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, WEST VIRGINIA. Tel.: Wheeling 5472.

FOR SALE—Wurlitzer 1015's & 1100's, Packard Manhattan, Exhibit Gun Patrol, Gottlieb Glamour, Williams Majorette, Williams Virginia, Chicago Coin Hockey, 50 Wurlitzer 3020. Boxes good operating condition. Bid. AUTOMATIC MUSIC CO., LADOGA, INDIANA, Tel.: 17.

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

FOR SALE—Frolics—Ready for location—\$495 ea.; Coney Island, Atlantic City, Bright Spot—Write; 40 pieces prewar music—F.O.B. Cleveland \$1000. LAKE CITY AMUSEMENT COMPANY, 4533 PAYNE AVENUE, CLEVELAND 3, OHIO. Tel.: Henderson 1-7577.

FOR SALE—Ready for location. Bright Lights \$195; Coney Islands \$275; Bright Spots \$275; Keeney Lite-A-Line \$85; Atlantic City \$375. MERIT INDUSTRIES, 542 W. 63rd ST., CHICAGO 21, ILL. Tel.: Englewood 4-9202 and Englewood 4-9204.

FOR SALE—New Wallboxes 3025 @ \$19.50; Wurlitzer Outdoor Speaker \$37.50; 4006A Speakers \$19.50; 4007A \$22.50; 4009 Speakers \$17.50; 3020 Wallboxes \$25; 1015 Phonographs \$145; 1100's \$295; 146M \$90. CENTURY MUSIC DISTRIBUTORS, 1221 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE—Had you some good equipment to sell—phonographs, pinballs, bowlers, etc.—how would you write an ad to attract a few sales? We offer "The Cash Box" prices. What can you use? EDWARDS DISTRIBUTING SERVICE, BOX 400, DOUGLAS, WYO.

FOR SALE—United Six Player Deluxe \$225; United Twin Rebounds with F.T. & J. Pins \$100; United Six Player Supers \$300. (1/3 deposit.) MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE—We are distributors in Michigan for AMI, Chicago Coins, Exhibit, Keeney, Genco, Williams, & Victor Vending. We have the largest stock of used games and parts in Michigan Shuffleboard wax and accessories. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N. W. GRAND RAPIDS, MICH. Tel.: 9-8632 and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: Tyler 8-2230.

FOR SALE—Finest premiums for stimulating play on our 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—Cigarette Machines: DuGrenier 8 col.; National 8 col.; U-Need-A E's, 8 col. 25c coin chute. King size. Refinished. \$65 each. Crating \$10. 1/3 Deposit. DAVE LOWY & COMPANY, 594 TENTH AVE., NEW YORK, N. Y. (Phone: CH 4-5100).

FOR SALE—Special—Midget Movies, late model, positively like new, complete with film and poster only \$190 each. If you operate Kiddie Rides in stores, etc., Midget Movies will return investment quickly and create good will. Midget Movies will pay for itself in one season in Arcade and summer spots. Limited quantity—Act now. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON, BOSTON 34, MASSACHUSETTS.

FOR SALE—Music Machine Route. Locations in busy section of the Bronx, N. Y. New equipment. Reasonable. ACE, 22 LAWRENCE ST., YONKERS, N. Y. (Phone Bronx number: Kingsbridge 9-7390).

FOR SALE—Used Juke Box Records. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE NORTH MINNEAPOLIS, MINNESOTA.

FOR SALE—United Bowlers 5 Play Formica Top \$200; Six Play \$235; DeLuxe \$300; Super \$325; Official \$300; Thunderbolt Horses \$350; Edelo 2 Play Bowlers \$175; 1100 Wurlitzer \$300; Genco 8 Player \$145; United Slugger \$60. MOUNTAIN DISTRIBUTORS, 3630 DOWNIN STREET, DENVER, COLO. Tel.: AComa 8518

FOR SALE—Exhibit Six Shooter \$150; Dale Gun \$50; Slug Fest \$139; Spot Lites \$245; ABC \$95; Zingo \$115; Stars \$319; Used Turf Kings \$75; Winners \$50. WHEELING COIN MACHINE EX., 2916 EOFF ST., WHEELING, W. VA. Tel.: Wheeling 431.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Bally Spot Lites and Bally Coney Islands. Perfectly reconditioned. Ready to ship. Priced right. Buy from direct Bally factory distributor. Write. Wire. Phone. TOLEDO COIN MACHINE EXCHANGE CO., 814-816 SUMMIT ST., TOLEDO, OHIO. (Tel.: ADams 8624.)

FOR SALE—Two Exhibit Silver Bullets \$95 each; Bally Hi-Roll \$35; Turf King \$99.50; Universal Winner \$65; Photo Finish \$40 or will trade for United or Chicago Coin 6 and 4 Players Shuffle games, Chicago Coin Band Box or Kiddie Rides, STANLEY AMUSEMENT CO.; 5225 SOUTH TACOMA WAY, TACOMA 9, WASHINGTON.

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

FOR SALE—5 Brand New—Never Used—Kiddie Rides—Rocket Patrol—Air-Plane—Cost \$695—Sacrifice for \$395.50 each. AMERICAN VENDING CO., 2359 CONEY ISLAND AVE., BROOKLYN, N. Y. Tel.: ESplanade 5-1256.

FOR SALE—Seeburg M100A phonographs, thoroughly reconditioned and refinished. Look and operate like new phonographs \$595; Seeburg 148ML reconditioned, refinished \$249; Seeburg 147M reconditioned, refinished \$149; Seeburg H146 Hideaway reconditioned, refinished \$115. DAVIS DISTRIBUTING CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE—Reconditioned Wurlitzers: 1250's \$425; 1100's \$300; 1015's \$150; 1080's \$150. Seeburgs: 146M \$150; 147M \$175; 148M \$275. Packard Manhattan's \$125; Packard Sevens \$75; Wall Boxes 3-W-2 L 56's \$12.50; WL-1 56's \$10 less tubes. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, VA.

FOR SALE—Alleys at the lowest prices in the country. United 5 Player \$160; 6 Player \$190; 6 Player DeLuxe \$250; 6 Player 10th Frame \$385; Keeney 6 Player League Bowler \$185; Bally Baseball \$75; Ex. Twin Rotation \$275; Horseshoes \$100; Double Header \$75. Will accept Bingo Games in trade. What have you? CLEVELAND COIN MACHINE EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND 15, O. Tel: Tower 1-6715.

FOR SALE—Palm Beach \$395; Frolics \$395; Bright Lights \$175; Coney Islands \$275; Atlantic City \$375; Brite Spot \$265; Spot Lite \$295. UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH ST., COLUMBUS, OHIO. Tel.: UNiversity 6900.

FOR SALE—Close outs right off the route reconditioned like new: Coney Islands \$315; Atlantic Citys \$375; Leaders \$310; Holidays \$250; Lite-A-Lines \$105; Hot Rods \$40; Citations \$30; Genco 400's \$225. 1/3 Deposit. Bal COD. The Genco 400's revamped, now better than Jumping Jacks, Gold Nuggett or latest Binges. You try for three weeks and return if not satisfied. We refund full purchase price. Requires only 18 x 24 inches floor space. KEENEY MFG. CO., 5231 SO. KEDZIE AVE., CHICAGO, ILL. Tel.: HEMlock 3844.

FOR SALE—New Astroscope \$275; New 1c Camera Chief \$10; New 1c Advance Peanut Machines \$12; 120 Wurlitzer Wall Boxes \$3; Citations \$55; Bally Rapid Fire \$75; Bowlette \$40. MATHENY VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

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—Rockola Loboy Scales—Late Model \$75. Bride Doll Lamp, w/bnlb \$4.50. 10% discount on \$100 or over on all premiums. Sensational "Whirlaway Rod & Reel" \$17.50. WANT—United 3-4-5. Quote best price. CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS 3, MO. Tel.: GENEva 0972.

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

FOR SALE—Bingo Games—Show Boat like new \$395; Bolero \$199.50; AMI Phonographs, Model C \$395. WESTERN DISTRIBUTORS, 1226 SW 16th AVENUE, PORTLAND, OREGON. Tel.: Atwater 7565.

FOR SALE—Very Cheap—Packard Wall Boxes. Seeburg W-1L-56 Wireless Wallomatic Brand New Wurlitzer 30-45 Wall Boxes. Make An Offer. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE NORTH, MINNEAPOLIS, MINNESOTA.

FOR SALE—Shuffleboard Wax \$6.25 case of 24; Crusader Horse, painted, like new \$345; Chicago Coin Horse Shoes \$60; Chicago Coin Shuffle Baseball \$45. Will take used records or flipper type pin game in trade. NATIONAL NOVELTY COMPANY, MERRICK, N. Y.

CLASSIFIED ADVERTISING SECTION

FOR SALE—12 Packard Wall Boxes clean \$4.50 each; 1 United 3-4-5 \$125; 1 Williams Super World Series \$185; 1 Genco Double Action \$50; 1 Williams Long Beach \$225; 1 Genco 400 (5c) \$225. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA STREET, EVANSVILLE 10, INDIANA.

FOR SALE—Make offer. 5 Ball Free Play—Arizona; Aquacade; Baby Face; Boston; Buccaneer; Buttons & Bows; College Daze; Dallas; Delcer; Dreamy; Freshie; Just 21; King Arthur; Knock Out; Nifty; El Paso; Oklahoma; Old Faithful; Pinky; Sweetheart. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO, 7, CAL.

FOR SALE—5 Bally Spot Lites \$275; Frolics \$395; United A. B. C. \$105; Turf Kings \$75; Winners \$50; Champions \$35; Photo Finish \$35. All Machines cleaned, checked, ready for location. MICKEY ANDERSON, 314 E. 11th ST., ERIE, PA. Tel.: 22-894.

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

FOR SALE—Match score shuffle game conversion unit for United 2 to 6 player. Fits on top of head. Easily attached, only 4 wires. Proven highly successful in N. Y. Low price \$49.50. Send for photo. UNITED PLAY MACHINES CORP., 578 TENTH AVE., NEW YORK, N. Y.

FOR SALE—New Smokeshop Cigarette Machine (Write); New Rockola (Write) Turf King—New in Crate \$295; Turf King—used—\$145; Three Mechanical Horses (Thunderbolts) \$574.50 each. EASTERN VENDING SALES CO., 940 LINDEN AVE., BALTIMORE, MARYLAND, Tel.: MULberry 2110.

FOR SALE—Exhibit Gun Patrol \$175; Exhibit Jet Gun \$195; Exhibit 6 Shooter \$150; C. C. Pistol \$125; C. C. 4-Player Derby \$150; Williams Horsefeathers \$150; C. C. King Pin \$150; Evans Bat-a-Score \$175; Mutoscope Sky Fighter \$125; Wilcox Recordio \$125; Jungle Joe \$125; Int. Mut. Deluxe Photo-mats \$395. WANT—We will buy at once—Quote lowest prices on Wurlitzer model 1250; Seeburg M100 78 r.p.m.; Seeburg M100-45BL BUSH DISTRIBUTING COMPANY, 286 N. W. TWENTY-NINTH STREET, MIAMI 37, FLA.

FOR SALE—24 W4-L56 (5-10-15) \$34.50 ea.; 11 W1-L56 (5c) Remote \$4.50 ea.; 11 30W (5c) Rock-Ola Postwar \$4.50 ea. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE N. C. Tel.: 2-3992.

FOR SALE—World Series \$150; Hot Rods \$35; Leaders \$265; Three Feathers \$35; Red Shoes \$60; Hayburner \$125; Team Hockey \$40; South Pacific \$40; Four Horsemen \$60; Pinky \$65. F.O.B. St. Louis, Mo. 1/2 Deposit. REEL DISTRIBUTING CO., 4539 ST. LOUIS AVE., ST. LOUIS 15, MO.

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—AMI "A" \$275; "B" \$395; Wurlitzer 1015 \$90; 1100 \$229.50; Rockola 1422 \$65; Seeburg M10078 \$495; 48 Blond Seeburg ML \$195; Aerion Coronet \$50. All machines checked, ready for location. UNITED DISTRIBUTORS, INC., P.O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANSAS.

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FOR SALE — Bally Atlantic City; Palm Beaches; Frolics; and Beautys. Also, floor sample Chicago Coin Bowl-A-Ball and all late Gottlieb 5-ball used games. If interested, call, write, or wire. **NEW ORLEANS NOVELTY CO.**, 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel.: CANal 8318.

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MISCELLANEOUS

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NOTICE—Mailing list of more than 11,350 active coin machine operators and distributors in the United States. Shows types of machine operated. \$25 per copy. State listings 1c per name. **L. W. WHIPPLE**, P.O. Box 125, MATTHEWS, N. C.

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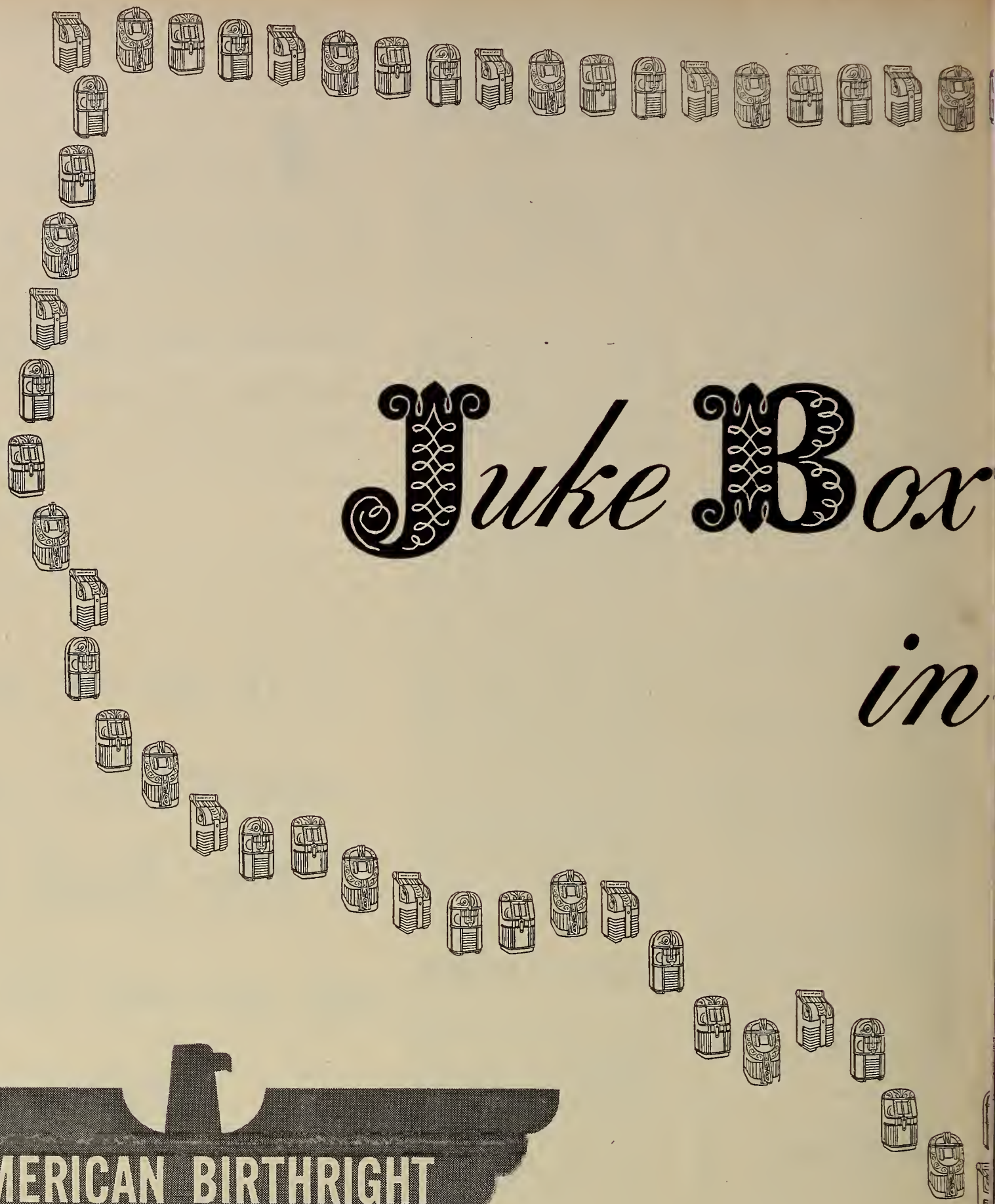
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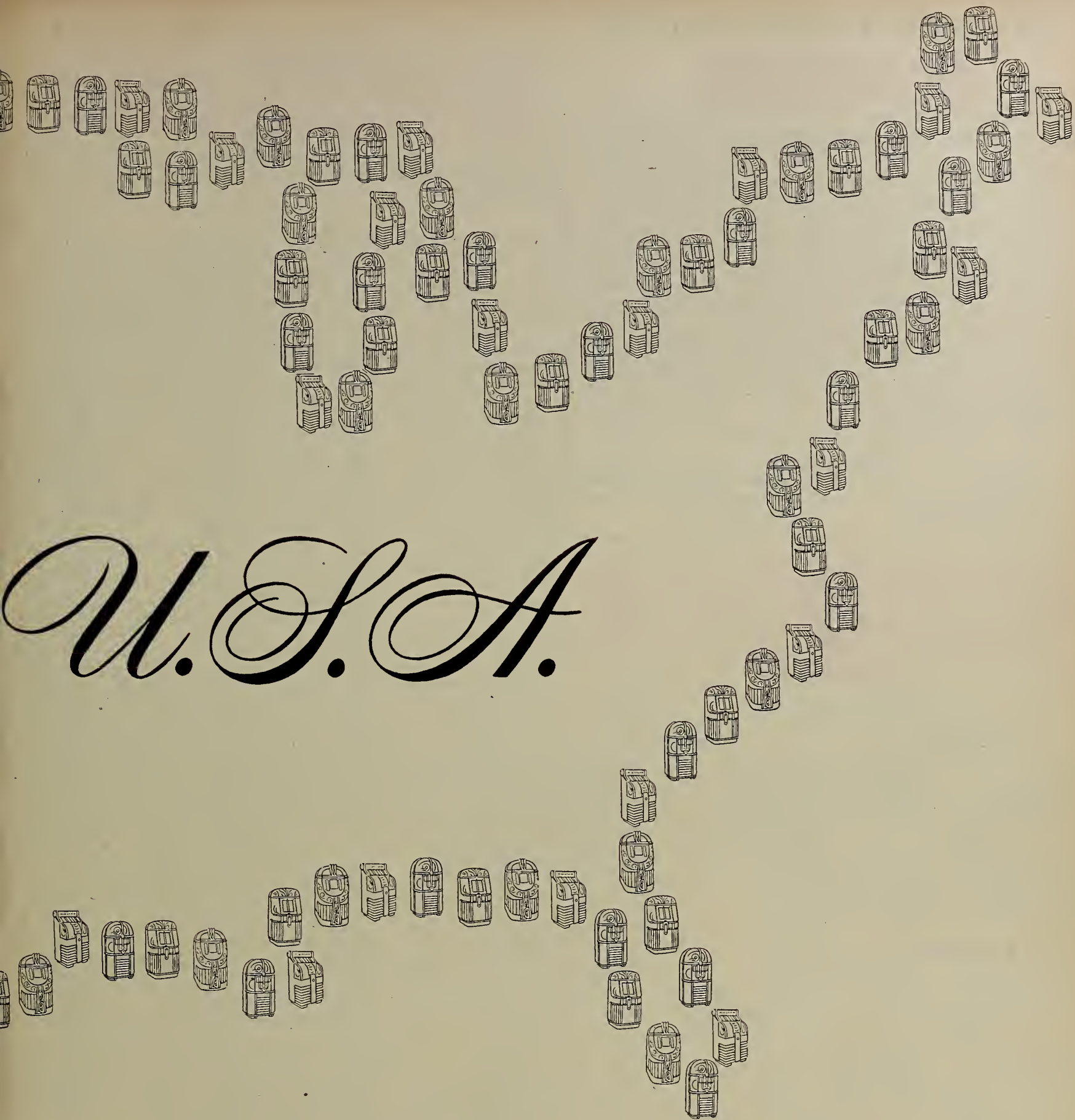
THE CASH BOX

26 West 47th Street, New York 19, N. Y.



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U.S.A.

as an indispensable American birthright, a deep-rooted national pastime. More people play and enjoy it than baseball. Playing the juke box is not merely a spectator sport, but always richly participant and personal.

Music, whose basic rhythms beat in cadence with human nature, has received its greatest impetus in our time from the juke box. Not a day passes but that studios in Hollywood, Chicago or New York are crowded with hundreds of musicians painstakingly recording new numbers for the millions. Every week a new name flares forth in the world of music, a new star is born, a new thrill is sent over the country giving hope and ambition to countless aspiring song writers and performers whose merit, in the American way, wins deserved recognition through the juke box.

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- 4. Spacarb 4 Unit 5c 1000 cups 600.00 650.00
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- Model 5204 Wall Box 5c-10c-25c (104 Selections)
- Model 5100 8" Speaker
- Model 5110 12" DeLuxe Speaker

UNITED'S

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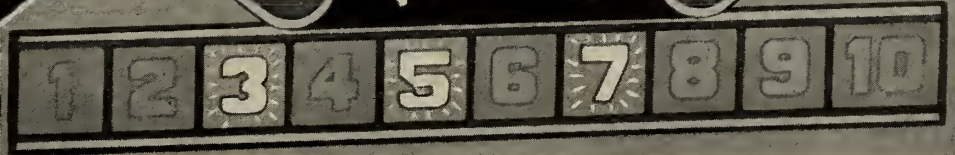
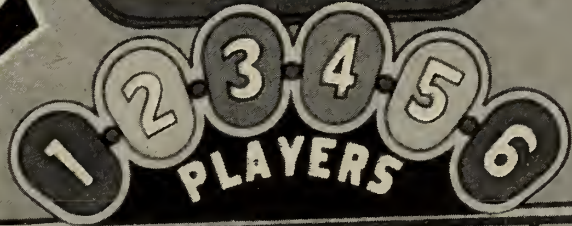
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NUMBER — STAR — CLOVER
(0-9) ★



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3-in-line on SUPER CARD Scores 4-in-line score
Improved SELECT-A-SPOT feature • New EXTRA-TIME feature
TRIPLE-SPOTS Roll-over feature • Up to 3 EXTRA BALLS per game

**NEW
7-CHOICE
SELECT-A-SPOT
FEATURE**

Player turns knob to select choice of 10, 16, 19, 20, 21, 22, 25 (when lit)



Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally SPACE-SHIP... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Roy-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ Notional Rejector



FINANCE PLAN
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

Ride THE CHAMPION

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?



**IT TROTS!
IT GALLOPS!**

RIDE THE CHAMPION 10¢

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