

The Cash Box



11th

Anniversary

VOLUME 14 NUMBER 43

JULY 18, 1953

ROCK-OLA



Model
1436
*

120
FireBall

The *original* Phonograph with **120** Selections

SIMPLE SELECTION

with the Single Button Line-O-Selector

SIMPLE OPERATION

with the amazing revolving record drum

SIMPLE SERVICING

with 3-Way service accessibility thru top, front and rear

Proven Performance
Proven Profits

* Available in two models
for 78 RPM and 45 RPM records



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"The Industry's Greatest Phonograph Achievement"

ROCK-OLA
Manufacturing Corp.

800 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS



The Cash Box

July 18, 1953
Vol. XIV Number 43

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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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"*The Confidential Price Lists*" are the one and only officially recognized price quotation guide of all new and used machines in the United States. "*The Confidential Price Lists*" are an exclusive, copyrighted feature of *The Cash Box*. "*The Confidential Price Lists*" report each week's low and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continually adding on all the new equipment as this equipment is announced to the industry. "*The Confidential Price Lists*" are recognized by many cities and states throughout the country as the "official" price book of the coin operated machines industry." They are an integral part of *The Cash Box* and appear in each week's issue. "*The Confidential Price Lists*" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "*The Confidential Price Lists*" are used by finance firms, factors, loan companies, bankers, and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. "*The Confidential Price Lists*" have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the quotations appearing in "*The Confidential Price Lists*."

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THROUGHOUT THE UNITED STATES

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(Music Editorial)

The Deejay And The Op

With this issue *The Cash Box* celebrates its eleventh anniversary.

Do you remember back to 1942? It was quite a different music business, wasn't it?

At that time the juke box operator was just starting to show how important he was to the creation of hits. And disk jockeys, although there were a few, so far gave very little indication of the vital role they would play in this business in the future.

It was still a business of hands with hand plugs and radio remotes receiving the bulk of attention from song pluggers.

Since that time, the music business has gone through a major upheaval until today a definite pattern has emerged. We no longer wonder what the important factors in this business are. There is no longer any discussion about it. It's an accepted fact. The juke box operator and the disk jockey are the hit makers in the music world today.

This came about quite naturally. When the modern juke box was introduced in the early thirties, it created a tremendous need for records—records which the ops bought to keep their machines filled and which in turn were bought by the people who heard them on those machines. The acceptance of the juke box and the records it had to offer became so all-embracing that it soon developed that no song could be a hit unless it were recorded.

With this as the basic situation, the disk jockey came into the picture. The disk jockey played records over the air. From radio's point of view, he offered an ideal solution to an economic problem, the problem being how to fill all the air time available inexpensively and yet entertainingly. This the disk jockey and his records managed to do.

Between the disk jockey and the juke box operator then, practically the entire record buying market was covered. They gave exposure to records. (As far as the juke box operator is concerned, he also gave volume sales.) And it is a principle of record merchandising that in order to sell records they must be heard. That is what the disk jockey and the juke box operator accomplished; they let records be heard by the widest possible audience.

A few years back, while the industry was

going through this transition, and the entire business was in confusion, there used to be the question of who was more important to the making of a hit, the disk jockey or the operator.

Today that is a pointless question.

Each is equally important and each works in his own way to create hits.

The interests of the juke box operator and the disk jockey are very similar. Both are selling entertainment and both want to be provided with the best possible material for that purpose. Their demands upon the record companies are for commercial records, records that listeners will keep listening to and will want to pay their coins to hear.

At one time, in the development of the business as we know it today, there used to be talk of a "typical juke box record." When people spoke that way, they usually meant a raucous, loud, noisy record which could be heard over the din of talk and laughter. Today we know that sort of thinking is fallacious. For hits are more and more becoming hits in every sphere. If it is a good juke box record, that means it is a good record for the disk jockey also. And *vice versa*.

The music business has now taken on form. While we may not always be able to determine what material will make a hit, we pretty well know how the hit is created.

First there has to be that basic something in the record. That of course is the hardest thing to define or put your finger on. But if the record has that, then we know what must be done. It must be exposed to its fullest extent by the juke box operators and disk jockeys of America. They must put it in their machines, play it over the air, get it listened to as much as possible. This in turn creates further sales, which in the last analysis is our only method of measuring a hit.

In this process, as can easily be seen, the disk jockey and the operator play a tremendous role.

It is a role which they are both learning to play better as they become more experienced at it.

And it is a role, which in the great majority of cases, they assume with a sense of responsibility and the knowledge of how much depends on them.

Thank You..



THE CASH BOX

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

DISK JOCKEYS OF AMERICA

American Society of Disk Jockeys

1619 BROADWAY

PLAZA 7-2040

NEW YORK 19, N. Y.

July 1, 1953

Mr. Bob Austin
The Cash Box
New York 36, N.Y.

Dear Bob:

It is my happy task to inform you that the CASH BOX has been chosen by the American Society of Disk Jockeys as the number one trade magazine again this year.

As you know, the CASH BOX received the first ASDJ award in 1950 and this year the second presentation of the ASDJ award again goes to the CASH BOX carrying with it double honors.

I'd like to take a moment to thank the entire CASH BOX staff for their faithful service to the nation's deejays, 4000 of which are ASDJ members. The unbiased record reviews, the accurate listings of the nation's top records, the column of deejay news, and the many other services afforded the disk jockey through CASH BOX bring the disk jockey's heartfelt thanks.

May the CASH BOX carry on it's good work and service in the coming years and reach new heights as the leader in it's field.

Congratulations and best wishes.

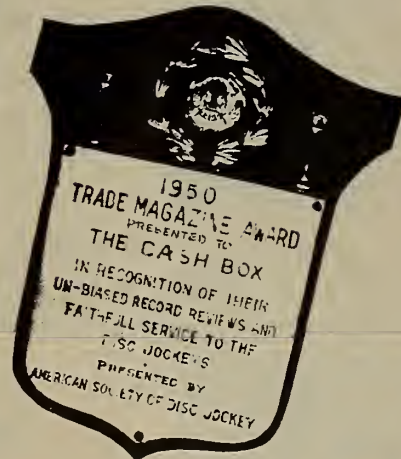
Cordially:

Donn Tibbetts
National President
American Society of D.J.



DT/js

THE CASH BOX
WINNER OF THE 1950
TRADE MAGAZINE AWARD
BY AMERICAN SOCIETY OF
DISC JOCKEYS



FIRST with Disk Jockeys

POP WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD

"TILL I WALTZ AGAIN
WITH YOU"



TERESA BREWER



CORAL RECORDS



VILLAGE MUSIC

MOST PROGRAMMED MALE VOCALIST



EDDIE FISHER



RCA VICTOR

MOST PROGRAMMED FEMALE VOCALIST



PATTI PAGE



MERCURY

MOST PROGRAMMED VOCAL GROUP



FOUR ACES



DECCA

MOST PROGRAMMED SMALL INSTRUMENTAL GROUP



LES PAUL & MARY FORD



CAPITOL

MOST PROGRAMMED BAND



RALPH FLANAGAN



RCA VICTOR

MOST IMPRESSIVE UP AND COMING ARTIST



BOB MANNING



CAPITOL

DOTS

SIZZLING

HOT

PARADE



THE HILLTOPPERS

featuring JIMMY SACCA
"I'D RATHER DIE YOUNG"
and
P. S. "I LOVE YOU"
15085



JOHNNY MADDOX

and THE RHYTHMASTERS
"LEARNING"
vocal with Bobby Colton
and
"EIGHT BEAT BOOGIE"
15090

MAC WEISMAN

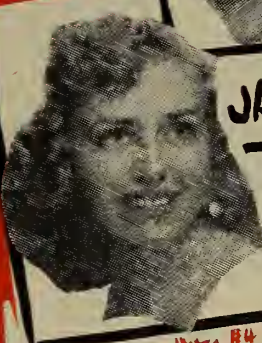


"CRAZY BLUES"
and
"RAINBOW IN THE VALLEY"
1168



ELMO TANNER

with Ork conducted by
BILLY VAUGHN
"WHISPERING"
and
"WHISTLER AND HIS DOG"
15086



JANE KELLY

"TRULY YOURS"
and
"LOVE ME NOW"
15095

plus
**DOTS CATALOGUE
OF BEST SELLERS**

COUNTRY/WESTERN

- TOMMY JACKSON
"ORANGE BLOSSOM SPECIAL"
- "DRAGGIN' THE BOW" 1169
- JIM WILSON
"UNWANTED LOVE"
- "BIG FAT MAMA" 1167

- FRANK AMATO
"DEAREST ONE OF MINE"
"BEAUTIFUL DREAMER" 15087
- DON ESTES
"THE CUMQUAT SONG"
"CRYIN', CRYIN', CRYIN'" 15091

- "HADACOL BOOGIE"
"I'LL BE GLAD WHEN YOU'RE DEAD, YOU RASCAL, YOU" 15080
- "YOU COOK YOUR GOOSE WITH ME"
- "DING DONG DADDY" 15081
- "BASIN STREET BLUES"
- "I WANT TO BE HAPPY" 15082
- "TAIL GATE RAMBLE"
- "HOW MANY HEARTS HAVE YOU BROKEN" 15083

POP

- DAN BELLOC Ork
"PRETEND"
- "YOU ARE ECSTASY" 15048
- AL LOMBARDY Ork
"CHOPPIN'"
- "NEW SUMMIT RIDGE DRIVE" 15060
- LEON BERRY
"THE BLACKSMITH BLUES"
- "LA BORRACHITA" 15093
- ROY WIGGINS
"BOUQUET OF ROSES"
- "WIGGLE WAGGLE" 15092

RHYTHM & BLUES

- MARGY DAY
"STRING BEAN"
- "DON'T TALK TO ME ABOUT MEN" 1172
- GRIFFIN BROS.
"BOUNCING HOME"
- "MOVE IT ON OVER" 1171
- Dixieland Special featuring
TONY ALMERIC and his Dixieland All Stars
- "I'M SAVING TONIGHT FOR YOU"
- "FAREWELL BLUES" 15078
- "BIG BOY BLUES"
- "SHEIK OF ARABY" 15079

Sincere
Best Wishes
to
THE CASH BOX
for a Happy
11th Anniversary

Randy Wood

AMERICA'S BEST SELLING RECORDS-



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

You liked MARGARET on Stage and Radio
 You Loved O'BRIEN in Pictures and TV
 You'll Adore her on RECORDS

Seeger RECORDS

Takes pleasure in presenting



Margaret O'Brien

singing

"ALL FOR THE LOVE OF PETE"

b/w

"WALTZ ME AROUND JOHNNY"

Seeger # 7016

and

A Programming Must for all "Patriotic and National Holiday" Radio Shows

"PRAYER FOR PEACE"

b/w **"GIVE THE WORD UNCLE SAM"**

Seeger 7014



ART SAYS:

... that he and all the Seeger Art-ists extend the heartiest congratulations to The Cash Box on their 11th Anniversary, for outstanding service in the music field.

Terry Merritt

Bart Stewart

Russ Landi



Mary Ann Kelly

Marie Rapp



The Cash Box Disk Jockey Poll

The Cash Box Disk Jockey Poll was designed to determine which songs and artists have been the most popular and played the most during the past several months by deejays around the country.

The poll was divided into three sections, popular, rhythm and blues, and folk and western.

Here we present the findings in the pop field.

WHAT RECORDS DO YOU ESTIMATE YOU PLAYED MOST?

1. TILL I WALTZ AGAIN WITH YOU—TERESA BREWER—CORAL
2. How Much Is That Doggie In The Window—Patti Page—Mercury
3. I Believe—Frankie Laine—Columbia
4. Pretend—Nat "King" Cole—Capitol
5. Don't Let The Stars Get In Your Eyes—Perry Como—RCA Victor
6. April In Portugal—Les Baxter—Capitol
7. Tell Me You're Mine—The Gaylords—Mercury
8. The Song From Moulin Rouge—Percy Faith—Columbia
9. Why Don't You Believe Me—Joni James—MGM
10. Ruby—Richard Hayman—Mercury
11. Oh Happy Day—Don Howard—Essex
12. Have You Heard—Joni James—MGM
13. Tell Me A Story—Frankie Laine & Jimmy Boyd—Columbia
14. Your Cheatin' Heart—Joni James—MGM
15. Keep It A Secret—Jo Stafford—Columbia
16. Anna—Silvana Mangano—MGM
17. Hold Me, Thrill Me, Kiss Me—Karen Chandler—Coral
18. Glow Worm—The Mills Brothers—Decca
19. Wild Horses—Perry Como—RCA Victor
20. I'm Walking Behind You—Eddie Fisher—RCA Victor

WHAT MALE VOCALISTS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. EDDIE FISHER—RCA VICTOR
2. Perry Como—RCA Victor
3. Nat "King" Cole—Capitol
4. Frankie Laine—Columbia
5. Johnnie Ray—Columbia
6. Don Cornell—Coral
7. Frank Sinatra—Capitol
8. Bing Crosby—Decca
9. Billy Eckstine—MGM
10. Vic Damone—Mercury
11. Tony Bennett—Columbia
12. Tony Martin—RCA Victor
13. Guy Mitchell—Columbia
14. Vaughn Monroe—RCA Victor

WHAT FEMALE VOCALISTS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. PATTI PAGE—MERCURY
2. Jo Stafford—Columbia
3. Joni James—MGM
4. Rosemary Clooney—Columbia
5. Kay Starr—Capitol
6. Georgia Gibbs—Mercury
7. Doris Day—Columbia
8. Dinah Shore—RCA Victor
9. Mary Ford—Capitol
10. Sarah Vaughan—Columbia
11. Teresa Brewer—Coral
12. Peggy Lee—Decca
13. Jeri Southern—Decca
14. Ella Fitzgerald—Decca
15. Margaret Whiting—Capitol

WHAT BANDS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. RALPH FLANAGAN—RCA VICTOR
2. Ray Anthony—Capitol
3. Billy May—Capitol
4. Ralph Marterie—Mercury
5. Les Brown—Coral
6. Stan Kenton—Capitol
7. Buddy Morrow—RCA Victor
8. Hugo Winterhalter—RCA Victor
9. Percy Faith—Columbia
10. Sauter-Finegan—RCA Victor
11. Sammy Kaye—Columbia
12. Guy Lombardo—Decca
13. Benny Goodman—Columbia
14. Mantovani—London
15. Harry James—Columbia

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

Thanks A Million

JUKE BOX OPS

DISK JOCKEYS

DEALERS

FOR HELPING MAKE OUR TUNES OUTSTANDING HITS!

"WHY DON'T YOU BELIEVE ME" ★
 ★ "HAVE YOU HEARD" ★
 "PRETEND" ★ "ALMOST ALWAYS" ★
 ★ "LOVE ME, LOVE ME" ★
 "GAMBLER'S GUITAR" ★ "YOURS TRULY" ★
 ★ "AFTER MIDNIGHT" ★
 "WHILE WE DREAM" ★

BUD BRANDOM

BRANDOM MUSIC COMPANY

2134 So. Wabash Avenue, Chicago, Ill.

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Greetings To NAMM
From So. California's
Music Distributors & One-Stops

Southern California's
 Leading Independent
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 SALES CO.**

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 LOS ANGELES, CALIF.

**LARGEST ONE STOP
 SERVICE ON
 PACIFIC COAST!**
 30% DISCOUNT TO OPERATORS
 NO ORDER TOO SMALL
 FREE TITLE STRIPS
 TRY US ON SAMPLE ORDER
Thousands Of Satisfied Customers

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 Reliable
 Consistent
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Complete Record
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 MERCHANDISING CO.**

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 RECORD BAR**

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 Most Diversified
 Distributors

Children's — Pops — Country
 Rhythm & Blues—Square Dance
 Classics

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 DISTRIBUTING CO.**

1819 WEST PICO BLVD.
 LOS ANGELES, CALIF.

Most Complete
 Record Distributing
 Service In The West

**ALLIED MUSIC
 SALES CO.**

2542 West Pico Blvd.
 Los Angeles, Calif.

**WHAT SMALL INSTRUMENTAL GROUPS DO
 YOU ESTIMATE YOU PROGRAMMED MOST?**

1. LES PAUL & MARY FORD—CAPITOL
2. The Three Suns—RCA Victor
3. George Shearing—MGM
4. Grady Martin—Decca
5. Art Van Damme—Capitol
6. Benny Goodman Sextet—Columbia
7. Harmonicats—Mercury
8. Frank Petty Trio—MGM
9. Page Cavanaugh Trio—MGM

**WHAT VOCAL GROUPS DO YOU ESTIMATE
 YOU PROGRAMMED MOST?**

1. FOUR ACES—DECCA
2. Hilltoppers—Dot
3. Ames Brothers—RCA Victor
4. Mills Brothers—Decca
5. Gaylords—Mercury
6. Four Lads—Columbia
7. Modernaires—Coral
8. Andrew Sisters—Decca
9. Voices of Walter Schumann—Capitol
10. Four Freshmen—Capitol
11. Fontane Sisters—RCA Victor
12. Four Knights—Capitol
13. Pied Pipers—Capitol
14. Billy Williams Quartet—Mercury

**WHAT UP AND COMING ARTISTS DO YOU
 THINK HAVE THE BEST CHANCE OF REACH-
 ING STARDOM?**

1. BOB MANNING—CAPITOL
2. Julius La Rosa—Cadence
3. Norman Brooks—Zodiac
4. Hamish Menzies—Decca
5. Felicia Sanders—Columbia
6. Helene Dixon—Okeh
7. Eydie Gorme—Coral
8. Lu Ann Simms—Columbia
9. Karen Chandler—Coral
10. Dick Lee—Essex
11. Vicki Young—Capitol
12. Jenny Barrett—Vogue
13. Pete Hanley—Okeh
14. Jerry Vale—Columbia
15. Georgia Carr—Capitol

Thanks To The Nation's Deejays For Plugs

**"YOU CAN PUSH YOUR
 LUCK TOO FAR"**

**"SUNSHINE AT
 MIDNIGHT"**

**RONDO RECORDS
 By CAPT. STUBBY AND
 THE BUCCANEERS**

**"GOT A LITTLE ACHE
 IN MY HEART"**

LESLIE BROS.

**KING RECORDS
 WRITTEN BY
 Bettye Kummerle**

Congratulations To The Cash Box

on its

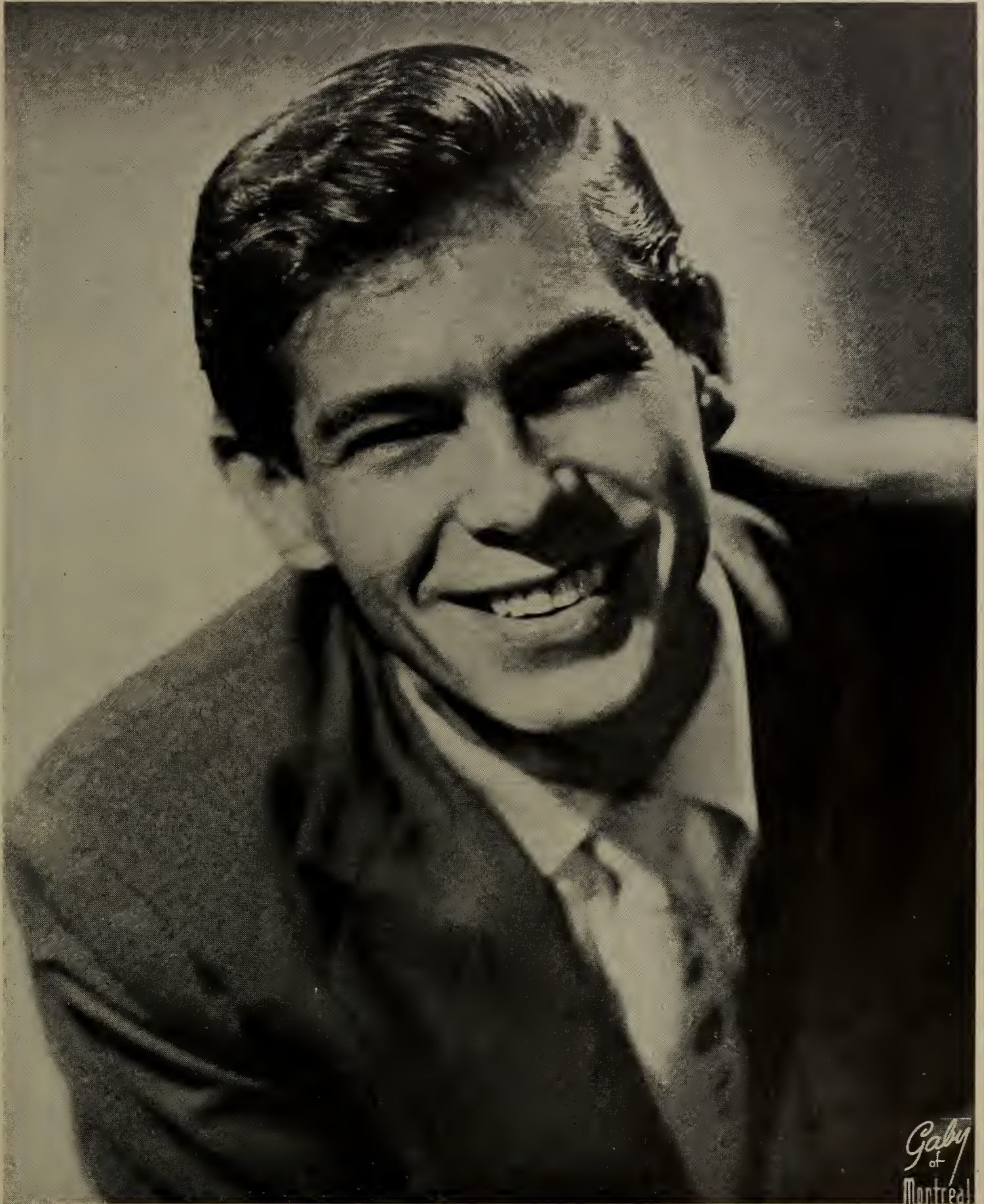
11th Anniversary

Essex Record Distributors

114 SPRINGFIELD AVENUE

NEWARK, N. J.

Thanks for your continued acceptance...



*Gaby
of
Montreal*

Johnnie Ray




Booking
GENERAL ARTISTS CORPORATION



Personal Mgt
BERNIE LANG



COLUMBIA  RECORDS

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

“THE CASH BOX” HOUR OF THE BR

This is only a partial list of radio shows that are

	MONDAY	TUESDAY	WEDNESDAY
6-7 A.M.	Stan Richards—WORL—Boston, Mass. Jack Dugan—WPTR—Albany, N. Y. Nat Williams—WDIA—Memphis, Tenn.	Stan Richards—WORL—Boston, Mass. Jack Dugan—WPTR—Albany, N. Y. Nat Williams—WDIA—Memphis, Tenn.	Stan Richards—WORL—Boston, Mass. Jack Dugan—WPTR—Albany, N. Y. Nat Williams—WDIA—Memphis, Tenn.
7-8 A.M.	Jack Dugan—WPTR—Albany, N. Y. Stan Richards—WORL—Boston, Mass. Nat Williams—WDIA—Memphis, Tenn. Don Larkin—WAAT—Newark, N. J.	Jack Dugan—WPTR—Albany, N. Y. Stan Richards—WORL—Boston, Mass. Don Larkin—WAAT—Newark, N. J. Nat Williams—WDIA—Memphis, Tenn.	Jack Dugan—WPTR—Albany, N. Y. Stan Richards—WORL—Boston, Mass. Don Larkin—WAAT—Newark, N. J. Nat Williams—WDIA—Memphis, Tenn.
8-9 A.M.	Donn Tibbetts—WFEA—Manchester, N. H. Jack Dugan—WPTR—Albany, N. Y. Shel Horton—WHUN—Saxton, Pa. Chuck Thompson—WFOR—Hattiesburg, Miss. Stan Richards—WORL—Boston, Mass.	Donn Tibbetts—WFEA—Manchester, N. H. Jack Dugan—WPTR—Albany, N. Y. Shel Horton—WHUN—Saxton, Pa. Chuck Thompson—WFOR—Hattiesburg, Miss. Stan Richards—WORL—Boston, Mass.	Donn Tibbetts—WFEA—Manchester, N. H. Jack Dugan—WPTR—Albany, N. Y. Shel Horton—WHUN—Saxton, Pa. Chuck Thompson—WFOR—Hattiesburg, Miss. Stan Richards—WORL—Boston, Mass.
9-10 A.M.	Herb Fontaine—WCOV—Lewiston, Mo. Fred Greene—WHLL—Wheeling, W. Va. Chuck Thompson—WFOR—Hattiesburg, Miss.	Herb Fontaine—WCOV—Lewiston, Me. Fred Greene—WHLL—Wheeling, W. Va. Chuck Thompson—WFOR—Hattiesburg, Miss.	Herb Fontaine—WCOV—Lewiston, Me. Fred Greene—WHLL—Wheeling, W. Va. Chuck Thompson—WFOR—Hattiesburg, Miss.
10-11 A.M.	Fred Greene—WHLL—Wheeling, W. Va. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C.	Fred Greene—WHLL—Wheeling, W. Va. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C.	Fred Greene—WHLL—Wheeling, W. Va. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C.
11-12 A.M.	Hal Tunis—WVNJ—Newark, N. J. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. Ace Wilson—WKGN—Knoxville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C. Honey Brown—WCBO—Bessemer, Ala.	Hal Tunis—WVNJ—Newark, N. J. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. Ace Wilson—WKGN—Knoxville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C. Honey Brown—WCBO—Bessemer, Ala.	Hal Tunis—WVNJ—Newark, N. J. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. Ace Wilson—WKGN—Knoxville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C. Honey Brown—WCBO—Bessemer, Ala.
12-1 P.M.	Hal Tunis—WVNJ—Newark, N. J. Al Kengott—WKDA—Nashville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C.	Hal Tunis—WVNJ—Newark, N. J. Al Kengott—WKDA—Nashville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C.	Hal Tunis—WVNJ—Newark, N. J. Al Kengott—WKDA—Nashville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C.
1-2 P.M.	Gary Lesters—WVNJ—Newark, N. J. Rod Loudon—KPOJ—Portland, Ore. Jerry Kay—WWEZ—New Orleans, La. Don Larkin—WAAT—Newark, N. J.	Gary Lesters—WVNJ—Newark, N. J. Rod Loudon—KPOJ—Portland, Ore. Jerry Kay—WWEZ—New Orleans, La. Don Larkin—WAAT—Newark, N. J.	Gary Lesters—WVNJ—Newark, N. J. Rod Loudon—KPOJ—Portland, Ore. Jerry Kay—WWEZ—New Orleans, La. Don Larkin—WAAT—Newark, N. J.
2-3 P.M.	Alan E. Cole—WRUN—Utica, N. Y. Rod Loudon—KPOJ—Portland, Ore. Jack Dugan—WPTR—Albany, N. Y. Jerry Kay—WWEZ—New Orleans, La. Don Larkin—WAAT—Newark, N. J.	Alan E. Cole—WRUN—Utica, N. Y. Joe Deboul—WJKO—Springfield, Mass. Rod Loudon—KPOJ—Portland, Ore. Jack Dugan—WPTR—Albany, N. Y. Jerry Kay—WWEZ—New Orleans, La. Don Larkin—WAAT—Newark, N. J.	Alan E. Cole—WRUN—Utica, N. Y. Rod Loudon—KPOJ—Portland, Ore. Jack Dugan—WPTR—Albany, N. Y. Jerry Kay—WWEZ—New Orleans, La. Don Larkin—WAAT—Newark, N. J.
3-4 P.M.	Alan E. Cole—WRUN—Utica, N. Y. Rod Loudon—KPOJ—Portland, Ore. Jack Dugan—WPTR—Albany, N. Y.	Alan E. Cole—WRUN—Utica, N. Y. Joe Deboul—WJKO—Springfield, Mass. Rod Loudon—KPOJ—Portland, Ore. Jack Dugan—WPTR—Albany, N. Y. Bob Chambers—WEBK—Tampa, Fla.	Alan E. Cole—WRUN—Utica, N. Y. Rod Loudon—KPOJ—Portland, Ore. Jack Dugan—WPTR—Albany, N. Y.
4-5 P.M.	Harry Burge—WQAM—Miami, Fla. Jockey Jack—WMBM—Miami Beach, Fla. Nat Williams—WDIA—Memphis, Tenn.	Harry Burge—WQAM—Miami, Fla. Jockey Jack—WMBM—Miami Beach, Fla. Nat Williams—WDIA—Memphis, Tenn. Bill Collins—WJOX—Biloxi, Miss.	Harry Burge—WQAM—Miami, Fla. Jockey Jack—WMBM—Miami Beach, Fla. Nat Williams—WDIA—Memphis, Tenn. Bill Collins—WLOX—Biloxi, Miss.
5-6 P.M.	Harry Burge—WQAM—Miami, Fla. Lee Leonard—WLOW—Norfolk, Va. Jockey Jack—WMBM—Miami Beach, Fla. Nat Williams—WDIA—Memphis, Tenn.	Harry Burge—WQAM—Miami, Fla. Lee Leonard—WLOW—Norfolk, Va. Jockey Jack—WMBM—Miami Beach, Fla. Nat Williams—WDIA—Memphis, Tenn.	Harry Burge—WQAM—Miami, Fla. Lee Leonard—WLOW—Norfolk, Va. Jockey Jack—WMBM—Miami Beach, Fla. Nat Williams—WDIA—Memphis, Tenn.
6-7 P.M.	Bill Silbert—WMGM—New York, N. Y. Paul E. X. Brown—WERD—Atlanta, Ga. Frank Bull—KFWB—Hollywood, Cal.	Bill Silbert—WMGM—New York, N. Y. Paul E. X. Brown—WERD—Atlanta, Ga. Frank Bull—KFWB—Hollywood, Cal.	Bill Silbert—WMGM—New York, N. Y. Paul E. X. Brown—WERD—Atlanta, Ga. Frank Bull—KFWB—Hollywood, Cal.
7-8 P.M.	Martin Block—WNEW—New York, N. Y. Horace Newberry—WEDO—McKeesport, Pa. Frank Bull—KFWB—Hollywood, Cal. Chuck Norman—WIL—St. Louis, Mo.	Martin Block—WNEW—New York, N. Y. Horace Newberry—WEDO—McKeesport, Pa. Frank Bull—KFWB—Hollywood, Cal. Chuck Norman—WIL—St. Louis, Mo.	Martin Block—WNEW—New York, N. Y. Horace Newberry—WEDO—McKeesport, Pa. Frank Bull—KFWB—Hollywood, Cal. Chuck Norman—WIL—St. Louis, Mo.

ON THE AIR EVERY BROADCASTING DAY

programmed directly from *The Cash Box* charts.

THURSDAY	FRIDAY	SATURDAY
Stan Richards—WORL—Boston, Mass. Jack Dugan—WPTR—Albany, N. Y. Nat Williams—WDIA—Memphis, Tenn.	Stan Richards—WORL—Boston, Mass. Jack Dugan—WPTR—Albany, N. Y. Nat Williams—WDIA—Memphis, Tenn.	Donn Tibbetts—WFEA—Manchester, N. H. Joe Monroe—KENT—Shreveport, La. Stan Richards—WORL—Boston, Mass. Jack Dugan—WPTR—Albany, N. Y. Nat Williams—WDIA—Memphis, Tenn. Lloyd Williams—WLIB—New York, N. Y.
Jack Dugan—WPTR—Albany, N. Y. Stan Richards—WORL—Boston, Mass. Don Larkin—WAAT—Newark, N. J. Nat Williams—WDIA—Memphis, Tenn.	Bob E. Lloyd—WAVZ—New Haven, Conn. Jack Dugan—WPTR—Albany, N. Y. Stan Richards—WORL—Boston, Mass. Don Larkin—WAAT—Newark, N. J. Nat Williams—WDIA—Memphis, Tenn.	Donn Tibbetts—WFEA—Manchester, N. H. Joe Monroe—KENT—Shreveport, La. Jack Dugan—WPTR—Albany, N. Y. Stan Richards—WORL—Boston, Mass. Lloyd Williams—WLIB—New York, N. Y. Len Allen—KLO—Ogden, Utah
Donn Tibbetts—WFEA—Manchester, N. H. Jack Dugan—WPTR—Albany, N. Y. Shel Horton—WHUN—Saxton, Pa. Chuck Thompson—WFOR—Hattiesburg, Miss. Stan Richards—WORL—Boston, Mass.	Donn Tibbetts—WFEA—Manchester, N. H. Jack Dugan—WPTR—Albany, N. Y. Shel Horton—WHUN—Saxton, Pa. Chuck Thompson—WFOR—Hattiesburg, Miss. Ed Meath—WHEC—Rochester, N. Y. Stan Richards—WORL—Boston, Mass.	Donn Tibbetts—WFEA—Manchester, N. H. Joe Monroe—KENT—Shreveport, La. Jack Dugan—WPTR—Albany, N. Y. Stan Richards—WORL—Boston, Mass. Lloyd Williams—WLIB—New York, N. Y.
Herb Fontaine—WCOV—Lewiston, Me. Fred Greene—WHLL—Wheeling, W. Va. Chuck Thompson—WFOR—Hattiesburg, Miss. Al Jarvis—KFWB—Hollywood, Cal.	Herb Fontaine—WCOV—Lewiston, Me. Fred Greene—WHLL—Wheeling, W. Va. Chuck Thompson—WFOR—Hattiesburg, Miss. Ed Meath—WHEC—Rochester, N. Y.	Stan Pat—WTNJ—Newark, N. J. Joe Morris—WKDK—Newberry, N. C.
Fred Greene—WHLL—Wheeling, W. Va. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C. Al Jarvis—KFWB—Hollywood, Cal.	Fred Greene—WHLL—Wheeling, W. Va. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C.	Martin Block—WNEW—New York, N. Y. Fred Cole—WHDH—Boston, Mass. Stan Pat—WTNJ—Newark, N. J. Bob Chambers—WEBK—Tampa, Fla. Jack Clifton—WCUE—Akron, Ohio Joe Morris—WKBK—Newberry, N. C.
Hal Tunis—WVNJ—Newark, N. J. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. Ace Wilson—WKGN—Knoxville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C. Al Jarvis—KFWB—Hollywood, Cal. Honey Brown—WBCO—Bessemer, Ala.	Hal Tunis—WVNJ—Newark, N. J. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. Ace Wilson—WKGN—Knoxville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C. Honey Brown—WBCO—Bessemer, Ala.	Martin Block—WNEW—New York, N. Y. Jerry Marshall—WNEW—New York, N. Y. Fred Cole—WHDH—Boston, Mass. Morgan Babb—WHOP—Hopkinsville, Ky. Jockey Jack—WMBM—Miami Beach, Fla. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C.
Hal Tunis—WVNJ—Newark, N. J. Al Kengott—WKDA—Nashville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C. Al Jarvis—KFWB—Hollywood, Cal.	Hal Tunis—WVNJ—Newark, N. J. Al Kengott—WKDA—Nashville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C.	Gary Lesters—WVNJ—Newark, N. J. Al Kengott—WKDA—Nashville, Tenn. J. Cirt Gill, Jr.—WGBG—Greensboro, N. C.
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Alan E. Cole—WRUN—Utica, N. Y. Joe Deboul—WJKO—Springfield, Mass. Rod Loudon—KPOJ—Portland, Ore. Jack Dugan—WPTR—Albany, N. Y. Jerry Kay—WWEZ—New Orleans, La. Don Larkin—WAAT—Newark, N. J.	Alan E. Cole—WRUN—Utica, N. Y. Rod Loudon—KPOJ—Portland, Ore. Jack Dugan—WPTR—Albany, N. Y. Jerry Kay—WWEZ—New Orleans, La. Don Larkin—WAAT—Newark, N. J.	Joe Deboul—WJKO—Springfield, Mass. Jerry Kay—WWEZ—New Orleans, La. Harv Morgan—WARM—Scranton, Pa. Larry E. Jones—KTNX—Austin, Tex. Horace Newberry—WEDO—McKeesport, Pa.
Alan E. Cole—WRUN—Utica, N. Y. Joe Deboul—WJKO—Springfield, Mass. Rod Loudon—KPOJ—Portland, Ore. Jack Dugan—WPTR—Albany, N. Y.	Alan E. Cole—WRUN—Utica, N. Y. Rod Loudon—KPOJ—Portland, Ore. Jack Dugan—WPTR—Albany, N. Y. Bill Jaeger—WAND—Canton, Ohio	Dick Karnow—WGSM—Long Island, N. Y. Sandy Singer—WCRG—Cedar Rapids, Iowa Gene Fullen—WBNS—Columbus, Ohio Joe Deboul—WJKO—Springfield, Mass. Harv Morgan—WARM—Scranton, Pa. Larry E. Jones—KTNX—Austin, Tex.
Harry Burge—WQAM—Miami, Fla. Jockey Jack—WMBM—Miami Beach, Fla. Nat Williams—WDIA—Memphis, Tenn. Bill Collins—WLOX—Biloxi, Miss.	Gene Whitaker—WREY—Reidsville, N. C. Fred Hobbs—KBOL—Boulder, Colo. Pat Wambach—WCMB—Harrisburg, Pa. Harry Burge—WQAM—Miami, Fla. Bill Jaeger—WAND—Canton, Ohio	Dick Karnow—WGSM—Long Island, N. Y. Sandy Singer—WCRG—Cedar Rapids, Iowa Norman Hall—WBNI—Boonville, Ind. Jockey Jack—WMBM—Miami Beach, Fla. Nat Williams—WDIA—Memphis, Tenn. Bill Collins—WLOX—Biloxi, Miss.
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Martin Block—WNEW—New York, N. Y. Horace Newberry—WEDO—McKeesport, Pa. Frank Bull—KFWB—Hollywood, Cal. Chuck Norman—WIL—St. Louis, Mo.	Martin Block—WNEW—New York, N. Y. Bob Harris—KFRE—Fresno, Cal. Horace Newberry—WEDO—McKeesport, Pa. Frank Bull—KFWB—Hollywood, Cal. Chuck Norman—WIL—St. Louis, Mo.	Murray Jordan—WLIB—New York, N. Y. Jerry Kay—WWEZ—New Orleans, La.

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- Labels and Stampers

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VALUABLE TIME, HAVEN'T YOU
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PITTSBURGH 19, PA.

THE NATION'S TOP TEN PLUS THE NEXT 25 JUKE BOX TUNES

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

THE CASH BOX



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

Pos. Last Week

- 1 I'M WALKING BEHIND YOU**
EDDIE FISHER
 CA-2450 (F-2450)—Frank Sinatra
 CR-60985 (9-60985)—Dorothy Squires
 DE-28692 (9-28692)—Donald O'Connor
 ME-70128 (45-70128)—Vic Damone
 VI-20-5293 (47-5293)—Eddie Fisher
- 2 SONG FROM MOULIN ROUGE**
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.
- 3 RUBY**
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.
- 4 TERRY'S THEME FROM "LIMELIGHT"**
FRANK CHACKSFIELD O.
 CO-40013 (4-40013)—Wally Stott O.
 CR-61006 (9-61006)—Ron Goodwin O.
 LO-1342 (45-1342)—Frank Chacksfield O.
 VI-20-5326 (47-5326)—Winterhalter O.
- 5 APRIL IN PORTUGAL**
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
- 6 NO OTHER LOVE**
PERRY COMO
 CA-2487 (F-2487)—Helen O'Connell
 CA-1685 (F-1685)—Joe Stafford
 DE-28746 (9-28746)—Gordon Jenkins O.
 MG-30796 (K-30796)—David Rose O.
 OK-6979 (4-6979)—Stan Fisher
 VI-20-5317 (47-5317)—Perry Como
 VI-20-5342 (47-5342)—Noro Morales O.
- 7 CRAZY, MAN, CRAZY**
BILL HALEY
 ES-321 (45-321)—Bill Haley
 ME-70153 (45-70153)—R. Marterier O.
- 8 SAY YOU'RE MINE AGAIN**
PERRY COMO
 CA-2429 (9-2429)—June Hutton & Axel Stordahl
 CR-60982 (9-60982)—The Modernaires
 DE-28676 (9-28676)—Dolores Gray
 ME-70134 (45-70134)—Eddy Howard
 VI-20-5277 (47-5277)—Perry Como
- 9 VAYA CON DIOS**
LES PAUL & MARY FORD
 CA-2486 (F-2486)—Les Paul & M. Ford
 CA-2514 (F-2514)—Wes & Mar Tuttle
 CR-60991 (9-60991)—Jack Smith
 CY-654 (45-654)—Bob London
 ME-89047 (89047x45)—Anota Day
- 10 I BELIEVE**
FRANKIE LAINE
 CA-2332 (F-2332)—Jane Froman
 CO-39938 (4-39938)—Frankie Laine

11) ANNA. 12) I'D RATHER DIE YOUNG. 13) ALLEZ-VOUS-EN. 14) HALF A PHOTOGRAPH. 15) THE BREEZE. 16) P. S. I LOVE YOU. 17) MY ONE AND ONLY HEART. 18) THE HO HO SONG. 19) WITH THESE HANDS. 20) CANDY LIPS. 21) GAMBLER'S GUITAR. 22) PRETEND. 23) RETURN TO PARADISE. 24) SEVEN LONELY DAYS. 25) ORGAN GRINDER'S SWING. 26) OH! 27) YOUR CHEATIN' HEART. 28. GIGI. 29) JOHNNY. 30) YOU, YOU, YOU. 31) THUNDER AND LIGHTNING. 32) HOW MUCH IS THAT DOGGIE IN THE WINDOW. 33) KEEP IT GAY. 34) USKA DAR. 35) HONEY IN THE HORN.



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

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

1. I'M WALKING BEHIND YOU . . . Eddie Fisher (RCA Victor)
2. SONG FROM MOULIN ROUGE . . . Percy Faith (Columbia)
3. NO OTHER LOVE . . . Perry Como (RCA Victor)
4. TERRY'S THEME FROM "LIMELIGHT" . . . Frank Chacksfield (London)
5. RUBY . . . Richard Hayman (Mercury)
6. VAYA CON DIOS . . . Les Paul & Mary Ford (Capitol)
7. APRIL IN PORTUGAL . . . Les Baxter (Capitol)
8. SAY YOU'RE MINE AGAIN . . . Perry Como (RCA Victor)
9. ALLEZ-VOUS-EN . . . Kay Starr (Capitol)
10. P. S. I LOVE YOU . . . Hilltoppers (Dot)

Eddie Hubbard (WENR—Chicago) interviewing practically every top celebrity who comes into Chicago for personal appearances. Among those in the past month are Tony Martin, Vic Damone, Hal Block, Jeff Chandler, MacDonald Carey, Georgia Gibbs, Patti Page, Mala Powers, Chill Wills and Gig Young. . . . Glowing response from the listening public and press to Blossom Seeley and Benny Fields as pinch hitting disk jockeys on the Ted Husing "Bandstand" program (WMGM-New York) has prompted the station to hold over the celebrated showbiz couple for a second week. Husing is on vacation. Blossom and Benny are on the air 10 to 11 A. M. and 5 to 6 P. M., Monday through Saturday. . . . Julius LaRosa opened at Hampton Beach Casino, Hampton Beach, N. H. on June 26 to a full house including a host of deejays. Bob Clayton-WHDH; Brad Lacey-WKXL; Bob Martin-WVDA; Norm Bailey-WKBR and Donn Tibbetts, ASDJ prexy from WFEA plus many many others.



DEL WARD
KWK-St. Louis, Mo.

Pic of the week—Del Ward, attractive young deejay takes up the 9:15 to 11 P.M. spot across the board at KWK—St. Louis, Mo. Del was recently in New York doing dramatic shots on teevee and radio. . . . Sid Dickler (WEDO—McKeesport, Pa.) now using Raymond Scott's Audivox "Shadow Dance" as his theme song. . . . Lee and Lorraine Ellis (WINZ—Miami, Fla.) asking the diskeries to send them more records. . . . Pertinent information gleaned from our deejay poll. Mr. "Big" of KBIG—Avalon, Calif., is 6' 10" tall. . . . Paul Brenner (WAAT—Newark, N. J.) has been conducting a request show for servicemen known as "Service For Men Overseas." G. I.'s have been writing him requests for their families in the states. Recently Paul took an interest in a Lt. and Mrs. P. L. DeBacco. The "Loot" is overseas and Mrs. DeBacco was expecting. In appreciation for his unselfish interest the newly arrived son was named Paul. . . . Pat Terry recently appeared as Art Tacker's guest at WBMS—Boston. After Art played Pat's new release he asked the audience to phone in its comments. Resulting calls made Pat a happy girl.

Disk Jockies who program a "Cash Box" on the air and who were listed in our spread in this issue should drop us a line with the time of the program. There will be another listing in some future issue. . . . Syd Nathan, King Records was in Miami last week. He got down to brass tacks with Dave Miller (WMIE—Miami, Fla.) and the results are some terrific ideas that should make Dave as great in Miami as he was in Newark. Miller has already put some of the ideas into practice and is anxiously awaiting the next Pulse rating. Nathan gave Miller's daughter, Mia Jane, a terrific birthday party at the Sea Gull. She's six years old and thrilled. . . . Mary and Ann Kelly, new singing discovery of Seger Records, recently made a promotional visit to Baltimore in connection with her first release "Wilful Lies" and "If I Ever Fall In Love." While there, Buddy Dean, popular Baltimore disk jockey, turned his show over to Mary Ann for about forty-five minutes at which time she answered telephone requests and spun a few top records.

The writers ABNER SILVER and BENNY DAVIS
say THANKS TO YOU
OPERATORS . . . DEALERS . . . DJ's

**IT'S TOPS IN
THE NATION**

(within 3 short weeks of Release)

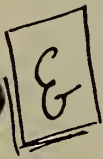
**WITH
THESE
HANDS**



Recorded
by



Eddie
FISHER



Johnny
RAY

on
RCA VICTOR
20/47-5365

on
COLUMBIA
40006/4-40006

published by

BEN BLOOM MUSIC CORP.

1619 BROADWAY NEW YORK

RECORD REVIEWS

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

BETTY HUTTON

(Capitol 2522; F-2522)

B "GOIN' STEADY" (2:35) [Central Songs BMI] Betty Hutton shows her versatile talent by jumping through a novelty in a pert manner. The ditty stems from the western market and could click pop wise also.

C+ "NO MATTER HOW YOU SAY GOODBYE" (2:46) [Goday BMI] With Nelson Riddle setting up the accompaniment once again, Betty changes the mood and tenderly treats a sentimental ballad to a hushed vocal.

RUSTY DRAPER

(Mercury 70188; 70188 x 45)

B+ "LIGHTHOUSE" (2:43) [Kardale BMI] Rusty Draper does something a bit different from the usual run of the mill number, and tells an exciting story about a lighthouse. The guitar and beat create a feeling. Has a western flavor like that of his hitting "Gambler's Guitar".

C+ "I LOVE TO JUMP" (2:12) [George Paxton ASCAP] With the Jack Halloran Singers and David Carroll's ork assisting again, Rusty dances through a cute novelty with an appealing air. Item is colorful.

IRVING FIELDS TRIO

(King 1243; 45-1243)

B "KEY WEST RHUMBA" (2:38) [Harris ASCAP] Irving Fields gets a fine assist from his men as the trio glides through a rhythmic rhumba item with a very catchy melody. Irving's masterful touch at the piano makes the number stand out. Brilliant.

C+ "GOOBALA-GOOBALA" (2:40) [Crest ASCAP] With a male vocal on this end, Irving Fields' Trio glides along through an amusing lilting number with a ditty taste. The goobala talk should get laughs.

SAMMY KAYE ORCHESTRA

(Columbia 40025; 4-40025)

B "THE ONE IN YOUR HEART" (2:35) [World ASCAP] Sammy Kaye diverts from his usual form and becomes a lush stringy ork for a lovely waltz interpretation of a pretty melody. The Swaying vocal by the Kaydets rounds out a fine deck.

B "THE MIDNIGHT RIDE" (3:03) [World ASCAP] Here Sammy and the gang give a soft touch to a fine jump number that really moves. The good sock rhythm piece features some fine instrumental solos by the boys in the crew. Good dance stuff too.

PAT TERRY

(Jubilee 6044; 45-6044)

B "SINCE YOU HAVE LEFT ME" (2:37) [Meridian BMI] The brilliant voice of Pat Terry hands in a lovely romantic ballad. He puts a great deal of feeling into the delivery and gets a fine setting from Artie Beck's ork.

B "LOVE ME AGAIN" (3:19) [Jack Gold ASCAP] The smooth voiced balladeer dishes up another beautiful melody that casts a bright picture on his future. This potent lid should do well for Pat.

THE CASH BOX

DISK OF THE WEEK

"MY LOVE, MY LOVE" (2:54)

[Meridian ASCAP]

"YOU'RE FOOLING SOMEONE" (2:05)

[Brandom ASCAP]

JONI JAMES
(MGM 11543; K 11543)



JONI JAMES

● Since her rocket-ship rise to fame with "Why Don't You Believe Me", Joni James has proven herself to be an established top

selling record artist. Almost every one of her platters has been tops in one juke box or another. Now the sweet voiced thrush dishes up two sensational sides that oughta keep her high up on all of the polls. "My Love, My Love" is a tender dream-dusted ballad set to a slow and warm waltz tempo. The melody and lyrics are perfectly wed and Joni caresses them in a sincere manner. To change the pace from her usual slow delivery, Joni takes a terrific jump tagged "You're Fooling Someone" and lilts through the shuffle item in a catchy multiple voice style. Both decks have a great deal of potential. Should make perfect programming in the boxes.

LOU MONTE

(RCA Victor 20-5382; 47-5382)

C+ "ANGELINA" (2:50) [Frank ASCAP] With Hugo Winterhalter's ork assisting with the accompaniment, Lou Monte sings of "Angelina" to a soft and romantic tempo. The ballad comes over with effect.

B "JEALOUS OF YOU" (2:28) [E. B. Marks BMI] A full and beaty introduction leads into an exciting number sung with zest to a sultry tango tempo. The fine tune is presented with taste by Lou.

STEVE GAINER

(BBS 115; 45-115)

B+ "WHEN" (2:50) [Warmil BMI] Here is a lad that should be a big star in the future. One listen to this wonderful ballad, delivered with strength and tenderness, should convince anyone of his fine talent. The exciting tango beat and fitting instrumental backdrop by Hy Schindel's Ork is terrific. A potent platter for Steve Gainer.

B "MY GREATEST MISTAKE" (2:45) [Warmil BMI] Here Steve stands back and sings right from the toes on a pretty song with a lilting accompaniment. Good listening material.

JIMMY DARRO

(Mercury 70150; 70150 x 45)

C+ "A FOOL IN LOVE" (2:42) [Bourne ASCAP] As Joe Reisman accompanies with his lush ork, Jimmy Darro offers a pleasing delivery of a fine tune. His fine round voice makes the number take on meaning.

C+ "I DON'T WANT TO WALK WITHOUT YOU" (3:05) [Paramount ASCAP] A terrific oldie gets an inviting treatment from Jimmy. The tune lives again and might come back, with a push behind it.

JIMMY PALMER ORCH.

(Mercury 70182; 70182 x 45)

B "OH!" (2:00) [Feist ASCAP] A novelty instrumental bouncer that seems to be making a stir out west, gets a lively styling from the Jimmy Palmer Ork. The group handling the vocal adds a great deal to the tricky side. Should get spins.

C+ "BY THE BEAUTIFUL SEA" (2:10) [Shapiro Bernstein ASCAP] A cute bounce standard that seems to fit perfectly into the summer season, is treated with pep and appeal by the Palmer gang.

HARMONY BELLS ORCH.

(Dana 3127; 45-3127)

C+ "THUNDER AND BLAZES" (2:28) The famous theme that rings out when the circus comes to town, is set to a polka tempo for the Harmony Bells and the results are terrific. Polka lovers will take to this like wild fire.

C+ "THE MOON SHINES BRIGHT" (2:30) The Bells supply some more lively dance music with an inviting melody. A natural for the right locations.

BOB EBERLY

(Capitol 2525; F-2525)

C+ "CRYIN' MY HEART TO SLEEP" (2:38) [Essex ASCAP] Les Baxter and his boys supply a lush and fitting accompaniment for Bob Eberly's sincere and feelingful styling of a good ballad.

C+ "YOU ARE TOO BEAUTIFUL" (2:34) [Harms ASCAP] Bob waxes a tender and warm version of one of our most beautiful standards. The pretty ballad with a meaningful set of lyrics and a lovely melody comes over well.

THE MELACHRINO STRINGS

(RCA Victor 20-5362; 47-5362)

B+ "THE SWORD AND THE ROSE" (2:20) [Walt Disney ASCAP] The lush and ringing sound of the Melachrino Strings casts a perfect mold for an exciting delivery of a fast moving instrumental number. A thrilling, lush and glorious number.

B+ "SHADOWS" (2:50) [Fanmar BMI] A lush and lovely theme gets an elegant and penetrating styling from the Melachrinos with George Melachrino waving the baton. This melodic item could be caught in the draft of the instrumental fad and go right up there.

CATHY RYAN

(MGM 11544; K-11544)

B "SHOW ME THE WAY TO GO HOME" (2:11) [Harms Inc. ASCAP] Joe Lipman's crew sets up a jump backing for the sparkling voice of Cathy Ryan as she belts out an oldie. She has a fine Kay Starr quality. Multiple vocal adds color.

C+ "YOU NEVER KNOW 'TIL MONDAY" (2:14) [Robbins ASCAP] A slow lilting backdrop is the showcase for Cathy Ryan's torchy vocal of a good bluesy item. The rhythm fits the vocal perfectly.

MIGUELITO VALDES

(Mood 1002; 45-1002)

C+ "THE PEANUT VENDOR" (2:33) An exciting rhumba tempo that lends itself to the mambo also is the setting for an interesting Spanish vocal treatment of an old favorite. Real rocking.

C+ "JUNGLE MAN" (2:29) [Abbott Music] An Afro-Cuban number with an exciting chanting vocal is delivered by Miguelito Valdes and his crew. Number has an air similar to his famous "Babalu".

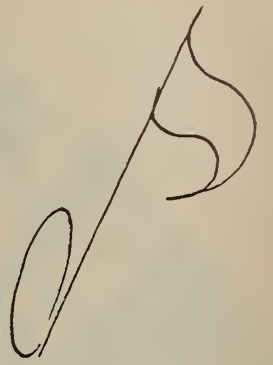
THE CASH BOX

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.

- ★ "TIPTOE THRU THE TULIPS" Jimmy Carroll Columbia 40028; 4-40028
- ★ "THE SWORD AND THE ROSE" & "SHADOWS" ... The Melachrino Strings... RCA Victor 20-5362; 47-5362
- ★ "LIGHTHOUSE" Rusty Draper Mercury 70188; 70188 x 45
- ★ "CAPE COD GIRLS" Bill Harrington Allen 233; 45-233
- ★ "T. V. RUMBA" Bob Bachelder Mood 1011; 45-1011

Thanks Fella's



For the wonderful
response to my latest
RCA Victor Recording

"UNFAIR"

and

**"SORTA ON
THE BORDER"**

with HENRI RENE and his Orchestra

RCA Victor 20/47-5352



*Tommy
Martini*

RCA VICTOR
FIRST IN RECORDED MUSIC



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

RECORD REVIEWS

<input type="radio"/> A DISK & SLEEPER	<input type="radio"/> C GOOD
<input type="radio"/> B EXCELLENT	<input type="radio"/> D FAIR
<input type="radio"/> B VERY GOOD	<input type="radio"/> D MEDIOCRE

BILL HARRINGTON

(Allen 233; 45-233)

B+ "CAPE COD GIRLS" (2:14) [Budd ASCAP] With Jimmy Leyden supplying the cornball bounce rhythm and appealing backdrop sounds, Bill Harrington gives out with a Guy Mitchell-like rousing reading of a cute novelty. Happy aire makes this powerful side. Could catch.

C+ "SUNFLOWER LANE" (2:30) [Alamo ASCAP] The chorus backs Bill again on a pretty swaying waltz that has a warm, colorful flavor to make it a natural as a summer pleaser.

NORRIS THE TROUBADOUR

(Co-Ed 115)

C "MINT JULEP BLOOMIN' LIKE A TULIP" (2:27) [E. H. Morris ASCAP] A ditty done in a country manner with a guitar adding color, is sung by Norris The Troubadour. The volume is extremely low on the record and is poorly engineered.

D "I'D CALL THIS WORLD A HEAVEN" (2:21) [Mayhams Music] This is another bouncing side with a vocal that is also engineered in an amateurish manner. Sounds like an old record.

VICTOR YOUNG ORCHESTRA

(Decca 28638; 2-28638)

C+ "MOONLIGHT SERENADE" (2:35) [Victor Young Pub. ASCAP] The singing strings of the Victor Young Orchestra glide along smoothly through a lovely tune delivered in a manner that soothes. Has a classical flavor.

C+ "PIXIE HOLIDAY" (2:50) [Ardmore ASCAP] Harry Sukman is featured at the piano on a light and gay instrumental which he composed, as Victor Young's ork assists. Results are light and give a happy feeling.

BOB BACHELDER

(Mood 1011; 45-1011)

B+ "T. V. RUMBA" (2:34) A fine gimmick record that should do greatly in the juke boxes is presented by Bob Bachelder and his Mood ork. He takes all the popular themes from TV shows and sets them to a rumba tempo. Terrific idea. Could catch in a big way. Very commercial.

C+ "CHEEK TO CHEEK" (2:05) Here the crew sends up some fine dance jump stuff on a fine oldie. Rhythm and arrangement are both well coordinated.

EDMUNDO ROS ORCH.

(London 1303; 45-1303)

C+ "CHILE SAUCE" (2:14) [Southern ASCAP] A fast moving samba number gets a zippy and novelty run-through from Edmundo Ros and his men. The Latin rhythm makes for perfect dance music, and the lyrics for inviting listening. Ok from all ends.

C+ "FLYING FLUTES" (2:27) [Peer Inc BMI] The flutes are the featured instruments on this lively half with an appealing Latin kick. The manner of delivery makes the Ros band a perfect setting for hoofing.

THE CASE BOX

SLEEPER OF THE WEEK

"IF YOU WERE MINE" (2:56) [Santly-Joy ASCAP]

"SONG OF INDIA" (3:53) [Criterion ASCAP]

MARIO LANZA

(RCA Victor 10-4209; 49-4209)



MARIO LANZA

● Mario Lanza, one of filmdom's top vocal artist's has made the record industry take note of his worth on wax, via his fabulous hit "Be My Love". Since then he has had

another contender in "Because You're Mine" which was nominated by the Motion Picture Academy of Arts and Sciences, for top honors of 1952. Now the strong voiced balladeer comes up with one of his most impressive offerings to date in the beautiful number "If You Were Mine". Backed by a full chorus and a lush orchestra, the tenor belts out a love song straight from the toes. The tune has a flavor similar to "Be My Love". The tune certainly has what's needed to make it a hit. Flip features Mario on a full and flowing interpretation of a great standard, "Song Of India". Every word is right from the heart. "If You Were Mine" is a strong showing for the peak of the charts. Watch for it.

JERRY SHARD ORCH.

(Capitol 2520; F-2520)

C+ "SING HIGH, SING LOW" (2:09) [Ludlow BMI] The wah wah of Jerry Shard's trumpets combined with a delivery of the melody by a ringing set of bells, makes for very interesting listening on this colorful waltz. Jerry's fans are sure to go for it in a big way.

C+ "THE GANG THAT SANG" (2:07) [Robbins ASCAP] The chorus joins Jerry's boys on this half to attractively dance through a gay and lilted number. The rhythmic orking and happy vocal go well together.

CARMEN LOMBARDO & GRADY MARTIN

(Decca 28722; 9-28722)

C+ "SWEETHEARTS ON PARADE" (2:29) [Mayfair ASCAP] A bouncing and rhythmic item with a bit of that old rag time flavor, is presented by the combined talents of Carmen Lombardo on the vocal and Grady Martin & his Slew Foot Five on the orking.

C+ "COQUETTE" (2:17) [Leo Feist ASCAP] Carmen hands in another pleasant vocal offering on a bouncing item that's making some noise. The number makes for ok listening.

KEN CURTIS

(Crystalette 657; 45-657)

B "HANNAH LEE" (2:46) [Mills ASCAP] A bouncing lively item with a colorful western flavor gets a peppy delivery from Ken Curtis. The Top Hands set up a perfect backing on the tune that comes from the flicker "Hannah Lee".

B "ARE YOU" (2:47) [Bibo BMI] On this end, Ken shows the warmth in his voice by sending out a fine ballad. The tune has a good quality to it and comes through in a real polished manner.

TONY CRAIG

(Vogue 1031; 45-1031)

B "VOLCANO" (2:00) [Symphony House ASCAP] From the coming Italian flick "Volcano", comes this impressively exciting theme music to which Tony belts the lyrics. The fast moving Latin aire and quality vocal blend perfectly together.

C+ "THE MELBA WALTZ" (2:15) [Bregman, Vocco & Conn ASCAP] Tony hands up another lovely melody from a film, this one from "Melba". This lush and swaying waltz gets another fine accompaniment from George-Siravo's Orchestra.

THE BANJO KINGS

(Good Time Jazz 83; 45-83)

C+ "CAROLINA IN THE MORNING" (2:30) A great standard that can almost be called a folk song, is treated to a thrilling style by the Banjo Kings, Dick Roberts and Red Roundtree. Their soft strumming blends into an exciting finish at an ultra-high speed.

C+ "DOWN SOUTH" (2:29) Another light sounding piece makes for good listening as the boys strum away in a happy manner. Their colorful interpretation makes your feet bounce.

JIMMY CARROLL

(Columbia 40028; 4-40028)

B+ "TIPTOE THRU THE TULIPS WITH ME" (2:20) [M. Witmark & Sons ASCAP] A light bouncing instrumental novelty gets a fabulous multiple clarinet treatment from Jimmy Carroll. The pleasant effect is very catchy and should click well in the boxes. A potential hit!

C+ "CLARINET POLKA" (2:21) [Senator BMI] Jimmy sends out some sensational polka music with the same multiple effect. His fancy tooting is in perfect tempo for dancing. Certain spots, where the polka is popular, will do well on this end.

JO ANN TOLLEY

(MGM 11535; K-11535)

B "I DON'T WANT TO BE A SUMMER SWEETHEART" (2:31) [Laurel ASCAP] With a smooth blend of the voices in the chorus and Leroy Holmes' ork playing lushly, Jo Ann Tolley gives out with a colorful presentation of a sentimental ballad. A pretty item that could catch.

C+ "I'LL GO ON LOVING YOU" (2:27) [Santly-Joy ASCAP] Jo handles this tender ballad with a tear in her voice and presents the number with the utmost of ease. A very pretty tune.

JUNE ANTHONY

(Okah 6981; 4-6981)

B "TOO YOUNG TO TANGO" (2:03) [Aberbach Inc. BMI] A cute novelty item with both a Latin beat and a jump tempo gets a pert voicing in a catchy manner by June Anthony. The amusing ditty is fittingly backed by Jimmy Leyden's crew.

C+ "RATHER" (2:49) [Larry Speir ASCAP] With a pleasant voice that has a bit of Teresa Brewer in it, June glides along through an appealing waltz number. Her voice has a gleam to it on this sentimental item.

XAVIER CUGAT ORCH.

(RCA Victor 20-5391; 47-5391)

B "CHIVIRICO" (2:28) [Pemora BMI] The commercial sound that stems from the Xaxier Cugat ork can well be recognized as the crew rhythms through an exciting mambo number. It's a catchy tune that makes for perfect dance music. Fans should love this.

C+ "YOU TOO, YOU TOO?" (2:45) [E. B. Marks BMI] The combination of strings and Latin rhythm instruments blend perfectly with the voice of Stuart Foster on a fine rumba number. It's typical Cugat quality.

DOTTI DUNN & WILL HARVEY

(BBS 5003; 45-5003)

B "MY HEART KNOWS" (2:35) [Music Hall Songs ASC] With the harmony of The Country Gentlemen in the background, Dotti Runn and Will Harvey join in a duet of a very cute tune. Number has a country flavor and gets a clacking in the backdrop for effect.

C+ "THIS IS THE DAY" (2:10) [Mecca ASCAP] Dotti, Will and the rest of the gang sway invitingly through a waltz number with a country flavor. The tune and lyrics remind one of "Now Is The Hour".

DODI SIMPSON

(Mayjoe 2001; 45-2001)

C+ "THERE'S NO LOVE LIKE AN OLD LOVE" (2:25) [Joe Schuster ASCAP] An appealing ballad with an infectious lilt is pertly voiced by Dodi Simpson. Number could have been much more effective with a full orking. Yet is holds its own for good listening matter.

C+ "GONNA GIVE MY HEART A PAT ON THE BACK" (2:05) [Sunset ASCAP] Here the sweet voiced thrush lightly jumps through a ditty with a fine set of lyrics. On this end the piano accompaniment is more appropriate.



Wishing Cash Box

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on their

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OTHER
LOVE**

**KEEP
IT
GAY**

th
Anniversary

PERRY COMO

RCA Victor Records

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GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

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

Disk Jockeying:

How It Began



by MARTIN BLOCK

When Sid Parnes asked me to write an article for his disk jockey issue he specified the subject he wanted was to be about "How Disk Jockeying Began", which was like asking me to write an article on how the world began. It all depends on your viewpoint. Personally, I believe in evolution and the disk jockey per se is the result of a condition rather than an original idea.

From 1929 to 1933 radio announcers were playing phonograph records. They could hardly be called disk jockeys. Records were played indiscriminately, no effort was made at programming—for continuity. More often than not the artist's name was never mentioned. I think it would be safe to say that in 1932 if I were asked to define a phonograph record I would have said, "three minutes of recorded music designed to fit between two commercial announcements."

My own personal transformation from radio announcer to disk jockey was occasioned by my belief that records, as they were at that time being presented on the air, did not make good listening. It became obvious that phonograph records could be used to build a show as good, if not better, than any musical show on the air at that time and so instead of playing single records I attempted to create the illusion that the artist was in person on a bandstand performing for my listeners. If I were to attempt to analyze my reasoning, I suppose I would be tempted to say that it is easier to sell a personality than to sell 32 bars of music and where other announcers were peddling the melody I attempted to glamorize the artist and the public liked it.

So far I have used about 300 words trying to explain how disk jockeying began which is fine since that is what Sid Parnes asked for. The truth could have been told in one sentence. Records cost nothing and when a pleasant personality is mixed with a good selection of phonograph records you have an enjoyable program which is low in cost to the station.

That is how disk jockeying began. Here's to the Disk Jockey. Long may he rave!

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

Congratulations
ON YOUR
11th Anniversary



David Le Winter
And His Pump Room Orchestra
Currently 8th Year at Chicago's Famous
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Featured On
Columbia Records
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Standard Transcriptions
Personal Management
Gabbe, Lutz & Heller

GAMMAROTA
RECORDS

Climbing Fast!
"YOU MENDED A
HEART THAT
WAS BROKEN"

b/w
"WHY DON'T YOU TELL ME
YOU'RE SORRY?"

sung by
DICK LARKIN
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GAMMAROTA PUB. CO.
234 Patterson Ave.
East Rutherford, N. J.

We're being Modest

when we say—

**CATCHING ON IN PHILA.,
BOSTON, PITTSBURGH
& ST. LOUIS**

JERRY COOPER'S

**"I LOVE YOU
SO WITH ALL
MY HEART"**

b/w

"STARDUST"
ANCHOR RECORD # 20

*
Anniversary Greetings

ANCHOR RECORD CO.
268 - 15th Ave., Newark, N. J.

A Sensational Romantic HIT Ballad - for all summer!!!
"MOONLIGHT TANGO"
*Exclusive Smash Version
on DANA RECORD-2106 by... RICKY HALE*

"BEST BETS"
THE CASH BOX June 27th
b/w "DONKEY SERENADE"
a ★★ Star Selection by Music Guild of America

DANA Records Inc.
344 North Ave., New Rochelle, N.Y.

with REMO BIONDI Orchestra • written by SIDNEY PROSEN (writer of TILL I WALTZ AGAIN WITH YOU)
DISTRIBUTORS NOTE: SOME TERRITORIES STILL OPEN—Write—Wire—Phone



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Eddie Fisher



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Twice Weekly

CURRENT RCA VICTOR RELEASES

"WITH THESE HANDS"

b/w

"WHEN I WAS YOUNG"

20/47-5365

"I'M WALKING BEHIND YOU"

b/w

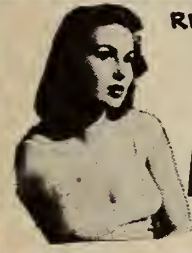
"JUST ANOTHER POLKA"

20/47-5293

M-G-M Record Hits

<p>BILLY ECKSTINE I LAUGH TO KEEP FROM CRYING and SEND MY BABY BACK TO ME MGM 11511 78 rpm K 11511 45 rpm</p>	<p>DAVID ROSE and his Orchestra ALL I DESIRE and NO OTHER LOVE MGM 30796 78 rpm K 30796 45 rpm</p>	<p>JONI JAMES ALMOST ALWAYS and IS IT ANY WONDER MGM 11470 78 rpm K 11470 45 rpm</p>
<p>BLUE BARRON and his Orchestra UNDER THE SWEETHEART MOON and YOU SAID "HELLO" TO SOMEONE ELSE MGM 11521 78 rpm K 11521 45 rpm</p>	<p>TOMMY EDWARDS THE LOVER'S WALTZ and BABY, BABY BABY MGM 11541 78 rpm K 11541 45 rpm</p>	<p>FRAN WARREN LOVE IS A SEE-SAW and KISS ME JUST A LITTLE MGM 11522 78 rpm K 11522 45 rpm</p>
<p>CINDY LORD WHEN THE HANDS OF THE CLOCK PRAY AT MIDNIGHT and LEAD ME DOWN THE ROAD MGM 11536 78 rpm K 11536 45 rpm</p>	<p>JO ANN TOLLEY I DON'T WANT TO BE A SUMMER SWEETHEART and I'LL GO ON LOVING YOU MGM 11535 78 rpm K 11535 45 rpm</p>	<p>ART MOONEY O (OH) and CLOVERLEAF SPECIAL MGM 11542 78 rpm K 11542 45 rpm</p>

RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!



SILVANA MANGANO *Sings...* **Anna** *and I LOVED YOU*
MGM 11457 78 RPM K-11457 45 RPM

<p>TONY MOTTOLA and his Orchestra UNDER PARIS SKIES and BLOCK PARTY IN BARCELONA MGM 11527 78 rpm K 11527 45 rpm</p>	<p>THE NOCTURNES GIUSEPPE'S SERENADE and AS YOU DESIRE ME MGM 11525 78 rpm K 11525 45 rpm</p>	<p>ALAN DEAN LOVE ME LOVE ME and MAKE ME YOUR SLAVE MGM 11513 78 rpm K 11513 45 rpm</p>
<p>KEN REMO UFEMIA and YOU YOU YOU MGM 11512 78 rpm K 11512 45 rpm</p>	<p>HENRY JEROME and his Orchestra HERE'S TO THE LADIES and PIE WOCK A-JILLY WOCK MGM 11526 78 rpm K 11526 45 rpm</p>	<p>TONY MORELLI RATHER and WHAT GOOD IS FALLING IN LOVE MGM 11528 78 rpm K 11528 45 rpm</p>
<p>DENNY VAUGHAN IN SINGLE BLESSEDNESS and SPOON SPOON SPOON MGM 11519 78 rpm K 11519 45 rpm</p>	<p>BERYL DAVIS YOU and NOWHERE GUY MGM 11515 78 rpm K 11515 45 rpm</p>	<p>HANK WILLIAMS I WON'T BE HOME NO MORE and MY LOVE FOR YOU MGM 11533 78 rpm K 11533 45 rpm</p>

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THE CASH BOX ROUND THE WAX CIRCLE

NEW YORK:

Once again The Cash Box comes to an anniversary, this time the 11th. The years just seem to roll by, don't they? Well, we've been receiving so many congratulatory messages that in turn we want to wish our friends the best of everything and all the success in the world. . . . This seems to be a summer of hits with almost every diskery having one up there. This applies not only to the majors but to the independents also—which all goes to prove once more that a hit is a hit no matter what season it may be. . . . Bill Silbert is quitting WABD-Dumont on July 17 to go with another television network, which will be announced shortly. Bill will continue with his daily WMGM "Silbert At Six" disk jockey show. . . . La Vie En Rose will be enlarged this summer to seat 500 additional patrons. . . . Gene Krupa plays the Michigan State Fair for the second successive year this Labor Day. . . . Pete Doraine of Allen Records has announced the signing of Hazel Scott, world famed pianist, to a recording contract. The gimmick however is that he will record her as a vocalist. . . . The Lyres Club is scheduled to get under way now on October 1st. The delay has been caused by the difficulty in finding suitable quarters but the problem is expected to be solved shortly. . . . Bill O'Boyle, formerly regional sales manager for the New York area and Canada for Columbia has been appointed national sales manager of Columbia Records' phonograph division. . . . Wandra Merrell, up and coming songstress, did so well at the Chez Paree in Montreal that she has been booked there again in September for 17 days. . . . Charlie Grean and Sy Cohen were driving in Tennessee when the inspiration for a new song hit them. Every radio commercial they heard offered them a "free home demonstration" of the product. "Why not a home trial of love?", they asked. Thus was born "Free Home Demonstration" the new Eddy Arnold hit.



EDDY ARNOLD

CHICAGO:

This week we must beg of our readers for a few lines to give a most sincere and heartfelt thanks, very humbly and gratefully, to all those in this city who participated to make this the sparkling, outstanding Year Book of the industry—the 11th ANNIVERSARY ISSUE OF THE CASH BOX. . . . David LeWinter of Pump Room fame. . . . Bud Brandom of Brandom Music who has zoomed to such outstanding heights in the publishing field. . . . Len and Phil Chess of Chess and Checker Records who have won the most tremendous of followings in the R & B field. . . . Ernie and George Leaner of United Record Distributors who keep on growing ahead each year. . . . Bob Sampson and his Columbia Records. . . . Hy Frumkin distributing ahead every day. . . . Tony Galgano of Galgano Distributors who built up a marvelous business. . . . Benny Strong "That Certain Party" who came to Chicago in time to place his ad. . . . And to Irv Green and all the others over at Mercury Records whose popularity is becoming more pronounced with each disk introduced to the field. . . . And to the many, many others here who have been so kind to us all year long. . . . Mr. and Mrs. George Pincus (he's of Shapiro, Bernstein, NYC, of course) pulled into town last week with one son and dotter in tow. They came to see their Air Force son at Glenview. Other son, who just graduated from Cornell, will be entering the armed services on return to NYC. In the meantime, George picked up new Buick here which they are driving back to Noo Yawk. . . . Benny Strong "That Certain Party" pulled into town this week to complete commitments made almost a year ago. After some six weeks 'round these parts, Benny shoots back to the West Coast to start hopping between the Palladium and the Ambassador Hotel in L.A. Where he's won terrific popularity. . . . Al Beilin complimenting Saxie Dowell most vociferously on Saxie's new many hours over WGN. Saxie winning a very grand following. . . . Vic Damone steals the marques of the Chicago Thitter and the Shangri-La which gets 'em coming' and goin'. With Phil Foster on the bill and a grand show generally, they're packin' em in. . . . Tony Bennett seems to be enjoying the new swimming pool at the Edgewater more than anything else.



VIC DAMONE

LOS ANGELES:

"Can-Can" looms as Capitol's biggest hunk of album wax ever. Plattery is racking up phenomenal sales throughout the nation . . . and take note too, of the figures being cut by Cap's single on the score, each and every one of 'em having clipped six figures moons ago. . . . Look for thrush Mary Rose Bruce, recently signed to an RCA Victor recording pact to score via her rendition of "Friends & Neighbors". Gal is handled by old frere Max Lutz. . . . That Jacki Fontaine etching of "Oh Mis'erable Love" has taken the town by storm. Disk is spreading too according to reports received via the Crystalette plattery. . . . Entourage of local music men off to the Chi NAMM convention includes Jimmy Warren and Jack Andrews of Central Records Sales; Jack Lewerke of California Record Distributors; Leo Mesner of Aladdin; Lew Chudd of Imperial; Jules Bihari of Cadet Record Pressing; Joe Bihari of Modern and Flair Records; Nate DuRoff of Monarch; Irv Shorten of Allied; Johnny Isaacs; John Dolphin of Recorded in Hollywood and many other late possibilities. . . . Lloyd Schaeffer, who worked the Perry Como Chesterfield ainer for a bunch of years, now a & r director of Crystalette along with Carl Hoff who's handling some of the exec chores. . . . Still no word on the replacement for Al Miller over at RCA Victor. Steve Sholes and family vacationing out thisaway, with Henri Rene due in town this week for some confabs. . . . Hoagy Carmichael's "Stardust" is the most recorded tune in the wax biz. Ditty has been recorded 350 times, while the best sellers remain Bing Crosby's Decca effort and the old Artie Shaw version for RCA.

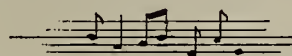


MARY ROSE BRUCE

**UNITED
ARTISTS...
FIRST
in
MOTION
PICTURE
MUSIC
PROMOTION!**

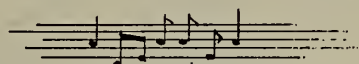
1952
Academy Award Winner

HIGH NOON



1953
The Nation's Top Tune

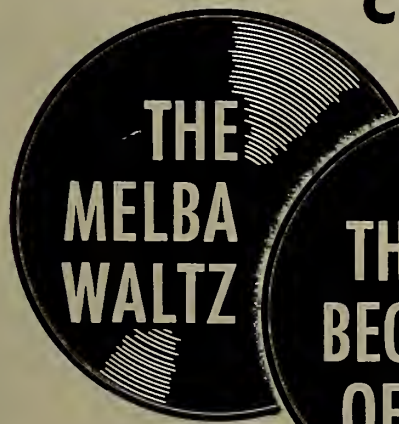
**THE SONG FROM
MOULIN ROUGE**



*and fast moving into the hit bracket
...the theme from*

LIMELIGHT

**NOW... WATCH THESE GREAT NEW SONG HITS
COMING UP FROM GREAT NEW FILM HITS!**



**THE
MELBA
WALTZ**

From the Musical Spectacle, "MELBA,"
in color by Technicolor



**IS
THIS THE
BEGINNING
OF LOVE?**



**RETURN
TO
PARADISE**

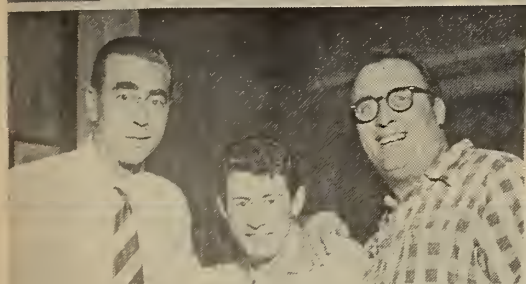
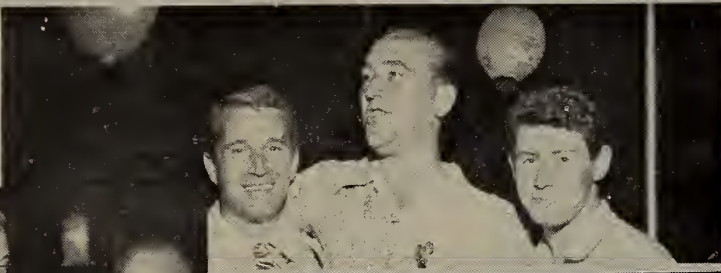
From "RETURN TO PARADISE,"
in color by Technicolor—
composed by the "High Noon" team



**THE MOON
IS BLUE**

The title song from
the movie version of
the Broadway stage hit

ALL BIG HITS... ALL FROM UA



PERRY COMO TOURNAMENT

LEFT ROW:

- 1. The entire group assembled at dinner.
- 2. P. C. and Nat Brandwyne.
- 3. Hugh Cherry and Don Cherry.
- 4. P. C. and Mickey Addy.
- 5. Eddie Gallaher, Eddie Fisher, Jack Rael.
- 6. Eddie Fisher and Gene Whitaker.
- 7. Milton Blackstone, P. C., Mitch Ayres.

CENTER ROW:

- 1. Marvin Fisher, P. C.; Paul Barry.
- 2. P. C. and E. F.

- 3. Harry Akst, Henry Onaratti, Milton Blackstone, Jack Spina.

- 4. P. C., George Dalin, E. F.
- 5. P. C. and Jack Spina.
- 6. P. C. and Henri Rene.

RIGHT ROW:

- 1. E. F. and Ben Bloom.
- 2. P. C. and Murray Luth.
- 3. P. C. and Cork O'Keefe.
- 4. P. C. and Jack Johnstone.
- 5. Harry Santly and P. C.
- 6. P. C. and Martin Block.
- 7. P. C. and Larry Spier, Jr.
- 8. P. C. and Tutti Camarata.
- 9. P. C. and George Paxton.



The Problems Of A DISK JOCKEY



by Al Jarvis

To the D.J. who just started his career today or during the past few years, Greetings! Maintaining your program today is a far greater challenge than it was 21 years ago because of several important factors, first:

COMPETITION

In 1932 I was the only one in the country with a daily record show, in which there was any semblance of production in the presentation of the records. (If anyone's memory, in Southern California goes back that far, it was "The Starlight Review" on KFVD). The "Make Believe Ballroom" was started on KMPC, a year later! In '32 I was alone but today, my D.J. fraternity numbers over 3000, with any one of these guys and gals, quite capable of stepping into my shoes and probably able to do a better job than I can. Second factor in the program of today versus yesterday is:

LISTENERS' HABITS!

The teen-ager who buys the records, and just the average listener who enjoys hearing them are both much more discerning in their tastes. It takes me at least thirty minutes of careful deliberation in selecting records, for every broadcast hour, and even more for the Sunday show. (Five years ago, I could choose a four hour program in ten minutes, and transcribe it in 25.) And it sounded like it! Big City D.J.'s are today concerned about still another problem that pertains to the listener, namely:

RESTLESSNESS

A few years ago, you could get away with the playing of an occasional bad record. It might have been a week or more before anyone would take the trouble to write and inquire whether or not you were in the employ of a scheming publisher. But today, just try and play one wrong number, and you needn't worry about hearing from the listener. Your sixth sense has already felt the turning of the dial to any of the other 24 stations who ARE this moment playing "Doggie in the Window" (And that, dear listener, is why all day long, you seldom hear anything but the top ten, until you start wondering if there is anyone in Southern California who can count to 11. . . . Confidentially, we go to 35 on Thursday for Cash Box, and our own top thirty every Saturday selected by a committee of 500 listeners, record shop owners, and juke box operators.)

Which brings me to the last and most important item of all as far as the program of today compared to the one of five, ten, or twenty years ago is concerned and that is:

ADVERTISING

Since it's no secret that every top D.J. works on both a salary and a percentage, this may sound like I'm biting the hand that feeds me, but aren't you really surprised at the amount and the type of advertising that's jammed down the public's throat daily? The screaming insults to a person's intelligence. The repetitious emphasising of telephone numbers, the drum beating and siren screaming attention getters that insist you drop whatever you're holding (baby or pizza) and go to your 'phone RIGHT NOW. These are all awfully dark clouds in the bright sky of a disc jockey's future. But one of these days, ONE OF THESE DAYS, (As Jackie says, right in the kisser) And some station manager is going to realize that the public is vulnerable. When enough of them write threatening to cancel their listening subscription, he might actually decide to take action. Of course, we'll both make less money, but wouldn't you rather make a little less now, and be around for another few years?

Best Wishes for your Continued Success
To THE CASH BOX
on the Occasion of your 11th Anniversary

ALPHA DISTRIBUTING CO.
GOTHAM. TICO. RAMA
BAYOU. BIG TOWN. JAX
BBS. CELTIC. CADILLAC
RECORDED IN HOLLYWOOD. VOGUE. AUDIVOX
STANDARD.
AND A COMPLETE LINE OF FOLK & SQUARE DANCE RECORDS

For the "A" Treatment in Metropolitan N. Y.
ALPHA DISTRIBUTING CO.
762 - 10th Ave., N. Y. (JU 6-2265)
JOHNNY HALONKA ★ HARRY APOSTOLERIS

IT'S **NEW** BUT IT'S **HOT!**
GEM RECORDS

RHYTHM - BLUES

JOAN SHAW — BABY COME ON

No. 209

OH HOW I HATE TO SAY GOODBYE

4 BELLS — PLEASE TELL IT TO ME

No. 207

LONG WAY TO GO

KING CURTIS — TENOR IN THE SKY

No. 208

MELVIN DANIELS — NO MORE CRYING

No. 208

POP SERIES

GLORIA CRAIG — WHY DID YOU KISS ME

No. 7001

BASHAIRT

WATCH THIS ONE CLIMB — THIS GAL IS TERRIFIC

DISTRIBUTORS—If you want a label that sells contact JACK BERGMAN AT THE PALMER HOUSE. He will be glad to let you hear all of these records.

GEM RECORDS, 457 W. 45th St., N. Y. (CIRCLE 6-6271)

FREE...

**Copy of The Sensational
Historical and Statistical
11th ANNIVERSARY Issue
of THE CASH BOX
to the
First 500 Subscriptions
Arriving At This Office Accompanied
With The Application On The Bottom
Of This Page**

***ADDITIONAL COPIES of the 11th ANNIVERSARY
Issue AVAILABLE FOR A SHORT TIME ONLY
at \$5.00 per copy***

THE CASH BOX
26 West 47th St.
NEW YORK 19, N. Y.

Gentlemen:

Please enter my subscription for 1 year and mail me a copy of the
11th ANNIVERSARY Issue. Enclosed is \$15.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE CASH BOX
26 West 47th St.
NEW YORK 19, N. Y.

Gentlemen:

Please send me
 Additional Copy (Copies)
of The 11th Anniversary Issue.
Enclosed is \$5.00 For Each Copy.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

The Record Librarian



by **AL TRILLING**

Running a record library in a radio station has today become a nerve-racking chore because of one major question that presents itself day in and day out—"What records do you keep for the files, and what do you throw out?" With the wide variety in songs that become hits today, the answer seems to be—save every one of the records that come into WNEW from all over the country, with each one labelled as a "potential." But at the rate they come in—an average of fifty to sixty a week—we'll soon need a room the size of Madison Square Garden just to store them in where most of the discs will gather dust—unnoticed, unplayed.

Three assistants and myself are kept busy, timing, filing, cataloging and refiling our stock. The fifty odd records that come in each week have to be listened to carefully—on both sides. This, in addition to building shows from our stock of over 100,000 records, teaches you fast what's good and what isn't. The few good sides that show up stand out like the proverbial sore thumbs, yet out of the weekly influx of new material, I doubt if more than a dozen sides ever get another playing. And there's the big problem. Into the files they all have to go, good, bad or indifferent, because suddenly out of left field one of the sides we had no hope for starts to show up in Oshkosh, and we have to have the record when that happens. This is a rarity, but we must be prepared for that thousand-to-one chance. There's no time element involved either—to allow perhaps an occasional house-cleaning. The record could show up tomorrow, next season or three years from now. But for every time that happens, there are hundreds upon hundreds of records that never see the light of day. To put it bluntly, there are just too many bad records being made now.

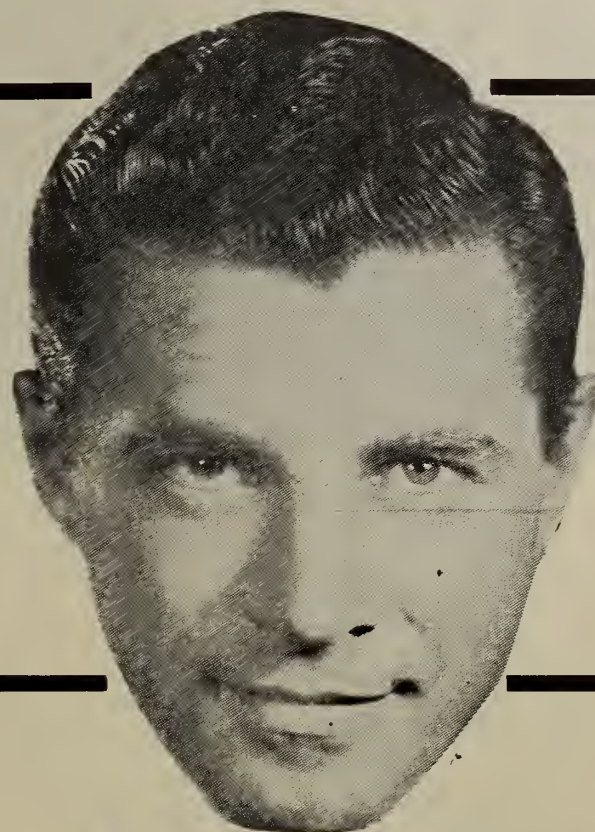
I'm not in a position to guess why so much wax is wasted, but it seems to me kind of ridiculous to keep up that kind of procedure—putting out so many records with bad material. The explanation would appear to be that the matter has spread beyond the responsible hands—and by that, I mean the people who really know the business. At times, even the old-hands seem to have become lax. By now, the entire record production field has turned into a gigantic free-for-all with everyone and anyone getting into the act. Just as long as it's a recording and has a sound, anybody who wants to can make it, and flood the market. So every month we're deluged with records that haven't a chance. I have nothing against the enterprising little guy, if he has experience, know-how and some idea of what it's all about—but too often they don't.

A good song, well performed and produced, is still the best bet. No better proof of this can be found than in the top songs of today—well-constructed tunes with lyrical and musical harmony such as "Song from Moulin Rouge," "April in Portugal," "I Believe" or "Pretend." They all have the master's touch . . . the feel of quality. You know to listen to them that trained people have had a hand in their production, from selection to arrangement to actual performance by all concerned—orchestra, singer and technicians. The top hits aren't turned out in a minute, and scores of discs that come into us each week show pretty obviously that they were slapped out to make a quick buck, although they seldom, if ever, do.

I hope I'm not speaking out of turn but after 25 years in the record business—both in music publishing and in radio at WNEW, I feel a bit qualified to express this opinion. And it is this over-production of bad material that presents a record librarian's major problem. The trials and tribulations of building good radio music shows from the huge stocks of records—so many of which are unusable—are many. So much time is lost going over these records, filing and cross-filing, so much space is lost storing them away for future uselessness.

But don't get me wrong—we love the job of ferreting out the good potential hits. The taste of the public and unpredictableness of the music business makes the work more than just routine cataloging. We are scouts who welcome record pluggers and their wares. WNEW modestly likes to feel that it is an alert, progressive radio operation, and it encourages the librarians to become music sleuths. We get a lot of satisfaction out of detecting promising new tunes, and even more, giving them their first airing. So in spite of the current free-for-all in the record business, it's worth it to be the one to unearth and boost a really good disc.

Another **HIT** for **DERBY**



**BOB
CARROLL**

singing the New version of

**"MAMA DON'T
WANT NO PEAS
AN' RICE AN'
COCONUT OIL"**

DERBY # 827 (45x827)

b/w

"TELL HER FOR ME"

Derby Records, Inc.

Hollywood, California
New York City

Successor



NEW YORK—Milton Gabler (right) who was recently appointed A & R head of Decca Records, is pictured turning over the reins of his former office (A & R head of Coral) to Bob Thiele. Thiele had been Gabler's assistant for about a year. Included in the reins of office apparently is the Lawrence Welk ashtray which Gabler is holding.



THE CASH BOX Disk Jockey's REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending July 11 without any changes on the part of THE CASH BOX.

- Lee Morris**
WSB—Atlanta, Ga.
1. Song From Moulin Rouge (Mantovani)
 2. Terry's Theme From "Lime-light" (Jackie Gleason)
 3. I Believe (Jane Froman)
 4. No Other Love (Perry Como)
 5. ALLEZ-VOUS-EN (Kay Starr)
 6. April In Portugal (Les Baxter)
 7. I'm Walking Behind You (Eddie Fisher)
 8. Ruby (Les Baxter)
 9. Anna (Victor Young)
 10. I Love You So Much (Young)

- Norman Hall**
WBNL—Boonville, Ind.
1. I'm Walking Behind You (Eddie Fisher)
 2. Song From Moulin Rouge (Percy Faith)
 3. I'd Rather Die Young (The Hilltoppers)
 4. April In Portugal (Damone)
 5. I Love You So Much (Young)
 6. Honey In The Horn (4 Aces)
 7. Lean Baby (Frank Sinatra)
 8. Almost Always (Joni James)
 9. He Loves Me (Jenny Barrett)
 10. Say 'Si Si' (Mills Bros.)

- Joe Dabout**
WJKO—Springfield, Mass.
1. P.S. I Love You (Hilltoppers)
 2. My Heart Stood Still (Collins)
 3. Pretty Butterfly (Mills Bros.)
 4. Tropicana (Monty Kelly)
 5. Vaya Con Dios (Paul & Ford)
 6. With These Hands (E. Fisher)
 7. Te Amo (Frankie Laine)
 8. Wish Me Good Luck (Caruso)
 9. Gambler's Guitar (Jim Lowe)
 10. False Love (Four Aces)

- Dave Tucker**
WCRB—Waltham, Mass.
1. Johnny (Paul & Ford)
 2. Song From Moulin Rouge (Percy Faith)
 3. Half A Photograph (K. Starr)
 4. Call Of Faraway Hills 'Shane' (Paul Weston)
 5. When I Was Young (Fisher)
 6. The Moon Is Blue (The Silver Strings)
 7. Eternally (Vic Damone)
 8. Without A Memory (Garland)
 9. Crying In The Chapel (Valli)
 10. Someone's Been Readin' My Mail (Jo Stafford)

- Tiny Markle**
WAVZ—New Haven, Conn.
1. Terry's Theme From "Lime-light" (Frank Chacksfield)
 2. P. S. I Love You (Hilltoppers)
 3. No Other Love (Perry Como)
 4. Organ Grinder's Swing (Four Aces)
 5. I Laughed To Keep From Crying (Billy Eckstine)
 6. Vaya Con Dios (Paul & Ford)
 7. To The Birds (S. Lawrence)
 8. If Love Is Good To Me (Jackie Paris)
 9. Tropicana (Monty Kelly)
 10. Love Is A See-Saw (Warren)

- Ira Cook**
KECA & KMPC—Hollywood, Calif.
1. I'm Walking Behind You (Eddie Fisher)
 2. Ruby (Richard Hayman)
 3. April In Portugal (Les Baxter)
 4. Say You're Mine Again (June Hutton)
 5. Song From Moulin Rouge (Percy Faith)
 6. No Other Love (Perry Como)
 7. I Am In Love (Nat Cole)
 8. Vaya Con Dios (Paul & Ford)
 9. Oh! (Pee Wee Hunt)
 10. Candy Lips (Day & Ray)

- Jeff Evans**
WLDY—Ladysmith, Wisc.
1. Song From Moulin Rouge (Percy Faith)
 2. April In Portugal (Les Baxter)
 3. Ruby (Richard Hayman)
 4. I Believe (Frankie Laine)
 5. Strange Things Are Happening (Red Buttons)
 6. Pretend (Ralph Marterie)
 7. Big Mamou (Dolores Gray)
 8. Terry's Theme From "Lime-light" (Frank Chacksfield)
 9. Your Cheatin' Heart (James)
 10. Give Me The Name, Age, Height And Size (O'Connell & MacKenzie)

- Frank Pollack**
KOOL—Phoenix, Ariz.
1. I Am In Love (Nat Cole)
 2. Call Of Faraway Hills 'Shane' (Victor Young)
 3. Something Wonderful Happens (Margaret Whiting)
 4. Terry's Theme From "Lime-light" (Frank Chacksfield)
 5. He Loves Me (Jenny Barrett)
 6. Return To Paradise (Cammarata)
 7. Lean Baby (Frank Sinatra)
 8. Ruby (Richard Hayman)
 9. Song From Moulin Rouge (Percy Faith)
 10. Is It Any Wonder (J. James)

- Gary Lesters**
WVNJ—Newark, N. J.
1. Song From Moulin Rouge (Percy Faith)
 2. The Ho Ho Song (R. Buttons)
 3. Anna (Silvana Mangano)
 4. Say You're Mine Again (Percy Como)
 5. The Breeze (Trudy Richards)
 6. I'm Walking Behind You (Vic Damone)
 7. Ruby (Richard Hayman)
 8. Gigi (Les Baxter)
 9. Someone Turned The Moon (Tony Bennett)
 10. Dennis The Menace (Clooney & Boyd)

- Gene Norman**
KLAC—Hollywood, Calif.
1. I Am In Love (Nat Cole)
 2. The Moon Is Blue (Sauter-Finagen)
 3. No Other Love (Perry Como)
 4. Vaya Con Dios (Paul & Ford)
 5. I Laughed To Keep From Crying (Billy Eckstine)
 6. Terry's Theme From "Lime-light" (Frank Chacksfield)
 7. I'm Walking Behind You (Eddie Fisher)
 8. Song From Moulin Rouge (Percy Faith)
 9. C'est Si Bon (Eartha Kitt)
 10. Call Of Faraway Hills 'Shane' (Paul Weston)

- Dick Sherbahn**
WLAN—Lancaster, Pa.
1. Terry's Theme From "Lime-light" (Frank Chacksfield)
 2. I'm Walking Behind You (Eddie Fisher)
 3. Song From Moulin Rouge (Mantovani)
 4. My One And Only Heart (Percy Como)
 5. Say You're Mine Again (Percy Como)
 6. My Heart Stood Still (Collins)
 7. Down By The Riverside (Four Lads)
 8. Gambler's Guitar (R. Draper)
 9. I Just Want You (J. Richards)
 10. Vaya Con Dios (Paul & Ford)

- John Dixon**
WALA—Mobile, Ala.
1. Vaya Con Dios (Paul & Ford)
 2. Something Wonderful Happens (Margaret Whiting)
 3. Down By The River Side (Four Lads)
 4. It Just Happened (Rosemary Clooney)
 5. ALLEZ-VOUS-EN (Kay Starr)
 6. Big Mamou (Ella Mae Morse)
 7. Say 'Si Si' (Mills Bros.)
 8. Say You're Mine Again (Percy Como)
 9. I'm Walking Behind You (Eddie Fisher)
 10. Organ Grinder's Swing (Four Aces)

- Brad Phillips**
WINS—New York, N. Y.
1. I'm Walking Behind You (Eddie Fisher)
 2. Organ Grinder's Swing (Four Aces)
 3. April In Portugal (Les Baxter)
 4. Terry's Theme From "Lime-light" (Frank Chacksfield)
 5. Ruby (Richard Hayman)
 6. I Believe (Frankie Laine)
 7. Song From Moulin Rouge (Percy Faith)
 8. No Other Love (Perry Como)
 9. Vaya Con Dios (Paul & Ford)
 10. Say 'Si Si' (Mills Bros.)

- Bob Harris**
KFRE—Fresno, Calif.
1. Ruby (Les Baxter)
 2. Song From Moulin Rouge (Percy Faith)
 3. I'm Walking Behind You (Eddie Fisher)
 4. Say You're Mine Again (Percy Como)
 5. Organ Grinders Swing (Four Aces)
 6. All By Myself (Eddie Fisher)
 7. Say 'Si Si' (Mills Bros.)
 8. Is It Any Wonder (J. James)
 9. Angel Eyes (N. "King" Cole)
 10. April In Portugal (L. Baxter)

- Saxie Dowell**
WGN—Chicago, Ill.
1. Terry's Theme From "Lime-light" (Frank Chacksfield)
 2. No Other Love (Perry Como)
 3. I'm Walking Behind You (Eddie Fisher)
 4. Song From Moulin Rouge (Percy Faith)
 5. Vaya Con Dios (Paul & Ford)
 6. Return To Paradise (P. Faith)
 7. I'd Rather Die Young (The Hilltoppers)
 8. Playmates (Jimmy Boyd)
 9. Ruby (Richard Hayman)
 10. Gambler's Guitar (Jim Lowe)

- Bill Silbert**
WMGM—New York, N. Y.
1. I'm Walking Behind You (Eddie Fisher)
 2. No Other Love (Perry Como)
 3. Candy Lips (Day & Ray)
 4. Eternally (Vic Damone)
 5. Crying In The Chapel (Valli)
 6. If Love Is Good To Me (Paris)
 7. Love Every Moment You Live (Eddy Howard)
 8. Midnight In Paris (R. Hayes)
 9. Mama, Don't Want No Peas (Bob Carroll)
 10. Tonight, Love (Bill Darrel)

- Bill Rase**
KCRA—Sacramento, Calif.
1. Ruby (Harry James)
 2. Song From Moulin Rouge (Victor Young)
 3. A Woooin' We Will Go (Raine)
 4. Seven Lonely Days (G. Gibbs)
 5. Pretend (Nat "King" Cole)
 6. I Believe (Frankie Laine)
 7. P.S. I Love You (Hilltoppers)
 8. Say You're Mine Again (Percy Como)
 9. Crazy, Man, Crazy (B. Haley)
 10. If I Could Sing Like Bing (Bill Rose)

- Robin Seymour**
WKMH—Dearborn, Mich.
1. Crying In The Chapel (Darrell Glenn)
 2. I'd Rather Die Young (The Hilltoppers)
 3. Oh! (Pee Wee Hunt)
 4. ALLEZ-VOUS-EN (Kay Starr)
 5. No Other Love (Percy Como)
 6. Unfair (Tony Martin)
 7. Gambler's Guitar (Draper-Lowe)
 8. Coquette (The Gaylords)
 9. Return To Paradise (Percy Faith)
 10. Eternally (Vic Damone)

- Hugh Wanke**
WCAO—Baltimore, Md.
1. Song From Moulin Rouge (Percy Faith)
 2. Say You're Mine Again (June Hutton)
 3. My One And Only Heart (Percy Como)
 4. I'm Walking Behind You (Eddie Fisher)
 5. Say 'Si Si' (Mills Bros.)
 6. He Loves Me (Jenny Barrett)
 7. Don't Call My Name (Helene Dixon)
 8. Return To Paradise (Percy Faith)
 9. Anna (Silvana Mangano)
 10. Pretty Butterfly (Mills Bros.)

- Art Hellyer**
WMAQ—Chicago, Ill.
1. I'm Walking Behind You (Eddie Fisher)
 2. Ruby (Les Brown)
 3. Terry's Theme From "Lime-light" (Frank Chacksfield)
 4. Say 'Si Si' (Mills Bros.)
 5. Vaya Con Dios (Paul & Ford)
 6. Crying In The Chapel (June Valli)
 7. Without My Love (S. Torch)
 8. Return To Paradise (Nat "King" Cole)
 9. Eyes Of Blue "Shane" (Richard Hayman)
 10. Without A Memory (Judy Garland)

- Ray Schreiner**
WRNL—Richmond, Va.
1. I'm Walking Behind You (Eddie Fisher)
 2. P. S. I Love You (The Hilltoppers)
 3. Crazy, Man, Crazy (Ralph Marterie)
 4. Mexican Joe (Joe Carr)
 5. April In Portugal (Les Baxter)
 6. Candy Lips (Day & Ray)
 7. Organ Grinder's Swing (Four Aces)
 8. Tell Us Where The Good Times Are (Carson & Mitchell)
 9. I Love Paris (Les Baxter)
 10. Love Me, Love Me (D. Martin)

New York: Plaza 7-1977
Hartford: 5-7123

Cable address: Exporecord, N. Y.

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Hartford, Conn.

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We are in business to supply you with RECORDS THAT YOU CAN SELL.

The records you want.

The quantity you want.

The label you want.

The artist you want.

AND WHEN YOU WANT THEM.

We can supply you with records that you may not be able to obtain from your present source.

No order too small, and, of course, no order too large.

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Our prices are strictly wholesale, plus a service charge of:

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30% discount off retail selling price on albums, LP's and 45 RPM albums.

Our entire STOCK IS NEW AND CLEAN.

We never substitute or pad orders. All merchandise insured against loss and breakage.

We invite you to convince yourself by sending us a trial order.

Yours for service,

Louis Boorstein

Bernard Boorstein

LB:ek



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 July 11 without any changes on the part of THE CASH BOX.

Charlie Glass
WJDA—Quincy, Mass.

1. Ruby (Richard Hayman)
2. No Other Love (Perry Como)
3. I'm Walking Behind You (Eddie Fisher)
4. Song From Moulin Rouge (Percy Faith)
5. Sorta On The Border (Martin)
6. The Breeze (Helene Dixon)
7. P. S. I Love You (Hilltoppers)
8. Almost Always (Joni James)
9. Gambler's Guitar (R. Draper)
10. Oh! (Pee Wee Hunt)

Fred Hobbs
KBOL—Boulder, Colo.

1. Song From Moulin Rouge (Mantovani)
2. Uska Dara (Eydie Gorme)
3. I'm Walking Behind You (Donald O'Connor)
4. Big Mamou (Pete Hanley)
5. By The Light Of The Silvery Moon (Doris Day)
6. Swedish Rhapsody (P. Faith)
7. Terry's Theme From "Lime-light" (Jackie Gleason)
8. Anna (Paul Weston)
9. Vaya Con Dios (Paul & Ford)
10. April In Portugal (N. Perito)

Cy Mark
WSOU—South Orange, N. J.

1. No Other Love (Perry Como)
2. I Am In Love (Nat "King" Cole)
3. Allez-Vous-En (Kay Starr)
4. I'm Walking Behind You (Eddie Fisher)
5. Midnight In Paris (R. Hayes)
6. Return To Paradise (Nat "King" Cole)
7. Sorta On The Border (Toni Martin)
8. Granada (Owen Bradley)
9. Love Is A See-Saw (Fran Warren)
10. Butterflies (Patti Page)

Jack Dugan
WPTR—Albany, N. Y.

1. Song From Moulin Rouge (Mantovani)
2. No Other Love (Perry Como)
3. I'm Walking Behind You (Eddie Fisher)
4. April In Portugal (Les Baxter)
5. I'd Rather Die Young (The Hilltoppers)
6. Ruby (Richard Hayman)
7. Terry's Theme From "Lime-light" (Frank Chacksfield)
8. With These Hands (E. Fisher)
9. Say You're Mine Again (Perry Como)
10. Love Me, Love Me (Dean Martin)

Johnny Morris
WLOL—Minneapolis, Minn.

1. I'm Walking Behind You (Eddie Fisher)
2. Half A Photograph (K. Starr)
3. Song From Moulin Rouge (Percy Faith)
4. Say 'Si Si' (Mills Bros.)
5. April In Portugal (L. Baxter)
6. No Other Love (Perry Como)
7. The Breeze (Trudy Richards)
8. Gambler's Guitar (R. Draper)
9. Terry's Theme From "Lime-light" (Frank Chacksfield)
10. I'd Rather Die Young (The Hilltoppers)

Rod Louden
KPOJ—Portland, Oreg.

1. Song From Moulin Rouge (Percy Faith)
2. I'm Walking Behind You (Eddie Fisher)
3. April In Portugal (Les Baxter)
4. Ruby (Richard Hayman)
5. Say You're Mine Again (Perry Como)
6. Anna (Silvana Mangano)
7. I Believe (Frankie Laine)
8. Terry's Theme From "Lime-light" (Frank Chacksfield)
9. No Other Love (Perry Como)
10. Pretend (Nat "King" Cole)

Mitch Reed
WITH—Baltimore, Md.

1. I'm Walking Behind You (Eddie Fisher)
2. He Loves Me (Jenny Barrett)
3. Say You're Mine Again (Perry Como)
4. Terry's Theme From "Lime-light" (Frank Chacksfield)
5. I Am In Love (Nat "King" Cole)
6. C'est Si Bon (Eartha Kitt)
7. Say 'Si Si' (Mills Bros.)
8. Song From Moulin Rouge (Percy Faith)
9. No Other Love (Perry Como)
10. Don't Call My Name (Helene Dixon)

Bob Larsen
WEMP—Milwaukee, Wisc.

1. Vaya Con Dios (Paul & Ford)
2. My One And Only Heart (Perry Como)
3. C'est Si Bon (Eartha Kitt)
4. The Breeze (Helene Dixon)
5. I Love You So Much (Young)
6. Gambler's Guitar (Jim Lowe)
7. Terry's Theme From "Lime-light" (Frank Chacksfield)
8. Oh! (Pee Wee Hunt)
9. I Just Want You (J. Richards)
10. Alibis (Hamish Menzies)

Murray Jordan
WLIB—New York, N. Y.

1. Terry's Theme From "Lime-light" (Frank Chacksfield)
2. Allez-Vous-En (Kay Starr)
3. Honey In The Horn (4 Aces)
4. No Other Love (Perry Como)
5. Vaya Con Dios (Paul & Ford)
6. Crazy, Man, Crazy (Marterie)
7. Song From Moulin Rouge (Percy Faith)
8. Send My Baby Back To Me (Bill Eckstine)
9. She Loves Me (Don Cornell)
10. Eyes Of Blue "Shane" (Richard Hayman)

Laverne Watson
WCAV—Norfolk, Va.

1. No Other Love (Perry Como)
2. Return To Paradise (Nat "King" Cole)
3. Ruby (Richard Hayman)
4. Matilda, Matilda (R. Hayes)
5. Song From Moulin Rouge (Percy Faith)
6. I'm Walking Behind You (Eddie Fisher)
7. Terry's Theme From "Lime-light" (Frank Chacksfield)
8. April In Portugal (T. Martin)
9. I Love Paris (Les Baxter)
10. Symphony Of A Starry Night (Hugo Winterhalter)

Earle Pudney
WGY—Schenectady, N. Y.

1. Vaya Con Dios (Paul & Ford)
2. Song From Moulin Rouge (Percy Faith)
3. My One And Only Heart (Perry Como)
4. Allez-Vous-En (Kay Starr)
5. I'm Walking Behind You (Eddie Fisher)
6. Just Another Polka (Jo Stafford)
7. Candy Lips (Day & Ray)
8. Thunderbird (John Anthony)
9. P.S. I Love You (The Hilltoppers)
10. Say You're Mine Again (June Hutton)

Paul Flanagan
WTRY—Troy, N. Y.

1. No Other Love (Perry Como)
2. I'm Walking Behind You (Eddie Fisher)
3. Song From Moulin Rouge (Percy Faith)
4. He Loves Me (Jenny Barrett)
5. Candy Lips (Day & Ray)
6. Butterflies (Patti Page)
7. Sorta On The Border (Toni Martin)
8. Terry's Theme From "Lime-light" (Frank Chacksfield)
9. April In Portugal (Les Baxter)
10. Vaya Con Dios (Paul & Ford)

Bebo Kramer
CMBD—Havana, Cuba

1. Pretend (Nat "King" Cole)
2. Song From Moulin Rouge (June Hutton)
3. Kiss (Dean Martin)
4. I Believe (Jane Froman)
5. How Much Is That Doggie In The Window (Patti Page)
6. Say You're Mine Again (June Hutton)
7. Ruby (Richard Hayman)
8. April In Portugal (L. Baxter)
9. I'm Walking Behind You (Frank Sinatra)
10. Terry's Theme From "Lime-light" (Richard Hayman)

Jackson Lowe
WOL—Washington, D. C.

1. Terry's Theme From "Lime-light" (Frank Chacksfield)
2. Song From Moulin Rouge (Percy Faith)
3. Ruby (Richard Hayman)
4. If Love Is Good To Me (Jackie Paris)
5. I'm Walking Behind You (Eddie Fisher)
6. No Other Love (Perry Como)
7. Crazy, Man, Crazy (B. Haley)
8. Gambler's Guitar (R. Draper)
9. With These Hands (Johnnie Ray)
10. Tonight, Love (Bill Darnell)

Chuck Norman
WIL—St. Louis, Mo.

1. I'm Walking Behind You (Eddie Fisher)
2. P. S. I Love You (The Hilltoppers)
3. No Other Love (Perry Como)
4. Allez-Vous-En (Kay Starr)
5. He Loves Me (Jenny Barrett)
6. I Am In Love (Nat Cole)
7. Oh! (Pee Wee Hunt)
8. Almost Always (Joni James)
9. With These Hands (E. Fisher)
10. C'est Si Bon (Eartha Kitt)

Donn Tibbetts
WFEA—Manchester, N. H.

1. Song From Moulin Rouge (Percy Faith)
2. I'm Walking Behind You (Eddie Fisher)
3. Allez-Vous-En (Kay Starr)
4. No Other Love (Perry Como)
5. My One And Only Heart (Perry Como)
6. A Woo'in' We Will Go (Lorry Raine)
7. Give Me Wings (Ruth Casey)
8. TV Rhumba (Bob Bachelder)
9. Vaya Con Dios (Paul & Ford)
10. April In Portugal (Les Baxter)

Don Sherman
WKXL—Concord, N. H.

1. Honey In The Horn (Four Aces)
2. Butterflies (Patti Page)
3. Just Another Polka (E. Fisher)
4. Let's Walk That-A-Way (Day & Ray)
5. Allez-Vous-En (Kay Starr)
6. Song From Moulin Rouge (Percy Faith)
7. When I Was Young (Eddie Fisher)
8. Keep It Gay (Perry Como)
9. Johnny (Paul & Ford)
10. Someone Turned The Moon Upside Down (T. Bennett)

Chuck Fuller
WLEE—Richmond, Va.

1. Terry's Theme From "Lime-light" (Richard Hayman)
2. I'm Walking Behind You (Eddie Fisher)
3. Something Wonderful Happens (Margaret Whiting)
4. It Just Happened (Rosemary Clooney)
5. I'd Rather Die Young (The Hilltoppers)
6. Say 'Si Si' (Mills Bros.)
7. Vaya Con Dios (Paul & Ford)
8. Call Of Faraway Hills "Shane" (Paul Weston)
9. Ruby (Richard Hayman)
10. Tropicana (Monty Kelly)

Ross Miller
WTIC—Hartford, Conn.

1. San (Pee Wee Hunt)
2. Song From Moulin Rouge (Mantovani)
3. No Other Love (Perry Como)
4. Down By The Riverside (Four Lads)
5. Ima Like You (The Holidays)
6. Crazy, Man, Crazy (R. Marterie)
7. Something Wonderful Happens (Margaret Whiting)
8. You, You, You (Ames Bros.)
9. Johnny (Paul & Ford)
10. Allez-Vous-En (Kay Starr)

Jerry Kay
WWEZ—New Orleans, La.

1. I'd Rather Die Young (The Hilltoppers)
2. P. S. I Love You (The Hilltoppers)
3. I'm Walking Behind You (Frank Sinatra)
4. He Loves Me (Jenny Barrett)
5. Don't Call My Name (Helene Dixon)
6. Vaya Con Dios (Paul & Ford)
7. No Other Love (Perry Como)
8. Say 'Si Si' (Mills Bros.)
9. I'll Go (Tony Bennett)
10. Down By The Riverside (Four Lads)

Edna Richardson
WTMA—Charleston, S. C.

1. Song From Moulin Rouge (Percy Faith)
2. P. S. I Love You (The Hilltoppers)
3. Terry's Theme From "Lime-light" (Frank Chacksfield)
4. Gambler's Guitar (R. Draper)
5. C'est Si Bon (Eartha Kitt)
6. I Laughed To Keep From Crying (Billy Eckstine)
7. Japanese Sandman (Johnny Desmond)
8. Allez-Vous-En (Kay Starr)
9. I Love Paris (Les Baxter)
10. No Other Love (Perry Como)



Bound for Europe and expected in London this week is James C. Petrillo. London hopes that satisfactory talks will take place between the heads of each union resulting in the long awaited band exchanges. . . . While here last week on a flying visit agent Billy Shaw offered Ivy Benson and her all girl band a forty-four weeks tour of the States if exchange is possible. Shaw also signed for the second time Marion Bruce a girl he had on his books for a long while but only re-discovered her over here this week. Marion has appeared at the Blue Angel. . . . Geraldo has turned down a \$150,000 offer to form a band in U.S. His counter offer which was refused was to go over for three months only. Backers thought this would work out too expensively.

Denny Vaughan here with charming wife Helene. This said Denny is on a business cum pleasure trip. They leave for Italy tomorrow. . . . Jane Morgan playing the swanky "Sporting Club" Monte-Carlo. . . . BBC popular music committee sit every week to review pop songs and discs for broadcasting. Recently banned was Johnnie Ray's "The Touch of God's Hand". Wonder if they will ban "Crying In The Chapel"? Won't be surprised if they do!

English Columbia label got rights to theme music from the new movie "Genevieve" written and played in the pic by Larry Adler. . . . Four sides recently waxed by young pianist Bill McGuffie with harp, bass and drums have turned out trumps the Parlophone label having made them available to the Decca Coral group. . . . Wonder if you will be hearing of these sides across the Atlantic?

In Jack Jackson's last round-up the ace D.J. played ninety-eight records in sixty minutes delighting all the contact men and the record companies.

What happened to my request for a "Horrible" record? Are you afraid the crossing of the Atlantic may be too much of a risk?

This Week's Best Selling Pop Records:

- (Courtesy New Musical Express)
1. I BelieveFRANKIE LAINE
 2. LimelightFRANK CHACKSFIELD
 3. I'm Walking Behind YouEDDIE FISHER
 4. Hold Me, Thrill Me, Kiss MeMURIEL SMITH
 5. Song From Moulin RougeMANTOVANI
 6. PretendNAT "KING" COLE
 7. Tell Me A StoryFRANKIE LAINE—JIMMY BOYD
 8. DownheartedEDDIE FISHER
 9. LimelightRON GOODWIN
 10. Pretty Black-Eyed SusieGUY MITCHELL

LADDER OF
Best Sellers
FROM
King
AND
Federal
RECORDS
Popular

BONNIE LOU
HAND-ME-DOWN HEART
TENNESSEE WIG WALK
1237 and 45-1237

THE GLOBE TROTTERS
MY GAL SAL
SUNDOWN
1210 and 45-1210

Folk/Western

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

COWBOY COPAS
TENNESSEE SENORITA
IF YOU WILL LET ME BE YOUR LOVE
1234 and 45-1234

DON RENO & RED SMILEY
CHOKING THE STRINGS
I'M THE TALK OF THE TOWN
1235 and 45-1235

LATTIE MOORE
DON'T TRADE THE OLD ONE FOR A NEW
I'M NOT BROKE BUT I'M BADLY BENT
1228 and 45-1228

Rhythm/Blues

JACK DUPREE
TONGUE-TIED BLUES
THE BLUES GOT ME ROCKIN'
4633 and 45-4633

EARL BOSTIC
MELANCHOLY SERENADE
WHAT! NO PEARLS
4644 and 45-4644

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

PINEY BROWN
WHISPERING BLUES
WALK-A-BLOCK-AND-FALL
4636 and 45-4636

Federal

THE ROYALS
GET IT
NO IT AIN'T
12133 and 45-12133

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

YOU CAN'T KEEP A GOOD MAN DOWN
WHERE NOW, LITTLE HEART
12139 and 45-12139

DISTRIBUTED BY



HER GREATEST SINCE
"BUTTONS AND BOWS"

Dinah Shore
Sings



"BLUE
CANARY"



b/w
"ETERNALLY"

(Based on Terry's Theme from LIMELIGHT)
RCA Victor 20/47-5390

RCA VICTOR
FIRST IN RECORDED MUSIC



The All Night Disk Jockey



by ART FORD

Satisfying the highly diversified musical tastes of the listeners who tune in radio shows during the off-beat hours from midnight to dawn is, to me, one of the biggest problems confronting the all-night disc jockey. In my estimation, at no other time of the working day are there such wide differences among listener tastes and needs.

To begin with, an immutable barrier rises between the daylight-working listener who wants quiet, sentimental music just before retiring, and the night-worker who wants wide-awake peppy records to help keep up his energy through the long night hours. A defense plant in New Jersey will pipe in my "Milkman's Matinee" on WNEW for their swing shift of 20,000 workers—a captive audience quite eloquent if I don't play what they like to hear. For instance, sad moody music like "Gloomy Sunday" is taboo—it makes them too jittery.

Besides occupational differences, the actual musical tastes of various listener types are a problem. The personalities of fans who call or write in for requests are so varied. And most of them are mighty particular about what they want to hear on WNEW's all-night show. A small sampling of steady "Matinee-ers" best illustrates this point: symphony conductor Leonard Bernstein, ex-President Herbert Hoover, cab driver Eugene Poliakov, actress Tallulah Bankhead, bartender Joe "Pig," columnist Walter Winchell, and a professional gambler Harry F.

The all-night disc jockey has the tricky responsibility of supplying the musical requests of all these patrons without offending any. You can never be 100 percent right, but by careful programming and intelligent talk and introductions, you can drive close to the mark.

This of course brings up several other knotty problems—filling five hours of air time every night of the week with good, balanced fare, and keeping the talk-down to a minimum. The latter is probably one of the most tantalizing obstacles. The all-night disc jockey has precious few minutes between records to make his own personal impact upon a listener—to try to make *him* the personality fans stick with and admire. So there's a constant temptation to talk too much, allow too much time between music selections, and to theorize on life in general. You have to be on guard every minute, because people tune in WNEW, for instance, to get music, and if they don't, phone calls start coming in, or the outraged get itchy dialing fingers. I believe that the answer to this is to make an identity all your own *through* the music you choose and play. In short, make your music your trademark. This is possible to do, through selective programming.

Of course, programming 1000 records a week is no cinch. You need all the ingenuity, know-how and help from your station's record librarians you can muster. The well-planned show pays off, but it takes a lot of work to make it that way. Dividing the long hours into segments is one of the best bets—and helps build your individuality in addition. One small thing I've done, for example, has been to introduce to the American public foreign-recorded songs. I'm as American

as they come, but I've learned that French, or Philippine or German records can add a distinctive flavor to the ordinary disc show. Since I began this operation years ago, I've introduced 26 French songs that have been re-written in English and published for American consumption with great success. You don't always discover an Edith Piaf or Companions of Song, as I was lucky enough to do, but you give your show a zestful flavor.

I've been on "Milkman's Matinee" for ten years—and after that long, another problem rears its ugly head. There's a constant strain to bring fresh approaches to listeners in the half-dead hours of the night. The show cannot be allowed to stagnate on old ideas and formats—so you're constantly on the outlook for a new gimmick, voice or programming idea. Once located, you still have to be watchful, since the introduction of anything different in style gets all kinds of reaction, pro and con. Each idea has to be sifted to make sure it bridges that big musical taste gap.

No article on the life of an all-night deejay would be complete without some mention of the phone calls that come in. On a Saturday or holiday night especially, listeners call in a hilarious mood, and you need three hands and minds to try to keep track of their party gaiety, requests and laughter while spinning records, delivering commercials, and following your plan for the evening. Then there are the workers who call up for more lively music while courting couples phone for dreamy sentiments. And the lonely women, and fanatic threats, and even a would-be suicide—which happened to me once.

Of course, there are always the little personal problems that any all-night deejay will agree about—and to most of us, they loom as our biggest since the technical difficulties are more fun than work—more of a challenge than an enemy. New York or Timbuctoo, getting a really good hot meal at three A.M. is next thing to impossible. If a restaurant (one of very few open at that hour) delivers in the winter, the food usually tastes like cold cardboard by the time it gets to the air-conditioned studio. No movie house in New York is open at 5 A.M., so it's pretty hard to see a movie at all. Still another trouble—how do you get any sunlight in the summer? Sleep in the sun is worthless and you have to get good rest to stay awake all night.

But it's all in a night's work, and I love it. Every problem solved is a victory. You learn to balance the wide variety of music tastes as best as possible, you gather together a big storehouse of format ideas, you develop a smooth method of dealing with the phone fans, and if you don't . . . you keep on trying. You keep on trying . . . because it's worth it. I believe the late night disc jockey establishes a closer contact with his listeners than at any other time of day. Fans are not as busy as during the day or early evening, and pay more attention to what they hear. All the reactions that come in are more extreme—good or bad. Listeners get to feel that you belong to them, that they know you . . . and that makes any problem and effort worth while.

Greetings and Thanks

D.J.s, Operators, & Music Merchants of America

You made **NORMAN BROOKS** a star with—

★ **“HELLO SUNSHINE”**

and

★ **“SOMEBODY WONDERFUL”**

— on **ZODIAC RECORDS**

You'll love his latest and greatest : . .

NORMAN BROOKS

singing

“THIS WALTZ WITH YOU”

b/w

“A SKY BLUE SHIRT, AND A RAINBOW TIE”

ZODIAC RECORD

No. 103

45 x 103



A Juke Box Natural • BENNY STRONG



"I Called You Up To Cry On Your Shoulder"

B/W "HELLO BEAUTIFUL"

FEATURED ON

Imperial Records

Lawrence Writes Tune For "Fresh Air Fund"

NEW YORK—A promotional tie-in has been effected between the New York Herald Tribune's "Fresh Air Fund" and bandleader Elliot Lawrence. The latter, together with lyricist Bix Reichner, has composed "Take Them Out To The Country", at the request of the Fresh Air Fund's promotional director, Mike Jablons, and has already introduced the tune on Don Russell's "Take The Break" program, WABD, and The Jack Sterling Show, WCBS. The Fresh Air Fund provides free vacations for needy kids.

In addition, Lawrence will record the tune with his band using a girl vocalist, and this recording will be distributed to the various radio-TV stations by the Herald Tribune's promotional department to be used in conjunction with plugs for the fund.

Interesting aspect of this is that nowhere in the song do the words "Herald Tribune Fresh Air Fund" appear, although the entire theme of the song stresses the benefits of taking young children to the country. As a result, there is a possibility that Lawrence will try to make a deal with one of the major labels to press and sell the disc commercially, in which case he would be reaping the benefits of having the newspaper promotional department plugging for him.

THE CASH BOX TOP 50

COMPILED BY JACK "ONE SPOT" TUNIS

- Comprising 100 Selections
- AL—Aladdin
 - AP—Apollo
 - AT—Atlantic
 - BR—Brunswick
 - BU—Bullet
 - CA—Capitol
 - CD—Cadence
 - CH—Chess
 - CO—Columbia
 - CR—Coral
 - CY—Crystallite
 - DA—Dana
 - DE—Decca
 - DO—Dot
 - DY—Derby
 - ES—Essex
 - FE—Federal
 - CO—Columbia
 - 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—Orion
 - PE—Peacock
 - PR—Prestige
 - RA—Rainbow
 - RE—Regent
 - RIH—Recorded In Hollywood
 - SA—Savoy
 - 5E—Seeger
 - 5IT—Sittin' In
 - 5P—Specialty
 - 5W—Swingtime
 - TE—Tempo
 - TI—Tico
 - TN—Tennessee
 - UN—United
 - VI—Victor
 - VO—Vogue
 - ZO—Zodiac

July 18 July 11		July 18 July 11		July 18 July 11	
1—I'm Walking Behind You 105.6 106.2	CA-2450 (F-2450)—FRANK SINATRA <i>Lean Baby</i>	CR-60985 (9-60985)—DOROTHY SQUIRE5 <i>Is There Any Room In Your Heart</i>	DE-28692 (9-28692)—DONALD O'CONNOR <i>Crash!</i>	LO-1314 (45-1314)—JIMMY YOUNG <i>All Night Long</i>	ME-70128 (70128 x 45)—VIC DAMONE <i>April In Portugal</i>
2—Song From Moulin Rouge 102.9 100.0	CA-2429 (F-2429)—J. HUTTON & A. STORDAHL <i>Say You're Mine Again</i>	★CO-39944 (9-39944)—PERCY FAITH ORK <i>Swedish Rhapsody</i>	CR-60984 (9-60984)—NICK PERITO <i>April In Portugal</i>	DE-28675 (9-28675)—VICTOR YOUNG O. <i>Ruby</i>	DE-28713 (9-28713)—COLEMAN HAWKINS <i>Ruby</i>
3—April In Portugal 100.9 80.8	★CA-2374 (F-2374)—LE5 BAXTER O. <i>Suddenly</i>	CO-39983 (4-39983)—KEN GRIFFIN <i>Little Red Monkey</i>	CR-60984 (9-60984)—NICK PERITO <i>Song From Moulin Rouge</i>	DE-28704 (9-28704)—LOUIS ARMSTRONG <i>Ramona</i>	DE-28646 (9-28646)—FLORIAN ZABACH <i>Red Canary</i>
4—Terry's Theme From "Limelight" 72.4 73.9	CA-2507 (F-2507)—JACKIE GLEASON O. <i>Peg O' My Heart</i>	CO-40013 (4-40013)—WALLY STOTT O. <i>Incidental Music from "Limelight"</i>	DE-28723 (9-28723)—DUTCH McMILLAN <i>Eleven Thirty Saturday Night</i>	ME-70114 (70114 x 45)—DICK HAYMAN O. <i>Anna</i>	ME-70128 (70128 x 45)—VIC DAMONE <i>I'm Walking Behind You</i>
5—Ruby 66.4 81.9	CA-2457 (F-2457)—LE5 BAXTER O. <i>A Little Love</i>	CO-39994 (4-39994)—HARRY JAMES5 <i>Palladium Party</i>	CR-60959 (9-60959)—LE5 BROWN O. <i>Midnight Sun</i>	CR-60983 (9-60983)—NICK PERITO <i>The Magic Touch</i>	DE-28675 (9-28675)—VICTOR YOUNG O. <i>Song From Moulin Rouge</i>
6—No Other Love 59.3 58.4	CA-2487 (F-2487)—HELEN O'CONNELL <i>Night For Love</i>	CA-1685 (F-1685)—JOE STAFFORD <i>Sometime</i>	DE-28746 (9-28746)—GORDON JENKINS O. <i>Allez-Vous-En</i>	MG-30796 (K-30796)—DAVID ROSE O. <i>All I Desire</i>	OK-6979 (4-6979)—STAN FISHER <i>Just One More Time</i>
7—Vaya Con Dios 57.7 40.2	★CA-2486 (F-2486)—LE5 PAUL & MARY FORD <i>Johnny</i>	CA-2514 (F-2514)—WES & MAR TUTTLE <i>I Wander Where You Are</i>	CR-60991 (9-60991)—JACK SMITH <i>Knothole</i>	CY-654 (45-654)—BOB LONDON <i>My Adobe Hacienda</i>	ME-89047 (89047x45)—ANITA DAY <i>Ain't This A Wonderful Day</i>
8—Say You're Mine Again 49.9 44.4	AD-5000 (45-5000)—3 DONS & GINNY GREER <i>Tutti Frutti Baby</i>	CR-60982 (9-60982)—THE MODERNAIRES <i>He Who Has Love</i>	DA-801 (45-801)—HARMONY BELLS <i>Just Another Polka</i>	CR-61006 (9-61006)—RON GOODWIN O. <i>When I Fall In Love</i>	DE-28735 (9-28735)—VICTOR YOUNG <i>Bad And Beautiful</i>
9—Anna 36.4 42.3	CO-39968 (4-39968)—PAUL WESTON ORK <i>Dutch Treat</i>	CR-60963 (9-60963)—RAY BLOCH O. <i>Melancholy Serenade</i>	DE-28703 (9-28703)—VICTOR YOUNG <i>Call Of The Far Away Hills</i>	ME-70114 (70114 x 45)—RICHARD HAYMAN ORK. <i>April In Portugal</i>	★MG-11457 (K-11457)—SILVANA MANGANO <i>I Laved You</i>
10—Allez-Vous-En 30.6 29.5	★CA-2464 (F-2464)—KAY STARR <i>Half A Photograph</i>	DE-28746 (9-28746)—GORDON JENKINS O. <i>Na Other Love</i>	ME-70181 (70181 x 45)—JAN AUGUST <i>Very Special Day</i>	★MG-11529 (K-11529)—LEROY HOLMES <i>Ruby</i>	VI-20-5246 (47-5246)—THE THREE SUNS <i>Little Red Monkey</i>
11—With These Hands 28.7 21.8	CO-40006 (4-40006)—JOHNNIE RAY <i>Satisfied</i>	★VI-20-5365 (47-5365)—EDDIE FISHER <i>When I Was Young</i>	★VI-20-5324 (47-5324)—NORO MORALES5 <i>Fantasia Mexicana</i>	DE-28676 (9-28676)—DOLORES GRAY <i>Big Mamou</i>	ME-70134 (70134 x 45)—EDDY HOWARD <i>PERRY COMO</i>
12—I'd Rather Die Young 26.1 16.2	CA-2501 (F-2501)—GISELE MacKENZIE <i>I Didn't Want To Love You</i>	CA-2502 (F-2502)—JEAN SHEPARD <i>A Dear John Letter</i>	CO-21127 (4-21127)—ROSE MADDOX <i>THE HILLTOPPERS</i>	★DO-15085 (45-15085)—P. S. I Love You	★VI-20-5277 (47-5277)—PERRY COMO <i>My One And Only Heart</i>
13—I Believe 25.9 40.1	CA-2332 (F-2332)—JANE FROMAN <i>Ghost Of A Rose</i>	★CO-39938 (4-39938)—FRANKIE LAINE <i>Your Cheatin' Heart</i>	★DO-15085 (45-15085)—HILLTOPPERS <i>I'd Rather Die Young</i>	★VI-20-5325 (47-5325)—AMES BROTHERS <i>Once Upon A Time</i>	
14—P. S. I Love You 23.5 8.3	DE-28750 (9-28750)—GORDON JENKINS O. <i>I Thought About Marie</i>	★DO-15085 (45-15085)—HILLTOPPERS <i>I'd Rather Die Young</i>			
15—You, You, You 22.4 1.1	MG-11512 (K-11512)—KEN REMO <i>Ufemia</i>	★VI-20-5325 (47-5325)—AMES BROTHERS <i>Once Upon A Time</i>			

"MADALENA"

recorded by

- Xavier Cugat... RCA Victor 20-5391
- Henri Rene... RCA Victor 20-5119
- Pedro Vargas... RCA Victor 23-5967
- Bobby Capo... Seeco 7146
- Rafael Font... MGM (Lion) LP-E 70002
- Edmundo Ros... London 1165
- Senen's Tropicana Boys... RCA Victor 20-4689
- Leslie Brothers... King 15222
- The Cloverleafs... MGM 11469
- Italian Record... Columbia 2467
- Linda Batista... RCA Victor 23-5608
- Tony Alvarez... RCA Victor 23-5699
- Yego y Cane... Coast 7160
- Orquesta Falcon... Falcon A 301
- Fabian Andre... Fiesta 20-004

Paul Siegel—Director

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PC 5009



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"THE TERRY THEME" (LIMELIGHT)

"WHEN THE RED, RED, ROBIN

Comes Bob, Bob, Bobbin' Along"

BOURNE, INC.

Tempo To Record In Asia

HOLLYWOOD, CALIF. — Colonel Irving Fogel, president of Tempo Records Inc., this past week completed preparations for an extensive recording tour to be made through Afghanistan, Pakistan and India. Fogel is due to start the first leg of his trip on July 25.

The selection of a hand picked crew of sound and recording engineers, technicians and other personnel was completed early this month. Innovation of the proposed tour is that much of the recording may be done in a mobile-soundproof recording studio. Due to the inaccessibility of the countries to be covered, the Tempo recording crew will do most of their traveling via light motor transportation and foot.

Fogel disclosed that the basic purpose of the tour is to uncover the authentic music and rhythm of the people of the above mentioned countries. Fogel will not relegate the recording of native music to only large cities, but will move with his entire recording crew into remotely populated areas.

Allied Gets Film Score

HOLLYWOOD, CALIF. — Allied Record Sales this past week announced the acquisition of the original score and theme from the Universal-International film "The Man From The Alamo." Flicker, starring Glenn Ford gets an unusually heavy promotional treatment, with both the studio and the plattery cooperating to the fullest extent. Sound track stars tenor Jimmy Joyce, who will accompany an entourage of movie stars to the film's premiere in Texas shortly.

Allied execs predicted that the score had tremendous hit potential. Recent click for the plattery was their "Say You're Mine Again" by the Three Dons and Ginny.

Best Selling Records

FROM MORE THAN 15,000 RETAIL OUTLETS!

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

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

★ Indicates best selling record.

Comprising
100
Selections

July 18 July 11

16—Crazy, Man, Crazy

17.9 26.1
★E5-321 (45-321)—
BILL HALEY
ME-70153 (70153 x 45)—
RALPH MARTERIE O
Go Away

17—The Breeze

17.4 21.9
DE-28732 (9-28732)—
OWEN BRADLEY
Granada
★DY-823 (45-823)—
TRUDY RICHARDS
I Can't Love You
Anymore
OK-6964 (4-6964)—
HELENE DIXON
Don't Call My Name

18—Candy Lips

14.2 11.2
★CO-40001 (4-40001)—
J. RAY & D. DAY
Let's Walk That-A-
Way

19—Half A Photograph

12.3 8.5
★CA-2464 (F-2464)—
KAY STARR
Allez-Vous-En

CA-2500 (F-2500)—
BILLY STRANGE
Red
DE-28742 (9-28742)—
GUY LOMBARDO
Don't You Care

20—Pretend

10.9 23.9
★CA-2346—NAT "KING" COLE
Don't Let Your Eyes
Go Shopping
CO-39915—KEN GRIFFIN
Oh, Happy Day
CO-60927 (9-60927)—
EILEEN BARTON
Too Proud To Cry
DE-28576 (9-28576)—
GUY LOMBARDO O.
That's Me Without You
DO-15048—DAN BELLOC
You Are Ecstasy
ME-70045—RALPH MARTERIE O
After Midnight
VI-20-5119 (47-5119)—
HENRI RENE
Madelena

21—Crying In The Chapel

10.8 —
CR-61018 (9-61018)—
ART LUND
Love Every Moment
You Live
DE-28762 (9-28762)—
ELLA FITZGERALD
When The Hands Of
The Clock
★VALLEY-101 (45-101)—
DARRELL GLENN
★VI-20-5368 (47-5368)—
JUNE VALLI
Love Every Moment
You Live

22—Return To Paradise

10.7 14.1
★CA-2498 (F-2498)—
NAT "KING" COLE
Angel Eyes
CO-39998 (4-39998)—
PERCY FAITH O.
CR-60997 (9-60997)—
ALAN DALE
Tonight We Live
DE-28714 (9-28714)—
CAMARATA O.
All I Desire
LO-1349 (45-1349)—LITA ROZA
Tell Me We'll Meet
Again
MG-30783 (K-30783)—
DAVID ROSE O.
Bad And The Beautiful
VI-20-5318 (47-5318)—
THE SILVER STRINGS
The Moon Is Blue

23—Oh!

8.6 7.4
★CA-2442 (F-2442)—
PEE WEE HUNT O.
San
CR-61017 (9-61017)—
LAWRENCE WELK O.
Hallelujah! Brother

July 18 July 11

ME-70182 (70182 x 45)—
JIMMY PALMER O.
By The Beautiful Sea
MG-11542 (K-11542)—
ART MOONEY O.
Cloverleaf Special
VI-20-5359 (47-5359)—
SAUTER-FINEGAN O.
The Moon Is Blue

24—Gambler's Guitar

7.6 11.3
ME-70167 (70167x45)—
RUSTY DRAPER
Free Home
Demonstration
★ME-70163 (70163x45)—
JIM LOWE
The Martins And The
Coys

25—Gigi

7.5 7.3
★CA-2479 (F-2479)—
LES BAXTER O.
I Love Paris
CO-40014 (4-40014)—
PAUL WESTON O.
Shane
DE-28763 (9-28763)—
GUY LOMBARDO O.
Terry's Theme From
"Limelight"

26—Just Another Polka

6.3 8.4
★CO-40000 (4-40000)—
JO STAFFORD
My Dearest, My
Darling
DA-801 (45-801)—
HARMONY BELLS
Say You're Mine
Again
DE-28719 (9-28719)—
GUY LOMBARDO
Spinning A Web
ME-70147 (70147 x 45)—
RICHARD HAYES
Trust Me
★VI-20-5293 (47-5293)—
EDDIE FISHER
I'm Walking Behind
You

27—Tropicana

6.2 —
★ES-325 (45-325)—
MONTY KELLY
Life In New York

28—Honey In The Horn

6.1 4.4
★DE-28691 (9-28691)—
THE FOUR ACES
Organ Grinder's Swing
DE-28659 (9-28659)—
THE COMMANDERS
Swanee River Boogie

29—Uska Dara

5.6 4.3
CR-60999 (9-60999)—
EYDIE GORME
Cocoanuts
ME-70160 (70160 x 45)—
BERNICE PARKS
Nowhere Guy
★VI-20-5284 (47-5284)—
EARTHA KITT
Two Lovers

30—Seven Lonely Days

5.5 8.2
CR-60949 (9-60949)—PINE-
TOPPERS & MARLIN SIS.
DE-28655 (9-28655)—
GUY LOMBARDO O.
Downhearted
KI-1192 (45-1192)—
BONNIE LOU
Out Of Reach
★ME-70095 (70095x45)—
GEORGIA GIBBS
If You Take My Heart
VI-20-5219 (47-5219)—
DON MEEHAN

31—Johnny

4.5 3.6
★CA-2486 (F-2486)—
LES PAUL & MARY FORD
Vaya Can Dios

32—C'est Si Bon

4.3 —
★VI-20-5358 (47-5358)—
EARTHA KITT
African Lullaby

July 18 July 11

33—Keep It Gay

3.6 7.5
★VI-20-5317 (47-5317)—
PERRY COMO
No Other Love

34—Where The Winds Blow

3.5 7.2
★CO-40022 (4-40022)—
FRANKIE LAINE
Te Amo

35—Thunder and Lightning

3.4 3.7
★ME-70172 (70172x45)—
GEORGIA GIBBS
For Me, For Me

36—Swedish Rhapsody

3.3 2.7
★CO-39944 (4-39944)—
PERCY FAITH O.
Song From Moulin
Rouge
DE-28674 (9-28674)—
ETHEL SMITH
After Hours

37—How Much Is That Doggie In The Window

3.2 13.9
★ME-70070 (70070 x 45)—
PATTI PAGE
My Jealous Eyes

38—Organ Grinder's Swing

3.1 3.9
★DE-28691 (9-28691)—
FOUR ACES
Honey In The Horn

39—Eternally

2.9 —
LO-1357 (45-1357)—
JIMMY YOUNG
Isn't It Heavenly
★ME-70186 (70186 x 45)—
VIC DAMONE
Simonetta
VI-20-5390 (47-5390)—
DINAH SHORE
Blue Canary

40—My One Only Heart

2.8 7.1
★VI-20-5277 (47-5277)—
PERRY COMO
Say You're Mine
Again

41—She/He Loves Me

2.7 3.2

42—The Ho Ho Song

2.6 8.6

43—Eyes Of Blue "Shane"

2.4 3.8

44—Caravan

2.2 1.6

45—I Am In Love

1.9 3.1

46—Ramona

1.6 2.4

47—The Nearness Of You

1.5 4.2

48—My Flaming Heart

1.4 2.6

49—Big Mamou

1.2 3.5

50—Let's Walk That-A-Way

1.1 6.9

Grossinger's To Fete Eddie Fisher

GROSSINGER, N. Y., — Eddie Fisher, who was discovered by Eddie Cantor a few years ago at the Grossinger Country Club, will be tendered a welcome home party by the Grossinger family, Tuesday, July 14. Many of the people who have been instrumental in furthering Fisher's career will be on hand. A special program for the day is being planned. One of the highlights will be a golf tournament.

Winchell Publishes Poem Written by Elliot Horne

NEW YORK—Walter Winchell last week printed a poem at the head of his column which was written by Elliot Horne, disk promotion man with the Marvin Drager office.

It was called "Love Song of A Hipster" and went thusly:

They met at a "bash" in a groovy old "stash",

And after one "glom" they were "gone".

Said he: "Chick, do you 'dig' me?"

Said she: "Daddy, you 'wig' me."

And they "busted their konks" thereupon.

So, it being Springy—and birds being Binky—

The "flipped cats" decided to "make it".

Now they're solid as Cole

With this ace-in-the-hole

If they fall out of love—they can "fake" it.

Winchell then printed this interpretation of the poem, which, it seems to us, needs a translation of the translation:

Boy Meets Girl at a poddy . . . Inaverinizeplace . . . One Look and both know they are Limp . . . He asks: "Do you like me?" . . . "Very much", she says . . . So they become sweetenheartens and Live It Up . . . It is Spring and birds tweet like Bink, the ding-ding man . . . And the two "Lost Ones" decide to get stitched . . . They know that if "The Song" (from "Moulin Rouge"), "Ruby", "April in Portugal" and "No Other Love" no longer "sends" them (and they "Get No Messages" or vibrations) they can always ad-lib it (or improvise) and Feel No Pain . . . In Plain Talk: They Go—Go—Go.

Request Expands Activities With Larger Organization

NEW YORK—To meet with the demands of their growing organization, Request Records, has contracted Fred Lowry, the famed whistler, to handle promotion for the company in this city while in Chicago, Bob Smith will handle the same assignment.

Frumkin Sales, in Chicago, has been added to the string of distributors that have been increasing after each new release.

The youthful company's growth was molded from the start, around a series of instrumentals recorded by the World Symphony Orchestra, their latest release being "The Tyrolean Tango" & Caramba La Samba".

Author-composer H. J. Lengsfelder who created and supervised the sessions for this release and the record of "The Typewriter Concerto", was offered a contract by Request to handle the position of A & R head. However, since Lengsfelder wants to continue as a free lance writer-composer, he has agreed to act as A & R head for the company on a non-exclusive basis.


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3. BILLY TAYLOR - I Love To Mambo - 869
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5. CHARLIE FERGUSON - Stop Talkin' - 855
6. ZOOT SIMS - Jaguar - 852
7. MILT JACKSON - Vendome - 851
8. MILES DAVIS - Bluing - 846
9. JOE HOLIDAY - Hello To You - 848
10. SONNY STITT - Jeepers Creepers - 826
11. JAMES MOODY - Stardust - 841
12. BILLY TAYLOR - Man With A Horn - 822
13. WAROELL GRAY - April Skies - 840
14. ANNIE ROSS - Twisted - 794
15. JOE HOLIDAY - Blue Holiday - 815

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I LOVE YOU"

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GORDON JENKINS... Decca 28750

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LIKE AN OLD LOVE"
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"Gonna Give My Heart
A Pat On The Back"
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FOR ME
FOR ME

MERCURY-70172

A Disk Jockey Looks At The Contact Man

by JACK LACY

The subject is replete with possibilities for bombast, verbal fireworks, and self indulgence. My thought on the matter will be held in check to preclude any of these. Criticism, if any, is meant to be constructive and mutually beneficial. Opinions expressed must, of necessity, be personal, since I do not in any way claim

to either represent or speak for other disc jockeys. These thoughts are set down in the full realization that the D.J. close to the actual centers of music may react differently from the D.J. who is located in a place more remote, and therefore, subject to more infrequent personal contact.

In my opinion, the credit side of the

ledger outweighs the debits side by far. The contact man, and the term as used here applies to all categories, is one of the best friends a D.J. has. To me, he is a source of supply. True, the record companies do service stations and individuals completely, especially in the larger cities. But the contact man is often in a position to fill in the gaps, and thereby keep the D.J. up to date. The information which he supplies in conjunction with his record, song, or artist is often valuable for program comment, or just general background. His tips on up and coming songs and records often serve as guideposts in programming. This is true because he is aware of the sales position of his article, and its acceptance in areas other than your own. This often serves to call the attention of the D.J. to records that might very well be overlooked, which, if exposed, his audience might very well enjoy. With so many records of so many songs coming in each week from all quarters, some good ones are bound to be lost in the shuffle unless there is someone to remind you of their existence from time to time. It has been my personal experience that, in some cases, a second hearing of some record or song at the request of a contact man has turned up something that I had overlooked.

The effectiveness of the contact man must naturally vary with the individual. Frankly, personal contact, and that includes the telephone, as well as the personal visit, has the most effect on me. Surely, I do read my mail, but everyone likes to feel that he is important enough to rate a personal visit or phone call. Without exception, I have found the contact man always ready to be of service whenever called upon. In the final analysis, the D.J. must realize that the "plugger" has a job to do. I am sure that he does not relish the idea of being in the somewhat unenviable position of having to ask for something all the time—the plug—but how else can he accomplish his mission?

Now, let us turn to the question of method. That is what makes the difference in my case. Now, like most D.J.s, I have evolved certain true friendships with men in the contact profession. That is only human. Perhaps had we met under other circumstances the result would have been the same. But, I say to the contact man, let it come naturally. I have found that too great a proportion of contacting is done on a basis of a pseudo-friendship which is as phoney as the proverbial three dollar bill. I do not become a man's bosom buddy because I have seen him twice in the course of his business with me. The line, which goes something like this: "You've got to do it for me, Pal", is unfortunately too much abused. I DON'T have to do it for him. He is not my pal just because he says he is. As I said before, I know that the contact man has a job

to do. His livelihood depends on it. But after all, it is business, so why not conduct it on a business-like basis. I am much more inclined to favor the man who calls or visits and tells me, who he is, if I don't already know, whom he represents, what his song or record is, and why he believes my audience would like to hear it. My personal feeling is that the D.J. does not exist to "plug" songs—to "make" songs or records. He is there to provide the kind of music that he believes the audience in his area likes, and to sell products for the station's clients. Therefore, to me, a more effective approach lies in showing why his audience will like the song, rather than relying on a sometimes non existing aura of friendship, or the story that "Only you can make this a hit". Frankly, I'm not interested in making it a hit. I want to play music that my audience will like. I want to sell my sponsor's products. If the records sell and make money for the record company and the publisher, I am sincerely happy, because, after all, without them, where would we D.J.s be? But the contact man must understand the nature of our job, as we should theirs. I believe that this sort of mutual understanding will help both parties to work in even greater harmony and to achieve even more effective results.

As I mentioned before, it is only human for everyone to feel that he is more than just a name on a list. Yet I have found that certain elements surrounding this basic premise have been neglected. I have had men contacting me for years who still don't know what time I'm on the air! In essence, the contact man is a combination of salesman and good will ambassador—or at least that's the way I see it. And a good salesman should know all he can about his prospect. Perhaps, then a few minutes might be profitably spent on determining background details such as air time, types of music used, etc. In this way, I believe the contact man may benefit because he will be able to apportion his own time more systematically. Many a man has had to wait for a half hour to see me because I was on the air when he arrived. Would it not have been better for him to find out when I'm not on the air so that he didn't have to waste all that time?

In all fairness, the above remarks on the debit side of the ledger, apply fortunately to the minority. These thoughts, as stated at the outset, are intended to be purely constructive, and in no way critical of the profession generally. My association with the members of the contact profession generally have been most pleasant and helpful to me in my work. I have found the people whom I have met to be hard working ladies and gentlemen of intelligence, taste, and tact. My thanks to all of them for making my work so interesting and for rendering unstinted assistance when I have asked for it.

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TICO

and

RAMA

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New York

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

A Contact Man Looks At The Disk Jockey

by **BUDDY FRIEDLANDER**

I first started to contact disc jockeys when most of them were called "staff announcers". While working as a song plugger for a large publisher, my daytime job was to go to the independent radio stations here in New York and try to get our songs played and my first impression of these guys was—"Lookout—these boys are the future of the new music business." I had free reign with the jocks, but like all big publishers my boss was concerned mainly with sheet shots. (Peatman sheet, check of network plugs from 8 A.M. to 1 A.M.). This was mostly night work—contacting anyone who played music and had a wire—usually a remote, where the outfit could be a trio or a 22 piece orchestra. When you consider that the group on the remote only had say 15 minutes of air time or, let's say 30 minutes—and some sixty song pluggers, all with potential hits, trying to get one shot—well, you can imagine the outcome—--one plug a week—if the guy liked you very much and if you had a drive—2 plugs. Then it was a quickie and sometimes the arrangement sounded

like three other songs. For example: there was a group at the Shelton Hotel that set a new record—in a 30 minute broadcast he played 26 songs. Even WOR program department exploded after that one.

I pleaded with my boss to forget the 12 o'clock midnight remotes and concentrate on Disc Jockeys. They have more air time—can play more tunes and you get a true performance of your song. Well, ole man Peatman popped his head up again and we were right back where we started. Even after the jockeys had made several top hits for our firm, we still needed those sheet shots.

In the meantime the business was really changing and the D.J. was coming into power—BUT POWER!! The jockeys, all together could make a song or an artist in short time. The average D.J. with two hours air time, 6 days a week, can play 12 records per hour or a total of 144 records a week. Need I say more?

Now let's go into personalities—ask any record man the answer he got

from a guy like Martin Block when he said, "Thanks, Martin, for the swell plugs on so and so—or if an artist would say, "Thanks, Martin for all the swell plugs", the answer would come out something like—"Don't thank me—we thank you for turning out such swell stuff".

As for my gripes about D.J.'s, there aren't many but when a guy forgets that this is a "one-hand-washes-the-other" business and gets too important to see you or he or she forgets that it is the public who casts the deciding vote on a song and not the librarian or even the D.J., then it's time for that individual to wake up—realize that a contact man has a job to perform—he is not a delivery boy. He might have some inside information on the record or artist that he wants to pass along to you such as: "Joe Blow is going into the Paramount next week" or "I'm bringing Martha Zilch up on Wednesday—may we drop in and say Hello? She'd like to meet you and say Thanks".—or that old standard "This song just sold 200,000 in Philly or Timbuctoo . . .".

My tips to record men: If you walk

into a library and you see they are busy—get out and say "I'll call you later when you're not so busy". Keep your visits short—state your business and GET OUT! These people have shows to get on the air and—sixty other pluggers to contend with. If you want to pass the time of day, see them after working hours. Follow these simple rules and song pluggers will always be welcome.

Before I end this let me say that the guys and gals at the stations all over the country are the same—only out of town they don't get the personal services that the stations in a big city get. True, during the past five years there are many more men on the road for record companies and music publishers than in the days when the only faces one saw were guys like Roy Kohn, Lucky Carle, Doc Berger, Kappie Jordan, Father Jim McCarthy, and yours truly.

Anyway, what I'm driving at is, even though I haven't seen a lot of these people for some time, I feel that I've made some good friends and all have been exceptionally nice people to know and work with.

Meeting Dates Of Music Operators' Associations

- July 14—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 14—California Music Guild
Place: Fresno Hotel, Fresno, Calif.
- 15—New York State Operators' Guild
Place: Nelson House, Poughkeepsie, N. Y.
- 20—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- 20—Amusement Machine Operators of Baltimore
Place: Mendell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
- 21—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 21—Western Massachusetts Music Guild, Ralph Ridgeway
Place: Ivy House, West Springfield, Mass.
- 27—Dallas Music Operators' Assn.
Place: Big Pete's 5001 Lover's Lane, Dallas, Tex.
- 27—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.
- Aug. 3—California Music Guild
Place: 311 Club, 311 Broadway, Oakland, Calif.
- Aug. 6—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (general).
- 6—California Music Guild
Place: Sacramento Hotel, Sacramento, Calif.
- 12—California Music Guild
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 13—California Music Guild
Place: U. S. Grant Hotel, San Diego, Calif.

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b/w

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by

Elmore James
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I DON'T PLAY

b/w

DON'T SET YOUR CAP FOR ME

by

Arbee Stidham
CK-778

WATERMELON MAN

b/w

YOU LOOK GOOD TO ME

by

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750 E. 49th ST. CHICAGO, ILL.

3rd DEGREE

Eddie Boyd

CHES-1541

TURN THE LAMP DOWN LOW

Muddy Waters

CH-1542

I'M MAD

Willie Mabon

CH-1538



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AND

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THE CASH BOX



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 HELP ME SOMEBODY
The "5" Royales
(Apollo 446) | 1 I WANNA KNOW
The Du Droppers
(RCA Victor 20-5229) | 1 THE CLOCK
Johnny Ace
(Duke 112) |
| 2 THESE FOOLISH THINGS
The Dominoes
(Federal 12129) | 2 HELP ME SOMEBODY
The "5" Royales
(Apollo 446) | 2 PLEASE LOVE ME
B. B. King
(R. P. M. 386) |
| 3 I WANNA KNOW
Dolly Cooper
(Savoy 891) | 3 THIRD DEGREE
Eddie Boyd
(Chess 1541) | 3 TONGUE TIED BLUES
Jack Dupree
(King 4630) |
| 4 ANNA
Silvana Mangano
(MGM 11457) | 4 I FOUND OUT
The Du Droppers
(RCA Victor 20-5321) | 4 SHAKE, BABY, SHAKE
Jack Dupree
(Red Robin 112) |
| 5 I FOUND OUT
The Du Droppers
(RCA Victor 20-5321) | 5 PLEASE LOVE ME
B. B. King
(R. P. M. 386) | 5 PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 5240) |
| 6 THE CLOCK
Johnny Ace
(Duke 112) | 6 40 CUPS OF COFFEE
Danny Overbea
(Checker 774) | 6 THIRD DEGREE
Eddie Boyd
(Chess 1541) |
| 7 GOIN' TO THE RIVER
Fats Domino
(Imperial 5231) | 7 THE CLOCK
Johnny Ace
(Duke 112) | 7 IS IT A DREAM
Vocaleers
(Red Robin 114) |
| 8 MY DEAR, DEAREST DARLING
Five Willows
(Allen 1000) | 8 WILD, WILD YOUNG MEN
Ruth Brown
(Atlantic 993) | 8 THESE FOOLISH THINGS
The Dominoes
(Federal 12129) |
| 9 I'M MAD
Willie Mabon
(Chess 1538) | 9 ANNA
Silvana Mangano
(MGM 11457) | 9 WAY BACK HOME
Big Maybelle
(Okeh 6955) |
| 10 SHE'S GOTTA GO
Ravens
(Mercury 70116) | 10 IS IT A DREAM
The Vocaleers
(Red Robin 114) | 10 SHIRLEY'S BACK
Shirley & Lee
(Aladdin 3192) |

- | | | |
|---|---|--|
| 1 PLEASE LOVE ME
B. B. King
(R. P. M. 386) | 1 THE CLOCK
Johnny Ace
(Duke 112) | 1 PLEASE LOVE ME
B. B. King
(R. P. M. 386) |
| 2 THE CLOCK
Johnny Ace
(Duke 112) | 2 HELP ME SOMEBODY
The "5" Royales
(Apollo 446) | 2 TINI PAN ALLEY
James Wilson
(Big Town 101) |
| 3 PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 5240) | 3 MY DEAR, DEAREST DARLING
Five Willows
(Allen 1000) | 3 TONGUE TIED BLUES
Jack Dupree
(King 4630) |
| 4 HELP ME SOMEBODY
The "5" Royales
(Apollo 446) | 4 PLEASE LOVE ME
B. B. King
(R. P. M. 386) | 4 THE CLOCK
Johnny Ace
(Duke 112) |
| 5 THESE FOOLISH THINGS
The Dominoes
(Federal 12129) | 5 I'M MAD
Willie Mabon
(Chess 1538) | 5 HELP ME SOMEBODY
The "5" Royales
(Apollo 446) |
| 6 THIRD DEGREE
Eddie Boyd
(Chess 1541) | 6 WILD, WILD YOUNG MEN
Ruth Brown
(Atlantic 993) | 6 I WANNA KNOW
The Du Droppers
(RCA Victor 20-5229) |
| 7 IS IT A DREAM
Vocaleers
(Red Robin 114) | 7 THESE FOOLISH THINGS
The Dominoes
(Federal 12129) | 7 THIRD DEGREE
Eddie Boyd
(Chess 1541) |
| 8 WILD, WILD YOUNG MEN
Ruth Brown
(Atlantic 993) | 8 GOIN' TO THE RIVER
Fats Domino
(Imperial 5231) | 8 WILD, WILD YOUNG MEN
Ruth Brown
(Atlantic 993) |
| 9 MEET ME WITH YOUR BLACK DRESS ON
Jimmy Nelson
(R. P. M. 385) | 9 MERCY, MR. PERCY
Varetta Dillard
(Savoy 897) | 9 CRAZY, CRAZY, CRAZY
The "5" Royales
(Apollo 446) |
| 10 NOT ANY MORE TEARS
Four Blazes
(United 146) | 10 THIRD DEGREE
Eddie Boyd
(Chess 1541) | 10 I FOUND OUT
The Du Droppers
(RCA Victor 20-5321) |

THE CASH BOX

in
PHILADELPHIA

in
LOS ANGELES

in
ST. LOUIS

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 GOIN' TO THE RIVER
Fats Domino
(Imperial 5231)
- 2 HELP ME SOMEBODY
The "S" Royales
(Apollo 446)
- 3 THESE FOOLISH THINGS
The Dominoes
(Federal 12129)
- 4 PARADISE HILL
The Embers
(Herald 410)
- 5 MERCY, MR. PERCY
Varetta Dillard
(Savoy 897)
- 6 THE CLOCK
Johnny Ace
(Duke 112)
- 7 I'M MAD
Willie Mabon
(Chess 1538)
- 8 IF I CAN'T HAVE YOU
Flamingos
(Chance)
- 9 I WANNA KNOW
Dolly Cooper
(Savoy 891)
- 10 HOUND DOG
Willie Mae Thornton
(Peacock 1612)

- TIN PAN ALLEY
James Wilson
(Big Town 101)
- THE CLOCK
Johnny Ace
(Duke 112)
- PARADISE HILL
The Embers
(Herald 410)
- PLEASE LOVE ME
B. B. King
(R. P. M. 386)
- PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 5240)
- MY DEAR, DEAREST DARLING
Five Willows
(Allen 1000)
- WILD, WILD YOUNG MEN
Ruth Brown
(Atlantic 993)
- 40 CUPS OF COFFEE
Danny Overbea
(Checker 774)
- MERCY, MR. PERCY
Varetta Dillard
(Savoy 897)
- I FOUND OUT
The Du Droppers
(RCA Victor 20-5321)

- PLEASE LOVE ME
B. B. King
(R. P. M. 386)
- THE CLOCK
Johnny Ace
(Duke 112)
- I FOUND OUT
The Du Droppers
(RCA Victor 20-5321)
- THESE FOOLISH THINGS
The Dominoes
(Federal 12129)
- DON'T DECEIVE ME
Chuck Willis
(Okeh 6985)
- HELP ME SOMEBODY
The "S" Royales
(Apollo 446)
- NEVER, NEVER
Dinah Washington
(Mercury 70175)
- MEND YOUR WAYS
Ruth Brown
(Atlantic 993)
- EARLY IN THE MORNING
Roy Milton
(Specialty 464)
- I WANNA KNOW
The Du Droppers
(RCA Victor 20-5229)

in
DALLAS

in
NASHVILLE

in
ATLANTA

- 1 PLEASE LOVE ME
B. B. King
(R. P. M. 386)
- 2 HELP ME SOMEBODY
The "S" Royales
(Apollo 446)
- 3 TIN PAN ALLEY
James Wilson
(Big Town 101)
- 4 THIRD DEGREE
Eddie Boyd
(Chess 1541)
- 5 THE CLOCK
Johnny Ace
(Duke 112)
- 6 GOIN' TO THE RIVER
Fats Domino
(Imperial 5231)
- 7 DRIVE IT HOME
Hal Poige
(Atlantic 996)
- 8 LUCY MAE BLUES
Frankie Lee Sims
(Specialty 459)
- 9 WILD, WILD YOUNG MEN
Ruth Brown
(Atlantic 993)
- 10 NOT ANYMORE TEARS
Four Blazes
(United 146)

- PLEASE LOVE ME
B. B. King
(R. P. M. 386)
- THE CLOCK
Johnny Ace
(Duke 112)
- GOIN' TO THE RIVER
Fats Domino
(Imperial 5231)
- THIRD DEGREE
Eddie Boyd
(Chess 1541)
- WILD, WILD YOUNG MEN
Ruth Brown
(Atlantic 993)
- PLEASE DONT LEAVE ME
Fats Domino
(Imperial 5240)
- HELP ME SOMEBODY
The "S" Royales
(Apollo 446)
- I'M MAD
Willie Mabon
(Chess 1538)
- I FOUND OUT
The Du Droppers
(RCA Victor 20-5321)
- I'LL HELP YOU BABY
Christine Kittrell
(Republic 7044)

- THE CLOCK
Johnny Ace
(Duke 112)
- PLEASE LOVE ME
B. B. King
(R. P. M. 386)
- PLEASE DON'T LEAVE ME
Fats Domino
(Imperial 5240)
- THIRD DEGREE
Eddie Boyd
(Chess 1541)
- EARLY IN THE MORNING
Roy Milton
(Specialty 464)
- GOOD LOVIN'
The Clovers
(Atlantic 1000)
- HELP ME SOMEBODY
The "S" Royales
(Apollo 446)
- CAN'T DO SIXTY ANYMORE
The Du Droppers
(Red Robin)
- MERCY, MR. PERCY
Varetta Dillard
(Savoy 897)
- SHIRLEY'S BACK
Shirley & Lee
(Aladdin 3192)

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"SHIRLEY'S BACK"
AL 3192



AMOS MILBURN
"LONG, LONG DAY"
AL 3168



CHARLES BROWN
"LONESOME FEELING"
AL 3191

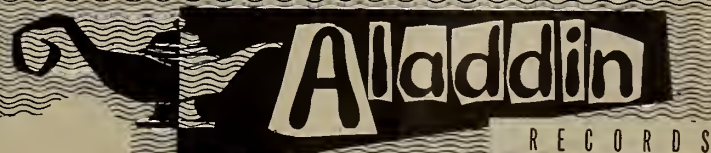


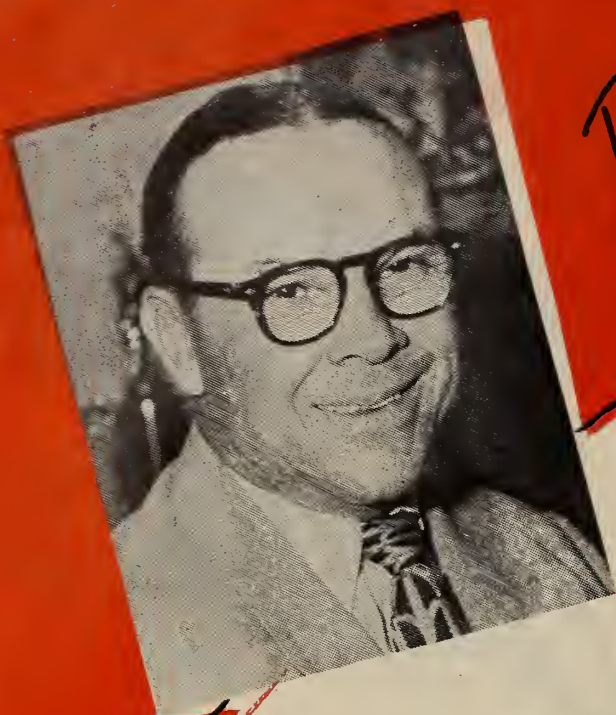
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"TELL ME"
7-11 • # 2104

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"NEW BON-TON ROULAY"
AL 3179
Dessa Ray
"AIN'T GONNA TELL"
7-11 # 2103

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ANNOUNCING THE **NEW**
WILLIE MAE THORNTON

"THEY CALL ME BIG MAMMA"

b/w "COTTON PICKING BLUES"
Peacock-1621

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PEACOCK BLUES AND RHYTHM

- WILLIE MAE THORNTON
"HOUND DOG" "Nightmare"
Peacock-1612
- CLARENCE "GATEMOUTH" BROWN
"HURRY BACK, GOOD NEWS"
"Boogie Upoar"
Peacock-1617
- MARIE ADAMS
"AIN'T CAR CRAZY"
"I'm The Bluest Gal In Town"
Peacock-1614
- PAUL MONDAY
"I PROMISE"
"I Can't Forget About You"
Peacock-1608
- JIMMY McCRACKLIN
"SHE FELT TOO GOOD"
"Share And Share Alike"
Peacock-1615

TEMPO TOPPERS

- "AIN'T THAT GOOD NEWS?"
"A Fool At The Wheel"
Peacock-1616
- GWEN JOHNSON
"NEW ORLEANS" "Never Again"
Peacock-1613
- LLOYD "FAT MAN" SMITH
"MY CLOCK STOPPED"
"No Better For You"
Peacock-1611
- SONNY PARKER
"SHE SETS MY SOUL ON FIRE"
"Disgusted Blues"
Peacock-1620
- MEMPHIS SLIM
"LIVING LIKE A KING"
"Sittin' And Thinkin'"
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PEACOCK SPIRITUALS

- ORIGINAL FIVE BLIND BOYS
(Jackson Harmonizers)
"SOMEWHERE LISTENING FOR MY NAME"
"I Know The Lord Will Make A Way
Yes He Will"
Peacock-1714
- BELLS OF JOY
"HOW SWEET IT IS"
"I'm Going To Press On"
Peacock-1716
- SPIRIT OF MEMPHIS
"SINCE JESUS CAME INTO MY HEART"
"I Will Trust In The Lord"
Peacock-1717
- THE STARS OF HOPE
"YOU BETTER MIND"
"Where Shall I Go"
Peacock-1712

- GOLDEN HARP SINGERS
"WILL THERE BE ANY STARS IN MY CROWN" (Parts 1 & 2)
Peacock-1591

- DIXIE HUMMING BIRDS
"ETERNAL LIFE" "Lord If I Go"
Peacock-1713

- SISTER JESSIE MAE RENFRO
"I MUST TELL JESUS"
"Hell's Attraction Lights"
Peacock-1718

- THE SENSATIONAL NIGHTINGALES
"A SINNER'S PLEA"
"I Thank You Lord"
Peacock-1709

- THE CHRISTLAND SINGERS
"A FEW MORE DAYS"
"Peace In The Land"
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Johnny Ace
THE CLOCK
DUKE-112

3 HITS
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"The Nation's Wonder" singing
"IN THE SWEET BY AND BY"
"When I Can Read My Title Clear"
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"GAMBLING MAN"
"There's No Rest For The Weary"
Peacock-1711

CHRISTIAN TRAVELERS
"WELL DONE"
"Make More Room For Jesus In Your
Life"
Peacock-1715 (Soon to be released)

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JOHNNY ACE
"THE CLOCK" "Aces Wild"
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"LAST NIGHT'S DREAM"
"Fifty Three"
Duke-113

ROSCOE GORDON
"TOO MANY WOMEN"
"Wise To You Baby"
Duke-109

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SWANEE SPIRITUAL SINGERS
"GOD SPOKE TO ME ONE DAY"
"Let Us Stand On That Rock"
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SUNSET TRAVELERS
"YES, YES, I'VE DONE MY DUTY"
"My Number Will Be Changed"
Duke-201

HEAVEN BOUND FOUR
"THERE'S A HAND GONE BEFORE
LEADING ME"
"I'm Giving Up This World To Live
With God"
Duke-203 (Soon to be released)

MID-SOUTH SINGERS
"LORD COME ON AND SEE ABOUT
ME"
"Will Meet You In The Morning"
Duke-202 (Soon to be released)

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Gives A Superb Tenor Sax Rendition Of
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"HOUND DOG"



WILLIE MAE THORNTON



PEACOCK RECORDS



LION MUSIC

MOST PROGRAMMED MALE VOCALIST



WILLIE MABON



CHESS

MOST PROGRAMMED FEMALE VOCALIST



RUTH BROWN



ATLANTIC

MOST PROGRAMMED VOCAL GROUP

(TIE)

CLOVERS



Atlantic



DOMINOES



Federal



MOST PROGRAMMED BAND



TINY BRADSHAW



KING

MOST PROGRAMMED VOCAL GROUP (Spiritual)



FIVE BLIND BOYS



PEACOCK

MOST IMPRESSIVE UP AND COMING ARTISTS



SHIRLEY & LEE



ALADDIN

The Cash Box Disk Jockey Poll

WHAT RECORDS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. HOUND DOG—WILLIE MAE THORNTON—PEACOCK
2. Mama, He Treats Your Daughter Mean—Ruth Brown—Atlantic
3. Baby Don't Do It—The "5" Royales—Apollo
4. I Don't Know—Willie Mabon—Chess
5. Soft—Tiny Bradshaw—King
6. I'm Mad—Willie Mabon—Chess
7. Red Top—King Pleasure—Prestige
8. Let Me Go Home Whiskey—Amos Milburn—Aladdin
9. Crawlin'—The Clovers—Atlantic
10. Cross My Heart—Johnny Ace—Duke
11. I'm Gone—Shirley & Lee—Aladdin
12. Help Me Somebody—The "5" Royales—Apollo
13. Goin' To The River—Fats Domino—Imperial
14. Dream Girl—Jesse & Marvin—Specialty
15. I Wanna Know—The Du Droppers—RCA Victor

WHAT MALE VOCALISTS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. WILLIE MABON—CHESS
2. Johnny Ace—Duke
3. B. B. King—RPM
4. Fats Domino—Imperial
5. Amos Milburn—Aladdin
6. Lloyd Price—Specialty
7. Percy Mayfield—Specialty
8. Little Walter—Checker
9. Eddie Boyd—Chess
10. Arthur Prysock—Decca

WHAT FEMALE VOCALISTS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. RUTH BROWN—ATLANTIC
2. Willie Mae Thornton—Peacock
3. Dinah Washington—Mercury
4. Sarah Vaughan—Columbia
5. Linda Hayes—Recorded In Hollywood
6. Little Esther—Federal
7. Big Maybelle—Okeh
8. Varetta Dillard—Savoy
9. Ella Johnson—Mercury
10. Lula Reed—King

WHAT BANDS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. TINY BRADSHAW—KING
2. Buddy Johnson—Mercury
3. Earl Bostic—King
4. Illinois Jacquet—Mercury
5. Swinging Sax Kari—United
6. Sonny Thompson—King
7. Lionel Hampton—MGM
8. Count Basie—Mercury
9. Lynn Hope—Aladdin
10. Duke Ellington—Capitol

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b/w

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"Male Call"

Savoy # 1101 by EMMETT SLAY TRIO

"4 Cold Cold Walls"

Savoy # 1100 by BILLY WRIGHT

"Beggin' At Your Mercy"

#Savoy #1102 by EARL JOHNSON

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

JOHNNY MOORE
(Modern 910)

- ⓑ "PLAYING NUMBERS" (2:38) [American Music-BMI] Johnny Moore's Three Blazers, featuring Frankie Ervin on the vocal, collaborate on a slow bounce with novelty lyrics.
- ⓑ+ "DRAGNET BLUES" (2:38) [Modern Music-BMI] Disk opens with theme music of the popular radio-TV show. An easy vocal with a soft backing. Ervin sings impressively. Disk should get plenty of action.

THE FLAIRS
(Flair 1012)

- ⓑ "SHE WANTS TO ROCK" (2:38) [Flair Pbl.-BMI] The Flairs dish up a middle tempo rocker with plenty of lift.
- ⓑ "I HAD A LOVE" (2:37) [Flair Pbl.-BMI] A slow, pretty ballad softly etched. Lead comes through in good style.

JOAN SHAW
(Gem 209)

- ⓑ+ "BABY COME ON" (2:38) Joan Shaw sings a middle beat exciter with an earthy set of lyrics. A belty performance. Joan gives it everything and the side has an appeal that should get it its full share of plays.
- ⓑ+ "OH HOW I HATE TO SAY GOODBYE" (2:37) Flip is a slow low down blues emotionally sung by Joan. Gal says goodbye and thanks for the memories. Orking is soft and in the mood. Etching reaches you.

MELVIN DANIELS—KING CURTIS
(Gem 208)

- ⓑ "TENOR IN THE SKY" (2:37) A middle tempo instrumental with the King Curtis tenor sax taking the play all the way. A solid performance against an unobtrusive backing.
- ⓑ "NO MORE CRYING ON MY PILLOW" (2:41) Melvin Daniels sings on this deck and handles the middle beat bounce in good style. King Curtis' sax is big and the combination bring out a side that moves.

WILHELMINA GRAY
(Seeco 10-011)

- ⓐ+ "GOTTA HAVE THAT MAN" (2:41) Wilhelmina Gray sings a middle tempo bounce with an easy approach. She sings warmly proclaiming nothing means anything but her man. Sax solo by Ike Quebec lends color to the etching.
- ⓐ+ "PRICE FOR LOVE" (2:37) A slow ballad in which the thrush sells the pretty tune well. Again the sax is spotted.

THE CASH BOX

★ AWARD O' THE WEEK ★

"YOU CAN'T KEEP A GOOD MAN DOWN" (2:10)
[Ward-Marks-BMI]

"WHERE NOW, LITTLE HEART" (2:06) [Ward-Marks-BMI]
BILLY WARD AND HIS DOMINOES
(Federal 12139)



BILLY WARD & THE DOMINOES

● Billy Ward and his Dominoes continue their magic on their newest, "You Can't Keep A Good Man Down." The boys belt an exciting

quick beat with loads of gusto. Side rocks with shouts, handclapping and a raucous sax. Lead voice does a grand job with a zesty reading. With their current hit, "These Foolish Things," a powerful factor in the R & B sales charts, the Ward group gives ample evidence of why the disk jockies of the nation poured in so many votes for them. (See results of the poll in this issue.) The flip deck, "Where Now, Little Heart," is a middle beat bounce with a great deal of pop flavor. A pretty tune, happily and capably performed by the Dominoes. This side could stir it up in both markets.

THE CASH BOX

Rhythm 'N Blues SLEEPER OF THE WEEK

"TURN THE LAMP DOWN LOW" (2:39)

"WHO'S GONNA BE YOUR SWEET MAN" (2:41)
[Burton Ltd.-BMI]

MUDDY WATERS (Chess 1542)



MUDDY WATERS

● Muddy Waters comes up with a

platter that looks like good juke box material. The tune, "Turn The Lamp Down Low," is a middle beat southern type blues that Waters milks for all it's worth. Muddy has captured the feel on this one and with the aid of his guitar takes it for a ride that should stir up sales action. The flip, "Who's Gonna Be Your Sweet Man," is a rhythmic slow beat performed capably by Waters. A wailing harmonica lends a weird backing and helps color the etching. Like both sides, with the nod for quick action going to the upper deck.

"CRYING IN THE CHAPEL" (2:38) [Valley Publ.]
"DON'T YOU THINK I OUGHT TO KNOW" (2:41)

THE ORIOLES (Jubilee 5122)



THE ORIOLES

● The lovely emotional ballad that has started a rush by artists in all fields to cover, "Crying In

The Chapel", gets its first rhythm and blues reading by The Orioles, and the group has never sounded better. The boys blend for a spine tingling rendition that should start action in the boxes on exposure. The tune has that simple but stirring quality that has excited the trade and The Orioles handle it with a polish that could also make it a pop possibility. Flip, "Don't You Think I Ought To Know", is a slow rhythmic standard that the boys bounce through in top-drawer fashion. An excellent side, but the nod goes to the upper lid in no uncertain fashion.

JIMMY BINKLEY
(Aladdin 3193)

- ⓐ+ "HOT SMOKE" (2:50) [Aladdin Music-BMI] Jimmy Binkley does an exciting sax reading of a slow jump stepped up with hand claps.
- ⓑ "NIGHT LITE" (3:02) [Aladdin Music-BMI] Flip is a slow bounce with a real impressive bit of saxing. Binkley is aided tremendously on this side with a striking arrangement.

LITTLE CAESAR
(Big Town 106)

- ⓐ+ "CAN'T STAND IT ALL ALONE" (2:15) [4 Star Sales-BMI] Little Caesar sings a quick beat pleading with his gal to come back to him. A routine effort.
- ⓑ+ "BIG EYES" (3:02) A slow beat novelty. Caesar tells his girl she has big eyes, but they won't pay his rent. Get a bankroll and then call on the telephone. Cute and could go big in the boxes. Theme reminiscent of one Caesar did on his former label.

JIMMY WITHERSPOON
(Modern 909)

- ⓑ+ "I'LL BE RIGHT ON DOWN" (2:37) [Modern Music-BMI] Jimmy Witherspoon sings a fast moving jump against a spirited ork background. Jimmy belts for a side that moves. Should share in the plays.
- ⓑ "OH MOTHER, DEAR MOTHER" (2:39) [Modern Music-BMI] A slow bouncer weeper. Cries the sad story of his approaching death.

ANNISTEEN ALLEN
(King 4642)

- ⓑ "MY BRAND OF LOVING" (2:06) [Jay & Cee-BMI] Lusty voiced Annisteen Allen sings a slow Latin tempo blues with emotion for an exciting etching.

- ⓐ+ "WANTED" (2:18) [Jay & Cee-BMI] The lower lid is another slow emotional deck. Gal performs capably.

TODD RHODES O.
(King 4648)

- ⓐ+ "YOUR MOUTH GOT A HOLE IN IT" (2:13) Todd Rhodes chips in with his version of the zestful item already on the market via Piano Red. Pinocchio vocalizes the story of the gal who talks too much.
- ⓑ "FEATHERS" (2:40) [Jay & Cee-BMI] The Rhodes ork drives a middle tempo instrumental with the Rhodes sax taking the play.

The Cash Box Disk Jockey Poll

WHAT VOCAL GROUPS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. { THE CLOVERS—ATLANTIC }
 { THE DOMINOES—FEDERAL } TIE
3. The "5" Royales—Apollo
4. The Ravens—Mercury
5. The Du Droppers—RCA Victor
6. The Orioles—Jubilee
7. The Swallows—King
8. The Crickets—MGM
9. The Vocaleers—Red Robin
10. The Four Blazes—United

WHAT VOCAL GROUPS DO YOU ESTIMATE YOU PROGRAMMED MOST? (SPIRITUAL GROUPS)

1. THE FIVE BLIND BOYS—PEACOCK
2. Dixie Hummingbirds—Peacock
3. Ward Singers—Savoy
4. Pilgrim Travelers—Specialty
5. Angelic Gospel Singers—Gotham
6. Soul Stirrers—Specialty
7. Bells Of Joy—Peacock
8. Original Gospel Harmonettes—Specialty
9. The Trumpeteers—Score
10. Sensational Nightingales—Peacock

WHAT UP AND COMING ARTISTS DO YOU THINK HAVE THE BEST CHANCE OF REACHING STARDOM?

1. SHIRLEY & LEE—ALADDIN
2. The Du Droppers—RCA Victor
3. Linda Hayes—Recorded in Hollywood
4. Vocaleers—Red Robin
5. The Crickets—MGM
6. Christine Kittrell—Republic
7. Mercy Dee—Specialty
8. Chuck Willis—Okeh
9. Doris Browne—Gotham
10. Dolly Cooper—Savoy

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"CALDONIA'S PARTY"

b/w

"OH BABY"

5241

Rose Mitchell
"I'M SEARCHING"

b/w

"SLIPPIN' IN"

5243

Imperial Records

THE CASH BOX RHYTHM N' BLUES *Ramblings*

NEW YORK:

That was some shindig Billy Eckstine hosted at the Birdland, New York last week. Everybody who was anybody showed up and Billy just sang and sang to an appreciative and enthusiastic audience. . . . Pete Doraine, Allen Records, announced the signing of Hazel Scott to an exclusive recording contract. Miss Scott, pianist extraordinary, who formerly was a big star on Decca and Capitol, never before recorded rhythm and blues, which she will do for Allen, and says Pete, "You ain't heard her really sing until you've heard her do rhythm and blues." Hazel left for Europe on July 7 where she will tour all the big cities of the continent, including the Palladium. While overseas, she will make a picture in Paris. . . . The Dominoes canceled one week of engagements to catch up on some needed rest and take care of the million and one details that pile up with the constant rush of rehearsals, appearances, record sessions and traveling from city to city. This one week is the largest layoff for the boys in three years. They have a couple of big one nighters set for August 14 and 15 in Akron and Youngstown, O. Billy Ward and Rose Marks, manager of the group, are very proud to have been invited back to the Michigan State Fair for seven days—September 4 to 13. The group was such



VARETTA DILLARD

a tremendous success in their last appearance popular demand forced their recall. They are the only r & b group ever to work the fair. Watch their latest, "You Can't Keep A Good Man Down." It's a natural for big sales. . . . Lee Magid, Savoy Records, cut a new session with Varetta Dillard. Gal is "high" with her "Mercy Mr. Percy" and the new diskings will not be released immediately. . . . New diskery, Old Town Record Corp., signed and cut the Five Crowns, who had some good sides with Rainbow. . . . Heat means nothing when Ruth Brown is the draw. Appearing last week at the Apollo Theater, Harlem, Ruth chalked up a record box office for the summer season. Ruth goes into rehearsal for the big tour with The Clovers and Joe Louis which kicks off about the Middle of July. . . . Ella Mae Morse cut "Forty Cups of Coffee" for Capitol.

CHICAGO:

Sy House believes in moving in two's. Like f'instance—1) moved King Records to larger quarters on the Southside—then 2) reports a new move in his household—because a new baby expected this Fall. . . . Joe Young, handsome and youthful winner of the 1952 Harvest Moon Festival, keeping himself plenty busy these days (and nites) producing and starring in shows at Joe's DeLuxe Club. Joe just participated in the Purple Heart Cruise entertaining the vets. And, at long last, Dame Rumor has it one of the better diskeries has become mucho interested in Joe's grand pipes. It's a wonder someone didn't grab this boy off much sooner. . . . Johnny Hodges makes his third appearance this year at the Capitol Lounge. And the crowd just goes wacky over the guy. . . . The "Big Rhythm Show" which, among many others, will star Ruth Brown and The Clovers, will be coming this way after opening in the East 7/17 and wind up a cross-circle tour in Jacksonville, Fla. . . . Edna McGriff will mark her first personal appearance in the Midwest. Touring with Buddy Lucas and his band. The gal has just about everything on the ball to win her a terrific following everywhere in this area. . . . RCA-Victor's Rocky Rolf has his chest sticking out another three inches since his prediction that the Du Droppers "I Found Out" would click big. The disk sure has. It's riding high in the "Hot Charts" right this minute. And with this diskeroo stirring spins everywhere, Rocky also points to "I Wanna Know" as another baby that's wearing itself out in quick time in all the boxes. . . . Sax Mallard, since his click with Mitzi Mars on Chess' "I'm Glad," enjoying a well deserved resurgence of popularity. His combo getting a great big hand nitely at the Strand Lounge.



EDNA McGRIFF

LOS ANGELES:

It's convention time again, and if we know the music biz they'll be talking it up around the Palmer House till the wee hours of the morning. . . . Word has it 'round these parts that there are lots of deals in the air, with many lines due to change hands. . . . Eddie Ray of Central due to hold down the home fort while Jimmy Warren and Jack Andrews sky to the NAMM show. . . . Irv Shorten of Allied in Detroit to pick up a new Oldsmobile and then on to the convention. . . . Local biz getting a shot in the arm via a flock of new records that are really good. Among them, "The Clock" by Johnny Ace on Duke, "My Dear, Dearest Darling" on Allen, "Paradise Hill" on Herald, "Banana Split" on Excello, "Please Don't Leave Me" on Imperial and "Caldonia's Party" by Smiley Lewis. . . . Still talk around town about a TV stanza starring r & b talent previewing platters. . . . That Ernie Andrews etching of "Don't Lead Me On" on Vogue taking off like Whirlaway. Disk is getting phenomenal reaction up around Bakersfield. . . . Ya' gotta go a long way to beat the travel record that Lew Chudd of Imperial sets. Lew just back from Mexico City, Cuba, Miami and Texas. And then on to Chi this week too. . . . Watch that Jack Dupre etching on King tagged "Tongue Tied Blues." . . . Coupla boys wondering how busy Lennie and Phil Chess are making reservations—and not for hotel space either. . . . Bill McCall Jr.'s Big Town plattery follows up their smash rendition of "Tin Pan Alley" with another winner in Little Caesar's "Big Eyes." Disk is a natural to click in a big way. . . . That Good Time Jazz version of "Hindustan" by Bob Scobey is a must if you're a collector—real good listenin'. . . . Nice note from Bob Bacon over at Ray-Thomas Co., along with a terrific LP for our library. Thanks Bob. . . . Coupla old chums of Roberto Duberstein wave a big fat hello, and wanna know if they can get any insurance against dog records. . . . Gang of music guys including yours truly playing softball on week-ends interested in forming a small tourney among the music biz firms. Any takers?



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Success Story:

Peacock Makes the Grade Under Leadership of Don Robey & Irv Marcus

NEW YORK—About five years ago, a tall Texan named Don Robey, one of the outstanding personalities of The Lone Star State, and a dynamic business man who did not know what the word failure meant, decided to enter the record manufacturing business. In a business that is fraught with perils, a business in which the failures outnumber the successful ventures probably at an even greater ratio than 100 to 1, it seemed to the knowing ones that here at last the man had met his match. But to reckon in this manner was to reckon without the man. Robey turned out some big selling spirituals and "Boogie Rambler", by Gatemouth Brown, which was a hit rhythm and blues number. However, the colorful Texan was handicapped by the lack of a national distribution. Recognizing this fact, Robey cast around for a capable man. About three years ago, Irving Marcus, who spent many years with King Records helping to build their organization, joined forces with Robey and a happy wedding it proved to be.

Distributorships were set up in all the key cities in the country. It has always been the theory of Don Robey and Irving Marcus that off-color lyrics are more harmful to sales than they are beneficial. They are proud that Peacock and its sister label, Duke, have never released a dirty or double entendre disk. They believe what the public wants is good material and top artists. Armed with this type recording, the realization that the distributor must never be high pressured into loading his shelves, and the knowledge that the distributor, in order to be a successful one, must make a profit, a distribution second to none was built, and today a feeling of harmony exists that reflects materially in the successful sales of the Robey firms. In many instances small distributors have grown along with the success of the label and have taken over the leadership in their areas.

The Robey-Marcus combine has gathered together an impressive array of talent that includes, Willie May Thornton, currently one of the country's leading rhythm and blues artists on the strength of her recent "Hound Dog", number one in the nation's charts for about two months. "Hound Dog" will undoubtedly be one of the top selling r & b records of the year; Clarence "Gatemouth" Brown; Marie Adams; Paul Monday; Jimmy McCracklin; Tempo Toppers; Gwen Johnson; Lloyd "Fat Man" Smith; Sonny Parker; Memphis Slim. The spiritual lineup includes "The Original Five Blind Boys" (The Jackson Harmonizers); The Bells of Joy, whose "Let's Talk About Jesus" sold about one half million records and is still selling. At its height "Jesus" was very strong in the nation's best selling charts, an unusual accomplishment for a religious release. Also on

the spiritual roster are The Spirit of Memphis; The Stars of Hope; Golden Harp Singers; Dixie Humming Birds; Sister Jessie Mae Renfro; The Sensational Nightingales; The Christland Singers; Cleophus Robinson; The Southern Wonders and Christian Travelers.

Slightly more than a year ago, Irving Marcus, on a trip through Memphis, ran across the Duke label, which was up for sale. On the strength of the master "My Song", sung by Johnny Ace, which both Robey and Marcus recognized as having terrific potential, a deal was consummated. A tribute to the business acumen of the Robey-Marcus team was the instantaneous success of the disk. The master was brought into New York for the NAMM convention in 1952 and even before the record was released Robey had broken it for a hit. In a room at the New Yorker Hotel, a scene repeated many times over before the distributors left for home, three or four men sitting on the bed, the two easy chairs occupied, and complete silence as the portable phonograph played a simple, unfamiliar tune called "My Song" by a completely unknown artist, Johnny Ace.

The Peacock distributors listened and bought. They found the same simple appeal that had intrigued Robey and Marcus. It became the most talked of tune at the show and there was an immediate rush to cover by almost every other record company in the business. Ace followed his initial success with "Cross My Heart", another tremendous seller, and is torrid at this moment with his newest release, "The Clock", now shooting toward the nation's number one position. Johnny Ace would have more than justified the purchase of the Duke label on his own, but in buying Duke, Robey also acquired such artists as Earl Forrest (who also clicked big with "Whoopin' and Hollerin'" for the new prexy); Roscoe Gordon; Bobby "Blue" Bland; St. Louis Jimmy; and The Mighty Dukes.

Having attained the status of a successful veteran, Robey became interested in Progressive Jazz. His interest came about when he and Marcus discovered Phineas Newborn, a college bred youngster who, in their opinion is one of the most talented pianists in the country. Here was a lad who had a lifetime of classical training which he blended with a natural flair for progressive musicianship. What to do with him? He couldn't be released on a rhythm and blues label. He couldn't be released on a spiritual label. So they decided to form Peacock's Progressive Jazz. Once the idea took root, Robey decided to build a complete roster. Still in the building stage the stable already includes, in addition to Newborn, Al Grey, trombonist; David Van Dyke, tenor saxist; and Billy Graham, baritone sax artist.

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Nola Completes New "Full Range" Recording Studio

NEW YORK—The completion of Nola Studios' newly installed "full range" recording studio was announced this week.

Costing more than \$25,000, the studio is run by push button equipment and provided with marginal control which makes possible the reproduction of sound in its true audio perspective. Nola accomplishes this by allowing more space between grooves for louder passages, which eliminates the necessity of the engineer to modify the volume to avoid the ordinary distortion.

Nola's new "full range" equipment also makes possible the reproduction of sound from a minute—almost inaudible—strain to a monstrous roar without distortion and with great fidelity of sound. In fact it is claimed that the new equipment is capable of going from the sound of a cricket to a full orchestra, in a split second, yet both sounds retain their true dynamic perspective. This, it is said, is equally true for the human voice and all of its overtones recorded on Nola's "full range" equipment. The voice is the same as that heard in ordinary conversation or song in a room or in a concert hall.

Nola Studios under the management of Vincent J. Nola entered the recording business some twenty years ago as a convenience to the Broadway stars that used his rehearsal halls. At

that time he had only one studio equipped with a single cutting lathe. Today, Nola has 10 cutting lathes, 10 tape recording machines and over 40,000 square feet of fully equipped studios.

In the past decade, Nola's son, V. Thomas Nola has helped share the ever increasing tide of recording clients.

Marcus Escapes Injury

CHICAGO—Irving Marcus, Peacock and Duke Records sales manager, escaped what could have been serious injury by a matter of minutes when a DDT Bomb exploded in his car. The flying fragments smashed the windows and tore the upholstery to ribbons causing an estimated three to four hundred dollars damage. Marcus had walked away from the car just a short time before.

Marcus had visited several cities visiting with distributors and had arrived in Chicago for the NAMM convention. The heat was close to 100 degrees and the broiling sun playing on the automobile heated the gas until expansion caused the eruption.

"It might be a good idea," said Marcus, "to mention this in The Cash Box because many men in our trade carry these bombs around with them when they are on the road and they should be aware of its potential danger."

Big Town Adds Talent

PASADENA, CALIF.—Big Town Records, which launched its entry in the rhythm and blues field via a nationwide smash hit in "Tin Pan Alley," this past week announced the signing of additional talent to its growing artist roster.

Bill McCall Jr., prexy of Big Town disclosed the signing to term pacts of Jesse Thomas and Sister Rosetta Winn. Both artists have already cut their first wax, with releases scheduled shortly.

The firm also released their first Little Caesar recording, "Big Eyes," backed with "I Can't Stand It All Alone" and already have indications of a hit on their hands via several distribs initial and repeat orders. Meanwhile, the sale of their "Tin Pan Alley" soars, with distributors in the South and East increasing their orders substantially. Glen Allen Distributing Co., Memphis, Tenn., this past week reported that "Tin Pan Alley" was rapidly overtaking all other r & b tunes in the area.

McCall also noted the assignment of J. R. Fulbright, veteran artist and rep man in the blues and rhythm biz, who is currently scouting for new talent and tunes for the Big Town label. "We are exceptionally happy that our distributors have seen fit to welcome a new label in the manner that they have," McCall stated. "Our distributors are aware of our policy of building up a catalog of material that can be merchandised throughout the year. Under no circumstances will we ever take the position of overloading a distributor. We're not a one-shot or 'Johnny - come - lately' label — we're here to stay."

! "HAVE MERCY BABY"
 "DO SOMETHING FOR ME"
 "PEDAL PUSHIN' PAPA"
 "THE BELLS"
 "CHICKEN BLUES"
 "SIXTY MINUTE MAN"
 "I AM WITH YOU"
 "THAT'S WHAT YOU'RE DOIN' TO ME"
 "WEEPIN' WILLOW BLUES"
 "DON'T LEAVE ME THIS WAY"

Batting Out a Note of
THANKS
 for the wonderful way you've
 accepted my songwriting
 efforts—
THANKS
 to the nation's artists for
 their excellent treatment of
 my tunes—making possible
 their success—
THANKS
 publishers and recording
 companies for continued use
 of my tunes. Will bow to
 your every wish for material
 best suited for commercial
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Billy WARD

Hope you like my latest
"WHERE NOW, LITTLE HEART"
 and
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A Leading R & B Record Distributor Writes A Letter To The Cash Box

Gentlemen:

After seven years in the record business as distributors, and 'over the counter' retail sales, mail order and juke box operator service, as well as maintaining one of the most important rhythm and blues disk jockey shows in the east, we feel the time has come to get a few things off our chests.

Number one: The companies who seem to feel that risque, double entendre lyrics create big sales. This is a costly fallacy on the part of the record manufacturer. Firstly, while an adult might listen to it, he is hardly likely to take it home where his children might pick it up and play it. Secondly, there are so many on the market that whatever novelty appeal might once have affected sales has long since disappeared. Thirdly, and possibly the most important, the record often doesn't get air play and as a result the public never even learns of the record. So please, Mr. Manufacturer, get out of this vein and we'll all make an extra 'buck'.

Number two: We are tired of hearing one source or another claim absolute credit for making a record and at the same time discrediting all others as having had no influence on the record's 'hitting'. From our experience we find that no one person, group or single type of operation makes a hit of a record. Let's face it. The record industry is too big for that to come about today. We maintain, as we always have, that we are one big family—the operator, the jockey and the storekeeper. Let us not underestimate one another. For the common good we should work as a team and forget which factor is most important. It can no more be proven than which came first, the chicken or the egg. One thing, though, the record has to have it to begin with, or no one accomplishes anything.

We feel, whether it be Rhythm and Blues, Pop, Hillbilly, Latin American, or what have you, they all have these factors in common. Keeping in closest contact with what the public wants; an ear to the ground as to trends and changes, and most important, moving along with these changes as fast as they come about. It goes without saying that proper selection and judgment is vital to the successful storekeeper, operator or D J.

Here in New Jersey, a very small territory market-wise, we have created a situation which sways adjacent important territories. Way back it was our impression that the R & B market could not tune in their radios and get the down to earth folk music they specifically wanted to hear. By close contact with these people in our area, we found they actually liked what was known in the trade as 'southern' blues. Here, and in most parts of the north it had been overlooked and passed off as strictly 'southern' and not worthy of any promotional effort. We like to feel we disproved that. The popularity of our 'Mr. Blues' show bears that out. On the other hand this is only one type of record exploited by us. We repeat, we present what we feel the public wants to hear. For this reason our show is programmed heavily with instrumental jumps, spirituals, vocal quartets and mambos (a fast growing factor here). There is nothing spectacular or earth shaking about this. In fact it is very simple. We just give the public what it wants to hear.

We feel we are in one of the most fascinating, craziest, liveliest and fastest moving businesses ever to come up and challenge the ambitious, hustling characters involved in it. Believe us, we hope to be with it a long, long time.

In closing, congratulations to *The Cash Box* on its 11th anniversary and for the marvelous job they are doing for the industry as a whole.

Very truly yours,

Joseph Cohen
Irving Cohen
Essex Record Distributors
Newark, New Jersey.

ATLANTIC
YOU'RE BIGGEST STACK OF
HITS THROUGHOUT THE YEAR!

RUTH BROWN
No. 986 Mama
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THE CLOVERS
No. 1,000 Good Lovin'
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RAY CHARLES
No. 999 Mess Around

JOE TURNER
No. 982 Still In Love
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F & W WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD

"NO HELP WANTED"



THE CARLISLES



MERCURY RECORDS



ACUFF-ROSE PUB.

MOST PROGRAMMED MALE VOCALIST



HANK WILLIAMS



MGM

MOST PROGRAMMED FEMALE VOCALIST



KITTY WELLS



DECCA

MOST PROGRAMMED BAND



PEE WEE KING



RCA VICTOR

MOST PROGRAMMED VOCAL GROUP



THE CARLISLES



MERCURY

MOST PROGRAMMED SMALL INSTRUMENTAL GROUP



CHET ATKINS



RCA VICTOR

MOST IMPRESSIVE UP AND COMING ARTIST



MARTY ROBBINS



COLUMBIA

THE CASH BOX
Reports

THE NATION'S
BIG 10

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

The Cash Box Disk Jockey Poll

WHAT RECORDS DO YOU ESTIMATE YOU PLAYED MOST?

1. NO HELP WANTED—THE CARLISLES—MERCURY
2. Your Cheatin' Heart—Hank Williams—MGM
3. Kaw-Liga—Hank Williams—MGM
4. Mexican Joe—Jim Reeves—Abbott
5. Don't Let The Stars Get In Your Eyes—Skeets McDonald—Capitol
6. Back Street Affair—Webb Pierce—Decca
7. Jambalaya—Hank Williams—MGM
8. Eddy's Song—Eddy Arnold—RCA Victor
9. I Let The Stars Get In My Eyes—Goldie Hill—Decca
10. Keep It A Secret—Slim Whitman—Imperial

WHAT MALE VOCALISTS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. HANK WILLIAMS—MGM
2. Webb Pierce—Decca
3. Hank Snow—RCA Victor
4. Carl Smith—Columbia
5. Eddy Arnold—RCA Victor
6. Red Foley—Decca
7. Hank Thompson—Capitol
8. Ernest Tubb—Decca
9. Slim Whitman—Imperial
10. Skeets McDonald—Capitol

WHAT FEMALE VOCALISTS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. KITTY WELLS—DECCA
2. Rosalie Allen—RCA Victor
3. Goldie Hill—Decca
4. Sue Thompson—Mercury
5. Martha Carson—Capitol
6. Bonnie Lou—King
7. Ann Jones—King
8. June Carter—Columbia
9. Tabby West—Coral
10. Molly Bee—Capitol

WHAT BANDS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. PEE WEE KING—RCA VICTOR
2. Bob Wills—MGM
3. Cliffie Stone—Capitol
4. Leon Mc Auliffe—Columbia
5. Spade Cooley—Decca
6. Ole Rasmussen—Capitol
7. Lester Flatt's Foggy Mountain Boys—Mercury
8. Grady Martin's Slew Foot Five—Decca
9. Country All-Stars—RCA Victor
10. Roy Acuff's Smokey Mountain Boys—Capitol

WHAT SMALL INSTRUMENTAL GROUPS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. CHET ATKINS—RCA VICTOR
2. Arthur (Guitar Smith) Boogie—MGM
3. Les Paul & Mary Ford—Capitol
4. Country All Stars—RCA Victor
5. Johnny Maddox—Dot
6. Del Wood—Republic
7. Jerry Byrd—Mercury
8. Jimmy Bryant & Speedy West—Capitol
9. Merle Travis—Capitol
10. Tommy Jackson—Mercury

A Thought For The Music Business

The man that hath no music in himself,
Nor is not moved with concord of sweet sound,
Is fit for treasons, stratagems, and spoils;
The motions of his spirit are as dull as night,
And his affections dark as Erebus:
Let no such man be trusted.

William Shakespeare

LULA BELL SI

With Her Country Melody Boys



Millions have heard Lula Bell and the Country Melody Boys on Radio and TV. NOW—hear them on their new release...

"Kentuckyiana Waltz"

and

"Cast A Spell On Me"

DISK JOCKEYS—drop us a card for your free record. State whether 45 or 78 RPM.

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GREETINGS
MUSIC MERCHANTS
OF AMERICA

from
The Nation's #1 Country &
Western Band Leader

**PEE WEE
KING**

BULLSEYE of the WEEK

"YOUR KISSES AREN'T KISSES
ANYMORE" (2:10)
[Ridgeway-BMI]

"IF AND WHEN" (2:10)
[Blue River Songs-BMI]

PEE WEE KING
(RCA Victor 20-5344)

● Pee Wee King's band and featured singer, Redd Stewart, team up on a sprightly quick beat titled, "Your Kisses Aren't Kisses Anymore", and the finished etching is a cutie that means money in the till. Redd is in good voice as he sings of his two timing gal and the King aggregation fashions a catchy soft shoe rhythm to support the vocalist. A light dish made to order for the gentle summer weather ahead. The under portion, "If And When", is a more serious effort with Stewart again on the vocal.

A Cash Box
Current RCA Victor release
"YOUR KISSES AREN'T
KISSES ANYMORE"

b/w

"IF AND WHEN"

RCA Victor 20/47-5344

over NBC Coast to Coast
THE PEE WEE KING SHOW
Every Sat. 8:30 to 9 PM CST.

Representative:
ASSOCIATED BOOKING CORP.
Joe Glaser, (Pres.)
New York, N. Y.

The Cash Box Disk Jockey Poll

WHAT VOCAL GROUPS DO YOU ESTIMATE YOU PROGRAMMED MOST?

1. THE CARLISLES—MERCURY
2. Johnnie & Jack—RCA Victor
3. Sons Of The Pioneers—RCA Victor
4. Homer & Jethro—RCA Victor
5. Chuck Wagon Gang—Columbia
6. York Brothers—King
7. Weavers—Decca
8. Jordanares—RCA Victor
9. Louvin Brothers—Capitol
10. Carter Sisters—Columbia

WHAT UP AND COMING ARTISTS DO YOU THINK HAVE THE BEST CHANCE OF REACHING STARDOM?

1. MARTY ROBBINS—COLUMBIA
2. Faron Young—Capitol
3. Jim Reeves—Abbott
4. Autry Inman—Decca
5. Darrell Glenn—Valley
6. Mac Wiseman—Dot
7. Tommy Sosebee—Coral
8. Sunshine Ruby—RCA Victor
9. Porter Wagoner—RCA Victor
10. Little Rita Faye—MGM

Broadcasting Country Music



Knoxville, Tennessee, . . . Lowell Blanchard, veteran producer and master of ceremonies of WNOX's "Tennessee Barn Dance", heard each Saturday night from Knoxville, Tenn., continues to build station's folk artists and the air time with country music. Through the efforts of Blanchard, and R. B. Westergaard, Vice-President of Scripps-Howard Radio, and general manager of WNOX, the Columbia Broadcasting System was encouraged some months ago to carry a Saturday night broadcast of country music. Today, WNOX is proud to have a part in fostering the idea of the Saturday Night Country Style Show which is broadcast coast-to-coast and carried every other week over WNOX, and also heard over CBS outlets in Kentucky, Richmond, Virginia, West Virginia, Louisiana and Texas. Many of the top folk artists in the business today received their early training under Blanchard's direction and gained their reputation as commercial entertainers on his shows. Such artists as Homer and Jethro, whom Blanchard named, June Carter, The Carter Family, Carl Story, Lester Flatt and Earl Scruggs, Martha Carson and most recently, Bill Carlisle have gone forward from the stage of the Mid-Day-Merry-Go-Round and the Tennessee Barn Dance to prominent spots in the entertainment field. Blanchard, modest, yet a versatile entertainer himself, is always happy to recognize good talent and put forth every effort to make it click. Bill Carlisle and the Carlises, Roy and Betty, were guests on Blanchard's Saturday Night Country Style CBS broadcast, Saturday, May 30th. The real trouper will always find a welcome with Lowell Blanchard on WNOX's Mid-Day-Merry-Go-Round and the Tennessee Barn Dance, now in its 17th year of broadcasting.

"I'M NOT ASHAMED"

b/w

"I'M SETTING YOU
FREE"

Chuck Wells
COLUMBIA 21134

RIDGEWAY MUSIC, INC.
Charlie Adams
6087 SUNSET BLVD., HOLLYWOOD, CAL.

Watch Us Grow!!

"MOONLIGHT
TANGO"

"TENNESSEE
WIG-WALK"

Village Music Company

1619 BROADWAY - SUITE 507
NEW YORK 19, N. Y.

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

1. MEXICAN JOE Jim Reeves (Abbott)
2. IT'S BEEN SO LONG Webb Pierce (Decca)
3. I CAN'T WAIT Faron Young (Capitol)
4. TAKE THESE CHAINS FROM MY HEART Hank Williams (MGM)
5. YOUR CHEATIN' HEART Hank Williams (MGM)
6. HOW'S THE WORLD TREATING YOU Eddy Arnold (RCA Victor)
7. CRYING IN THE CHAPEL Darrell Glenn (Valley)
8. SPANISH FIREBALL Hank Snow (RCA Victor)
9. TRADEMARK Carl Smith (Columbia)
10. THE LAST WALTZ Webb Pierce (Decca)

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

FOLK AND WESTERN REVIEWS

DISK & SLEEPER	GOOD
EXCELLENT	FAIR
VERY GOOD	MEDIOCRE

BULLSEYE of the WEEK

"DARLIN' AM I THE ONE"
(2:56)
[Valley-BMI]
"HEY JOE" (2:25)
[Tannen-BMI]
CARL SMITH
(Columbia 21129)



CARL SMITH

● Right on top of his "Trademark," only a few weeks old and fast rising in the hit charts, Carl Smith comes through with another that should prove a companion piece. Titled, "Darlin' Am I The One," Smith is at his velvety best as he sings the tender slow beat with effortless but impressive delivery. Smith has a feeling he is losing his love and conveys the proper sadness with his soft touch. The under lid, "Hey Joe," is a quick beat bouncer with Smith changing pace and warning his friend not to steal his girl. Wax is done gaily and Smith injects a light yodel. A light infectious side.

"BABY, I'M COUNTIN'"
(1:55) [Central Songs-BMI]
"IT'S YOUR LIFE" (2:31)
[Caviota Music-BMI]
SKEETS McDONALD
(Capitol 2523)



SKEETS McDONALD

● Skeets McDonald does a pair of items that look good for the boxes. The upperlid, "Baby, I'm Countin'," is a quick moving, stomping tune with McDonald in effervescent spirits as he sings of counting the days until he gets back to his gal. The chanter lends his nasal notes to the gay bouncer and the result is solid. Of particular interest to the operator is the time, 1:55. The reverse deck, "It's Your Life," is a slow sorrowful chant tenderly and emotionally chanted. Skeets gives the tune a colorful reading against a string backdrop.

SUNSHINE RUBY
(RCA Victor 20-5374)

B+ "NOBODY ASKED ME TO DANCE" (2:35) [Santly Joy-ASCAP] New Victor thrush excellent on her second release. A quick beat fetching item deliciously done. A lilting story of the little girl nobody asked to dance.

B "DATIN'" (2:15) [Delmore Music] Another gay hustler about the little girl who thinks she's old enough to go datin'. Ruby has lots on the ball. Loads of personality on wax.

JOE BILL
(Imperial 8198)

B "EVERYBODY KNOWS I TRIED" (2:35) [Commodore Music-BMI] Joe Bill chants a slow sorrowful romantic item against a rambling piano and string backdrop. A better than average waxing.

C+ "WHO'S TO BLAME" (2:02) [Commodore Music-BMI] Flip is a fast moving Latin tempo ditty. Bill sings of a love that is torn and will never be the same. Music is gay and perhaps would have been more forceful with happier lyrics.

ANN JONES
(King 1232)

C+ "LOVE IS A LOSING GAME" (2:17) [Lois-BMI] Gal sings a tender love tune with feeling. She's convinced love is a losing game because of his cheatin' and lies.

B "I'VE HAD IT" (2:09) [Lois-BMI] A change of pace. This one is an oomphy thing with Ann belting a raucous vocal of the quick beat rocker. Lyrics with a laugh. Gal in the story had it, but chorus tells her "not anymore."

CLAUDE KING
(Specialty 716)

B "NOW THAT I LOVE YOU" (2:11) [Acuff-Rose-BMI] Claude King sings a slow tempo romantic lament telling his girl that now that he loves her she no longer cares. Strings and piano back a good vocal.

B "I THINK OF YOU AND ME" (2:27) [Venice-BMI] A similar item tenderly chanted.

EDDIE WILSON
(Intro 6076)

B "I FORGOT MORE THAN YOU'LL EVER KNOW" (2:46) [Fairway Music-BMI] Wilson waxes the slow tender ditty getting good country coverage. A warm performance.

C+ "LIFETIME GUARANTEE" (2:03) [American Music-BMI] The western chanter etches a middle tempo guarantee of a love that will never die.

HOMER AND JETHRO
(RCA Victor 20-5372)

B+ "MEXICAN JOE NO. 6 7/8" (2:33) [American Music-BMI] The madcaps are not so mad on this deck as they do a humorous take-off on the country smash hit. A rib tickler, but restrained for this duto.

B+ "I'M WALKING BEHIND YOU-ALL" (2:20) [Leeds Music-ASCAP] The pair give the current Eddie Fisher biggie a rough going over and the result is a hilarious item.

JACK CARDWELL
(King 1241)

B "STOP LAUGHING AT ME" (2:21) [Lois-BMI] Cardwell warbles a slow tempo lover's lament with a pretty melody. A solid performance.

B "I'M NOT LAZY, I'M JUST TIRED" (2:30) [Tannen-BMI] A fetching etching of a lazy tub of lard who insists he's not lazy, just tired. A chuckley middle beat bounce.

Another Bullseye!

BULLSEYE of the WEEK

The Cash Box
July 4, 1953

"DANNY BOY" (2:45)
SLIM WHITMAN
(Imperial 8201)
"THERE'S A RAINBOW IN EVERY TEARDROP" (2:39)
[Hill & Range-BMI]



SLIM WHITMAN

● Slim Whitman does the standard "Danny Boy" with the now accepted Whitman styling and does a beautiful job on the lovely slow ballad. Slim, who has built himself quite a following in the country field, adds lustre to his reputation with his rendition of "Danny." This side should bring action in the boxes fast. The lower end, "There's A Rainbow In Every Teardrop," is a lilting quick beat love tune that Whitman chants solidly. The item is melodic and the western artist gives it a zestful reading. Something for everybody on this two sided release.

Slim Whitman's "DANNY BOY"

8201

Bill Mack

"I'm Not Free"

"I'm Talking To You"

8200



Imperial Records

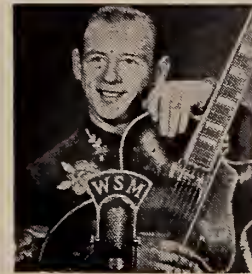
6425 Hollywood Blvd.
Hollywood 28, Calif.

THE CASE BOX FOLK & WESTERN DISK JOCKEY REGIONAL RECORD REPORTS



THE CASE BOX FOLK and WESTERN ROUNDUP

Hank Snow, "The Singing Ranger" and his "Rainbow Ranch Boys" (Victor) have just completed a successful 6-day tour of Canada. June 8th found Hank at Ft. Williams, Ont., June 9th Winnipeg, Manitoba, June 10th Brandon, Ont., June 11th Regina, Manitoba, June 12th Calgary, Alberta and June 13th Lethbridge, Alberta. Snow recently did a flood relief show at Great Falls, Mont., on Sunday, June 14th and played to a capacity crowd on a very short notice.



HANK SNOW

Snow is set for Chain of Rocks bridge St. Louis, Mo., Sunday, July 19th. Freddie Hart (Capitol) now has his first release out titled "My Heart Is A Playground" and "Butterfly Love." "Butterfly Love" was originally recorded on Fabor Robinson's Abbott label. Ruby Scott, Jenny Sale, Pauline Tucker and Ginger Callahan, The Gingerettes, WINN, Louisville, Kentucky, recently guested on Lowell Blanchard's Mid-Day-Merry-Go-Round Show over WNOX, Knoxville, Tennessee. Blanchard recently featured Homer & Jethro (RCA Victor), Chet Atkins (RCA Victor), Cowboy Copas (King), Ken Marvin (RCA Victor) on his noon-day program. Johnny Masters who heads the Masters Family group, has taken the family to Jacksonville, Florida, for a two-week vacation. Bobbie Wright, son of Johnnie Wright and Kitty Wells recently cut his first session for Decca under Paul Cohen, according to Frankie More, personal manager for Johnnie & Jack (RCA Victor) and Kitty Wells (Decca). With the addition of Bobbie Wright, Frankie More now has one of the finest packages in the country music field. The Carter Sisters with Mother Maybelle, have just completed a tour of Drive-Ins through the states of Ohio, Kentucky, and Pennsylvania. The Grand Ole Opry Show, set for the Summer Season at Gatlinburg, Tennessee, host city for visitors to the Great Smoky Mountain National Park, continues to attract good business as tourists from all sections of the country pour into the mountainous resort. Opry Show featured for the week of July 3rd through July 11th, Ken Marvin (RCA Victor), Duke of Paducah, Zeb & Mandy of Ma and Pa Perkins fame, top comedy team, Salty Holmes and Mattie O'Neill, Walter Haynes, Buddy Killen, Dean Porter and Danny Dill, master of ceremonies for the unit. George Morgan played the resort date week of July 12th through July 17th along with Lazy Jim Day featured comedian for the week. George Beverly Shea says one of the greatest thrills of his life was singing before the estimated 65,000 fans of Billy Graham who gathered one night the week of July 4th in the big Cotton Bowl in Dallas for closing of the month-long Crusade with a Roundup program. Joe Maphis and Rose Lee did a personal appearance recently at Ft. Washington Beach Park, Fresno, California with Wes and Marilyn Tuttle. Manager Bill Albany was so pleased with the crowd he rebooked them for a return engagement for Sunday, July 19th. Joe and Rose are stars on Town Hall Party, Compton, California, every Friday and Saturday night. Tim Spencer, who has writing credits on more than 400 songs, is back in the publishing business with Gaviota Music, Inc., with headquarters at Crossroads of The World, Hollywood. His first number, and one with tremendous promise, is "It's Your Life", with a Skeets McDonald version released last week by Capitol. "Room Full of Roses" was probably Tim's best seller. Snuffy Smith has the best selling record in the Southwest on the Acuff-Rose number "Answer To Your Cheatin' Heart," which Snuffy pressed for Vogue. On the flip side is "Some Joker Stole My Queen", one of the singer's top request numbers for a long time. Snuffy had Slim Whitman for July 7th on personal appearance. Business has been greater than ever at Snuffy's Club Morrice near Hobbs, N.M. The Duke of Paducah started his first week of fairs Thursday, July 9th opening in Sparta, Illinois. The "Duke" will use Ray Price, Lew Childre and Dot & Smoky plus a band. Other fair dates which will carry the "Duke" into the fall season will feature Ken Marvin (RCA Victor).



COWBOY COPAS

Disk jockey Bob Harris of the Hillbilly Heaven Show on WISH, Indianapolis, reports that Lula Bell Si (Hamilton) was the winner of the popularity poll of the program on May 28, 1953.

Lonzo & Oscar with Tommy Warren have just completed a date at the Hart Of Illinois Fair in Peoria, Illinois. Johnny Bond is in the middle of what he calls a wonderful vacation with his family back in Marietta, Oklahoma. On the 27th of June Johnny called a halt long enough to the fishing schedule to take part in the big radio and TV shindig down at WFAA in Dallas. Shindig is the name of the show and Johnny went back for more on July 4th. Johnny's next release on Columbia will be "I Wonder Where You Are Tonight", one of his own compositions which is being reviewed. Wes Tuttle is doing his version on Capitol. Carolina Cotton just finished up a week-end in Coronado, Calif., for the Coronado Days celebration. And, at the Village Theatre there, not one, but two of her pictures were showing. Little Jimmie Dickens and his Country Cousins off on a tour of West Coast dates for the next few weeks. Dickens will make the jumps in by plane for his stint on the Grand Ole Opry broadcasts. Carl Smith did a good job with the NBC'er Prince Albert Show, portion of Grand Ole Opry, Saturday, July 4th and had as his guest Leon Payne. Smith is currently ridin' high with his releases "Orchids Mean Goodbye", "That's My Trademark" and his latest release that's catching lots of plays, "Hey Joe" backed with "Darling Am I The One." Acuff-Rose's Murray Nash and wife Martha are the proud parents of a baby boy, Darryl Allen Nash, born July 1, weighing 10 pounds and three ounces. Congratulations!... Ray Price, has just finished several park dates. Marty Robbins, Eddie Hill (Mercury) and Goldie Hill (Decca) have just completed seven days in Kansas and Missouri territory for Norm Riley. Johnny & Jack (RCA Victor) with Kitty Wells (Decca) as added attraction continue to draw capacity business on their personal appearances.



SLIM WHITMAN

Jimmie Rodgers Snow (Victor) son of Hank Snow is going over terrific on all personal appearances and his first records have found wide acceptance. Jimmie's first Victor record was included in Hank's Jimmie Rodgers Album. Redd Harper, gospel singer, is back in Hollywood for several weeks and is working on material for his next recording session. Redd has made appearances from Western Canada to Texas during the past three weeks, and ended his tour in Dallas for the Billy Graham Roundup program in the Cotton Bowl before a record-breaking crowd of 65,000.

Art "Roly Poly" Barrett WSAP—Portsmouth, Va.

1. Rocky Road Of Love (Curtis Gordon)
2. Half-Hearted (G. Morgan)
3. Is Zat You Myrtle (The Carlisles)
4. Sin In Satin (Polly Possum)
5. Danny Boy (Slim Whitman)
6. Vaya Con Dios (The Tuttles)
7. Banjo Nola (Arly Nelson)
8. Crying In The Chapel (Darrell Glenn)
9. They Got Me Singin' That Way (Red Gareett)
10. I'd Rather Die Young (Rose Maddox)

Panhandle Van WCAR—Pontiac, Mich.

1. Sidemeat And Cabbage (Jimmy Dickens)
2. South In New Orleans (Johnnie & Jack)
3. It's Been So Long (W. Pierce)
4. Sansoo (Earl Songer)
5. How's The World Treating You (Eddy Arnold)
6. Don't Give Me Kisses (Neal Burris)
7. Country Gent (Chet Atkins)
8. Mexican Joe (Jim Reeves)
9. Take These Chains From My Heart (Hank Williams)
10. Crying Steel Guitar Waltz (Kitty Wells)

Tommy Hill KWKH—Shreveport, La.

1. It's Been So Long (W. Pierce)
2. Got The World By The Tail (Claude King)
3. Love Me For A Lifetime (Tommy Hill)
4. Let Me Love You (J. Reeves)
5. Mexican Joe (Jim Reeves)
6. Last Letter (Tommy Hill)
7. S. S. Lure Line (J. Harton)
8. Say Big Boy (Goldie Hill)
9. Quarter Worth of Heartache (Red Sovine)
10. Don't Throw Your Life Away (Webb Pierce)

Sleepy Eyed John WHHM—Memphis, Tenn.

1. It's Been So Long (W. Pierce)
2. Take These Chains From My Heart (Hank Williams)
3. Burned Fingers (Wade Ray)
4. Gambler's Guitar (Jim Lowe)
5. Time Will Tell All (B. Walker)
6. Crying In The Chapel (Rex Allen-Darrel Glenn)
7. Spanish Fireball (Hank Snow)
8. Tennessee Wig Walk (B. Lou)
9. Little Brown Hand (J. Eanes)
10. Poor Boy, Rich Lovin' (James)

Doug Smith WSLS—Roanoke, Va.

1. It's Been So Long (W. Pierce)
2. South In New Orleans (Johnnie & Jack)
3. I Can't Wait (Faron Young)
4. Winner Of Your Heart (Johnnie & Jack)
5. Orchids Mean Goodbye (Carl Smith)
6. Knothole (The Carlisles)
7. Don't Throw Your Life Away (Webb Pierce)
8. Something Different (The Carlisles)
9. Rub-A-Dub-Dub (Hank Thompson)
10. Slaves Of A Hopeless Love (Red Foley)

Burt Beck WSOU—So. Orange, N. J.

1. Crying In The Chapel (Darrell Glenn)
2. Long Way (Lou Monte)
3. Take These Chains From My Heart (Hank Williams)
4. Rub-A-Dub-Dub (Hank Thompson)
5. Mexican Joe (Jim Reeves)
6. Air Mail Special (V. Boys)
7. Cannonball Yodel (Elton Britt)
8. Sansoo (Earl Songer)
9. Rock-A-Bye Boogie (Davis Sisters)
10. That Hound Dog In The Window (Homer & Jethro)

Dave Miller WMIE—Miami, Flo.

1. I Couldn't Keep From Crying (Marty Robbins)
2. Tennessee Wig Walk (B. Lou)
3. Gambler's Guitar (R. Draper)
4. Wanderlust Blues (J. Allegro)
5. Just Wait Till I Get You Alone (Carl Smith)
6. To The Birds (S. Lawrence)
7. Don't Call My Name (James)
8. How's The World Treating You (Eddy Arnold)
9. Mexican Joe (Jim Reeves)
10. Cannonball Yodel (E. Britt)

Bob Ferguson KCLX—Colfax, Wash.

1. Castle In The Sky (Marty Robbins)
2. How's The World Treating You (Eddy Arnold)
3. Spanish Fireball (H. Snow)
4. You're A Real Good Friend (Foley-Tubb)
5. I Can't Wait (Faron Young)
6. Little Howee (Mitch Torok)
7. Something Different (The Carlisles)
8. Free Home Demonstration (Eddy Arnold)
9. Cannonball Yodel (Elton Britt)
10. The Last Waltz (Webb Pierce)

Elmer Snodgrass WAKE—Greenville, S. C.

1. Walk Me By The River (Lulu Belle & Scotty)
2. You Weren't Ashamed (Ray Price)
3. Take These Chains From My Heart (Hank Williams)
4. Trademark (Carl Smith)
5. Seven Lonely Days (B. Lou)
6. I'd Rather Die Young (Rose Maddox)
7. Free Home Demonstration (Eddy Arnold)
8. That's What I Get (R. Price)
9. Roses For Your Wedding (Tommy Warren)
10. Halfway Chance (M. Robbins)

Carl Shook WKYW—Louisville, Ky.

1. It's Been So Long (W. Pierce)
2. Trademark (Carl Smith)
3. Orchids Mean Goodbye (Carl Smith)
4. Mexican Joe (Jim Reeves)
5. The Love You Gave Me (Jimmie Logsdon)
6. Free Home Demonstration (Eddy Arnold)
7. Rub-A-Dub-Dub (Thompson)
8. Spanish Fireball (Hank Snow)
9. Crying In The Chapel (Glenn)
10. Your Cheatin' Heart (Hank Williams)

Paul Kallinger XERF—Del Rio, Texas

1. The Last Waltz (W. Pierce)
2. I Can't Wait (Faron Young)
3. Mexican Joe (Jim Reeves)
4. Say Big Boy (Goldie Hill)
5. Big Mamou (Jimmie Davis)
6. Rub-A-Dub-Dub (Thompson)
7. Your Candy Heart (Williams)
8. Betrayed Waltz (W. Raney)
9. Don't Throw Your Life Away (Webb Pierce)
10. That's Me Without You (Webb Pierce)

Jerry S. Hughes KMLW—Morlin, Texas

1. Mexican Joe (Jim Reeves)
2. No Help Wanted (The Carlisles)
3. The Last Waltz (Webb Pierce)
4. Your Cheatin' Heart (Hank Williams)
5. Bumming Around (T. Texas Tyler)
6. Rub-A-Dub-Dub (Hank Thompson)
7. Take These Chains From My Heart (Hank Williams)
8. I Couldn't Keep From Crying (Marty Robbins)
9. That Hound Dog In The Window (Homer & Jethro)
10. Baby Let Me Kindle Your Flame (C. Adams)

David Walshak KCTI—Gonzales, Texas

1. It's Been So Long (W. Pierce)
2. I Can't Wait (Faron Young)
3. Mexican Joe (Jim Reeves)
4. Song Of The Old Water Wheel (Slim Whitman)
5. Just Wait Till I Get You Alone (Carl Smith)
6. Spanish Fireball (Hank Snow)
7. Let Me Love You Just A Little (Jim Reeves)
8. How's The World Treating You (Eddy Arnold)
9. I'd Rather Die Young (Jean Sheppard)
10. Take These Chains From My Heart (Hank Williams)

Fred Wamble XEG—Ft. Worth, Texas

1. I've Forgotten More (S. James)
2. Is Zat You Myrtle (Carlisles)
3. I Have But One Goal (Smith Bros.)
4. Baby You're The Only One (T. Tommy)
5. The Long Way (H. Hawkins)
6. It's Your Life (S. McDonald)
7. Spanish Fireball (Hank Snow)
8. Time Will Tell All (Walker)
9. Halfway Chance (M. Robbins)
10. Like The Lovers Do (Gunter)

Joe Morris WKDK—Newberry, S. C.

1. Your Cheatin' Heart (Hank Williams)
2. Mexican Joe (Jim Reeves)
3. The Last Waltz (Webb Pierce)
4. I Can't Wait (Faron Young)
5. It's Been So Long (W. Pierce)
6. Knothole (The Carlisles)
7. That Hound Dog In The Window (Homer & Jethro)
8. Castle In The Sky (Marty Robbins)
9. I Haven't Got The Heart (Webb Pierce)
10. How's The World Treating You (Eddy Arnold)

Skip-A-Long Hathaway KUGN—Eugene, Ore.

1. Honey In The Horn (Johnnie Lee Wills)
2. The Long Way (Hawkshaw Hawkins)
3. If And When (Pee Wee King)
4. Half A Photograph (Billy Strange)
5. Mud Hut (Drifting Cowboys)
6. Burned Fingers (Wade Ray)
7. Skiddle-Dee-Boo (West & Bryant)
8. How's The World Treating You (Eddy Arnold)
9. Dear Old Dixie (Flatt & Scrugg)
10. It's Been So Long (W. Pierce)

Cliff Rodgers WHKK—Akron, Ohio

1. Take These Chains From My Heart (Hank Williams)
2. Mexican Joe (Jim Reeves)
3. Do I Like It (Carl Smith)
4. Crying In The Chapel (Glenn)
5. Trademark (Carl Smith)
6. I'm Not Broken (Lottie Moore)
7. South In New Orleans (Johnnie & Jack)
8. Free Home Demonstration (Eddy Arnold)
9. I Passed By Your Window (George Morgan)
10. Castle In The Sky (Robbins)

Billy The Kid Stanley WNOE—New Orleans, La.

1. I Can't Wait (Faron Young)
2. Buckshot (Eddie Hill)
3. Knothole (The Carlisles)
4. The Last Waltz (Webb Pierce)
5. Baby You're The Only One (T. Tommy)
6. Orchids Mean Goodbye (Carl Smith)
7. Spanish Fireball (Hank Snow)
8. It's Been So Long (W. Pierce)
9. Dear John Letter (Sheppard)
10. Hey Joe (Carl Smith)

Sheriff Tex Davis WLOW—Norfolk, Va.

1. Seven Lonely Days (B. Lou)
2. It's Been So Long (W. Pierce)
3. How's The World Treating You (Eddy Arnold)
4. Just Wait Till I Get You Alone (Carl Smith)
5. Your Cheatin' Heart (Hank Williams)
6. Do I Like It (Carl Smith)
7. Ashamed To Kiss Me Last Night (Ray Price)
8. Ever Get Rich Mom (Hawkins)
9. I'd Rather Die Young (Jean Sheppard)
10. Free Home Demonstration (Eddy Arnold)

Chuck Thompson & Elmer WFOR—Hottiesburg, Miss.

1. Say Big Boy (Goldie Hill)
2. Trademark (Carl Smith)
3. Free Home Demonstration (Eddy Arnold)
4. Minnie-Ha-Cha (F. Huskey)
5. Burned Fingers (Wade Ray)
6. Halfway Chance (M. Robbins)
7. Rub-A-Dub-Dub (Thompson)
8. Gambler's Guitar (Jim Lowe)
9. Between Fire And Water (Hank Snow)
10. Don't Throw Your Life Away (Webb Pierce)

"Uncle" Joe Johnson WPAQ—Mt. Airy, N. C.

1. Mexican Joe (Jim Reeves)
2. No Help Wanted (Carlisles)
3. Rainbow In The Valley (Mac Wiseman)
4. Ask And Ye Shall Receive (Martha Carson)
5. I Can't Wait (Faron Young)
6. Is Zat You Myrtle (Carlisles)
7. Wait A Little Longer (R. Faye)
8. I Couldn't Keep From Crying (Marty Robbins)
9. That's Alright (Aurty Inman)
10. The Last Waltz (W. Pierce)

The TV Disk Jockey

by PAUL BRENNER



PAUL BRENNER

I guess one of the most frequently asked questions—since the inception of television—has been: “. . . is there a place in TV for radio's disc jockeys?” Of course, there's a small fallacy in the question itself; you can't just turn a camera on a guy spinning records and call him a “TV disc jockey”. There's a little phrase in television — “visual value”. Goodness knows there's mighty little visual value in a man, a record and a turntable.

After quite a few years of experimenting with various “TV disc jockey” formats and watching others pursue the same goal I'm convinced that there is a definite place for anyone who has years of experience with records, artists, music, etc. And several hours a day of adlibbing about these things on radio has never impeded anyone in any phase of show business.

Here at WATV we began the “big experiment” way back in 1948 when we very timidly presented what we called the “television version” of WAAT's “Requestfully Yours” program. It wasn't really a record program at all. We employed the old Soundies (3 minute musicals) and with a dummy turntable as our prop we dollied in for a close-up of a spinning record and dissolved into the film. As the musical short neared the end we reversed the procedure and dissolved back to the spinning record (with needle riding appropriately in the final grooves) and the viewer saw my hand lift the tone arm from the record. We shall leave unmentioned the time the music continued to play for a second or two after the tone arm left the record! Of course, there were the usual medium and long shots showing me, desk, turntable and impressive stack of “records”. The Soundies were considerably flavored (they were ancient even in 1948 . . . having been made in the early '40's) by having as live guests many of the recording artists who were featured in the films. In this way Phil Brito, Alan Dale and Ray McKinley (to name a few) made one of their very first TV appearances. When it came time for the guest to “perform” we played one of their current records and they mouthed the lyrics. Many of them have since told me that it was good experience for subsequent TV appearances on stations around the country.

It never fails to amaze us here at WATV that time has proven this to be one of the most successful little formats we've ever concocted. And, believe me, we've been doing a lot of concocting ever since.

When our lease on the Soundies expired we decided to turn in another direction entirely—a live talent show. We called it “March of Talent” (what an inspired title!) and it had a very successful run. “Successful run” in television language means—we garnered our first sponsor! Here again my disc jockey training stood me in good stead. Only, instead of presenting records I was interviewing and introducing live amateur talent. All went well until we ran into the summer months. I daresay everyone recalls that in those days TV—like the poetic Arabs—silently folded its tents and stole away once the summer sun started to shine.

The following Fall we were at it again. This time it was an afternoon show (1 P.M. to be exact) and we boasted a five piece musical group, two girl vocalists, one male singer, guest interviews (from every field) and my dog, Butch! (who stole the show, of course!) Encouraged by the seeming success (oops! . . . didn't mean to say “success” . . . no sponsor) of this effort we decided to make a really big step. We announced to the “waiting world” that REQUESTFULLY YOURS (5:05 to 7:30 P.M. daily over WAAT) was going simulcast from 5:30 to 6:00 P.M. It was a big step, all right. Too big a step.

I proceeded to lose about 10 pounds the first week . . . ran into guest problems the second week . . . and couldn't get a sponsor any week! I shall always be eternally grateful to such wonderful people as Morey Amsterdam (to this day they say he was never funnier on TV!), the Fontaine Sisters, Mary Mayo, Ann Shelton, Tony Bennett and Alan Dale to name only a few of the wonderful recording artists who so graciously lent their names and their talents to our “supreme effort”. But it just didn't pan out.

But the old yen for a really successful TV show (sponsor and all!) was still gnawing at me, so after a few weeks I came up with another brainstorm. Only this time I was wise enough to stick to my beloved records! This format consisted of a panel of teen-agers competing with a professional record critic in rating records. It was called—logically enough — “Rate the Record”. From the start “Rate the Record” caught on well. It developed from the obscurity of a 12:30 Noon spot to a full-fledged “night-timer”, occupying the Thursday night 9:30 slot. As our audience stock began to rise so did our promotional ideas. We effected a tie-in with a local cab company who chauffeured the students from home to studio and back. Next, we gained recognition

from the school system and “Rate the Record” became an official school function with all-out support of principals, faculty advisors and school papers. Even RCA Victor bestowed their official blessings by letting us have a beautiful 21" RCA television set as Grand Prize at the end of each 5-week cycle. The kids were besetting the schools with requests to be allowed to represent their respective alma maters on our panel. The program itself consisted simply of four teen-age panelists (two boys, two girls), one professional record critic and three pre-release records which were heard by our panel for the first time. While the records played we “shot” some 16 kids dancing in a clubroom setting. Our professionals were drawn from retail record buyers, juke box record buyers and trade record reviewers. By the way, Sid Parnes, editor of ye olde *Cash Box*, was our very first “pro” and made more “return-by-popular-demand” appearances than any other critic on our list! We are looking forward to an even more successful season of “Rate the Record” when we resume on Channel 13 in the Fall.

Thus far I have cited only our own TV efforts here at WATV in Newark. There have been many successful TV disc jockey formats conceived and presented by platter-spinners throughout the country. You have probably seen for yourself (since it was network) the wonderful mimicry of Paul Dixon and Dottie Mack out of Cincinnati. In fact, Dottie has since been given her own showcase on the strength of her wonderful showing on the Dixon program.

Currently, Bob Horn (with an able assist from producer Lee Stewart) is creating quite a commotion in Philadelphia with his afternoon “Bandstand” program which features kids dancing to pop records. Suffice to say that the show is seen over WFIL for 2 hours and 15 minutes daily!

Everywhere America's disc jockeys are demonstrating with program after program that they can do more than just spin records on “the old-fashioned radio”. They have shaped workable formats around their record-spinning experience and are showing up to good advantage in every locality.

Perhaps the real value of the disc jockey in TV is his intimate knowledge of records and record artists (and interest in these are at an all-time high) and his ability to present a record, an artist or a skit (not to mention participating in said skit) with the same off-the-cuff friendliness that has earned him his big following on AM.

I'm confident that 1953-54 will mean more television for disc jockeys . . . and more acceptance of the local, homey format.

As a disc jockey . . . I certainly hope so.

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1. MEXICAN JOE
Jim Reeves
(Abbott 116; 45-116)
2. BIG MAMOU
Pete Hanley
(Okeh 6956; 4-6956)
3. THAT HOUND DOG IN THE WINDOW
Homer & Jethro
(RCA Victor 20-5280; 47-5280)
4. NO HELP WANTED
The Carlises
(Mercury 70028; 70028 x 45)
5. YOUR CHEATIN' HEART
Hank Williams
(MGM 11416; K-11416)
6. BUMMING AROUND
T. Texas Tyler
(Decca 28579; 9-28579)
7. RUB-A-RUB-DUB
Hank Thompson
(Capitol 2445; F-2445)
8. DO I LIKE IT
Carl Smith
(Columbia 21119; 9-21119)
9. GAMBLER'S GUITAR
Jim Lowe
(Mercury 70163; 70163 x 45)
10. CANNONBALL YODEL
Elton Britt
(RCA Victor 20-5251; 47-5251)

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REGIONAL REPORT

The Top Ten Records—City by City

- | | | |
|---|---|---|
| <p>Chicago, Ill.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Terry's Theme From "Lime-light" (Frank Chacksfield) 3. Ruby (Richard Hayman) 4. April In Portugal (Les Baxter) 5. No Other Love (Perry Como) 6. Vaya Con Dios (Paul-Ford) 7. Song From Moulin Rouge (Percy Faith) 8. I'd Rather Die Young (Hilltoppers) 9. Gambler's Guitar (R. Draper) 10. You, You, You (Ames Bros.) | <p>New York, N. Y.</p> <ol style="list-style-type: none"> 1. Terry's Theme From "Lime-light" (Frank Chacksfield) 2. I'm Walking Behind You (Eddie Fisher) 3. Song From Moulin Rouge (Percy Faith) 4. No Other Love (Perry Como) 5. April In Portugal (Les Baxter) 6. Anna (Silvana Mangano) 7. Ruby (Richard Hayman) 8. Allez-Vous-En (Kay Starr) 9. With These Hands (E. Fisher) 10. Say You're Mine Again (Perry Como) | <p>Philadelphia, Pa.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Song From Moulin Rouge (Percy Faith) 3. No Other Love (Perry Como) 4. Ruby (Richard Hayman) 5. April In Portugal (Hayman-Baxter) 6. Gambler's Guitar (R. Draper) 7. Anna (Silvana Mangano) 8. I Believe (Frankie Laine) 9. Terry's Theme From "Lime-light" (Frank Chacksfield) 10. P. S. I Love You (Hilltoppers) |
| <p>St. Louis, Mo.</p> <ol style="list-style-type: none"> 1. P. S. I Love You (Hilltoppers) 2. I'm Walking Behind You (Eddie Fisher) 3. Vaya Con Dios (Paul-Ford) 4. Terry's Theme From "Lime-light" (Frank Chacksfield) 5. No Other Love (Perry Como) 6. The Breeze (Trudy Richards) 7. Eight Beat Boogie (J. Madox) 8. Song From Moulin Rouge (Percy Faith) 9. With These Hands (E. Fisher) 10. Crying In The Chapel (Valli) | <p>Dallas, Texas</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. April In Portugal (Les Baxter) 3. Song From Moulin Rouge (Percy Faith) 4. Gambler's Guitar (R. Draper) 5. For Me, For Me (G. Gibbs) 6. Eyes Of Blue "Shane" (Richard Hayman) 7. No Other Love (Perry Como) 8. P. S. I Love You (Hilltoppers) 9. Vaya Con Dios (Paul-Ford) 10. With These Hands (E. Fisher) | <p>Detroit, Mich.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Song From Moulin Rouge (Percy Faith) 3. Vaya Con Dios (Paul-Ford) 4. No Other Love (Perry Como) 5. Terry's Theme From "Lime-light" (Frank Chacksfield) 6. Ruby (Richard Hayman) 7. Oh! (Pee Wee Hunt) 8. Allez-Vous-En (Kay Starr) 9. With These Hands (E. Fisher) 10. Crazy, Man, Crazy (B. Haley) |
| <p>Los Angeles, Calif.</p> <ol style="list-style-type: none"> 1. Vaya Con Dios (Paul-Ford) 2. Purple Cow (Doris Day) 3. Don't Call My Name (Williams-Lee) 4. I'm Walking Behind You (Eddie Fisher) 5. No Other Love (Perry Como) 6. Allez-Vous-En (Kay Starr) 7. Song From Moulin Rouge (Percy Faith) 8. I'd Rather Die Young (Hilltoppers) 9. Ruby (Richard Hayman) 10. Return To Paradise (P. Faith) | <p>Cincinnati, Ohio</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Song From Moulin Rouge (Percy Faith) 3. No Other Love (Perry Como) 4. Vaya Con Dios (Paul-Ford) 5. I'd Rather Die Young (Hilltoppers) 6. April In Portugal (Les Baxter) 7. Say You're Mine Again (Perry Como) 8. Butterflies (Patti Page) 9. Allez-Vous-En (Kay Starr) 10. I Believe (Jane Froman) | <p>Boston, Mass.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Song From Moulin Rouge (Percy Faith) 3. Terry's Theme From "Lime-light" (Frank Chacksfield) 4. No Other Love (Perry Como) 5. Ruby (Richard Hayman) 6. Allez-Vous-En (Kay Starr) 7. April In Portugal (Damone-Baxter) 8. With These Hands (E. Fisher) 9. Vaya Con Dios (Paul-Ford) 10. Gambler's Guitar (R. Draper) |
| <p>Pittsburgh, Pa.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. P. S. I Love You (Hilltoppers) 3. You, You, You (Ames Bros.) 4. Song From Moulin Rouge (Percy Faith) 5. Ruby (Richard Hayman) 6. Down By The Riverside (Four Lads) 7. Gambler's Guitar (R. Draper) 8. Crying In The Chapel (Glenn) 9. No Other Love (Perry Como) 10. Don't Take Your Love From Me (3 Suns) | <p>New Orleans, La.</p> <ol style="list-style-type: none"> 1. I'd Rather Die Young (The Hilltoppers) 2. I'm Walking Behind You (Eddie Fisher) 3. Song From Moulin Rouge (Percy Faith) 4. Terry's Theme From "Lime-light" (Frank Chacksfield) 5. Half A Photograph (K. Starr) 6. P. S. I Love You (Hilltoppers) 7. With These Hands (E. Fisher) 8. April In Portugal (Les Baxter) 9. I Believe (Frankie Laine) 10. No Other Love (Perry Como) | <p>Seattle, Wash.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Song From Moulin Rouge (Percy Faith) 3. You, You, You (Ames Bros.) 4. April In Portugal (Les Baxter) 5. Vaya Con Dios (Paul-Ford) 6. Oh! (Pee Wee Hunt) 7. C'est Si Bon (Eartha Kitt) 8. Down By The Riverside (Four Lads) 9. Ruby (Richard Hayman) 10. Terry's Theme From "Lime-light" (Frank Chacksfield) |
| <p>Denver, Colo.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Song From Moulin Rouge (Percy Faith) 3. Ruby (Richard Hayman) 4. April In Portugal (Les Baxter) 5. Terry's Theme From "Lime-light" (Frank Chacksfield) 6. Say You're Mine Again (Perry Como) 7. I Believe (Frankie Laine) 8. Anna (Silvana Mangano) 9. No Other Love (Perry Como) 10. How Much Is That Doggie In The Window (Patti Page) | <p>Atlanta, Ga.</p> <ol style="list-style-type: none"> 1. Terry's Theme From "Lime-light" (Frank Chacksfield) 2. I'm Walking Behind You (Eddie Fisher) 3. I'd Rather Die Young (The Hilltoppers) 4. For Me, For Me (G. Gibbs) 5. Song From Moulin Rouge (Percy Faith) 6. No Other Love (Perry Como) 7. April In Portugal (Les Baxter) 8. C'est Si Bon (Eartha Kitt) 9. You, You, You (Ames Bros.) 10. Say You're Mine Again (Perry Como) | <p>Shoals, Ind.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Song From Moulin Rouge (Victor Young) 3. April In Portugal (Les Baxter) 4. Say You're Mine Again (Perry Como) 5. Ruby (Lew Douglas) 6. I'd Rather Die Young (The Hilltoppers) 7. Half A Photograph (K. Starr) 8. The Ho Ho Song (R. Buttons) 9. Terry's Theme From "Lime-light" (Wally Stott) 10. I Believe (Frankie Laine) |
| <p>Memphis, Tenn.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Ruby (Richard Hayman) 3. Song From Moulin Rouge (Percy Faith) 4. April In Portugal (Les Baxter) 5. I Believe (Frankie Laine) 6. Anna (Silvana Mangano) 7. No Other Love (Perry Como) 8. Half A Photograph (K. Starr) 9. Vaya Con Dios (Paul-Ford) 10. You, You, You (Ames Bros.) | <p>Washington, D. C.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. No Other Love (Perry Como) 3. Song From Moulin Rouge (Percy Faith) 4. Vaya Con Dios (Paul-Ford) 5. Terry's Theme From "Lime-light" (Frank Chacksfield) 6. April In Portugal (Les Baxter) 7. Ruby (Richard Hayman) 8. I Believe (Froman-Laine) 9. Return To Paradise (Nat Cole) 10. Crazy, Man, Crazy (B. Haley) | <p>Nashville, Tenn.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Song From Moulin Rouge (Percy Faith) 3. Terry's Theme From "Lime-light" (Frank Chacksfield) 4. Ruby (Richard Hayman) 5. Anna (Silvana Mangano) 6. April In Portugal (Les Baxter) 7. My One And Only Heart (Perry Como) 8. No Other Love (Perry Como) 9. Crying In The Chapel (Allen) 10. You, You, You (Ames Bros.) |
| <p>Portland, Ore.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. Song From Moulin Rouge (Percy Faith) 3. No Other Love (Perry Como) 4. I'd Rather Die Young (The Hilltoppers) 5. Vaya Con Dios (Paul & Ford) 6. April In Portugal (Hayman-Damone) 7. Say You're Mine Again (Perry Como) 8. Allez-Vous-En (Kay Starr) 9. Crazy, Man, Crazy (B. Haley) 10. I Believe (Jane Froman) | <p>Butte, Mont.</p> <ol style="list-style-type: none"> 1. Song From Moulin Rouge (Percy Faith) 2. I'm Walking Behind You (Eddie Fisher) 3. Ruby (Richard Hayman) 4. No Other Love (Perry Como) 5. April In Portugal (Les Baxter) 6. Say You're Mine Again (Perry Como) 7. Organ Grinder's Swing (Four Aces) 8. Gambler's Guitar (R. Draper) 9. Terry's Theme From "Lime-light" (Frank Chacksfield) 10. P. S. I Love You (Hilltoppers) | <p>Little Rock, Ark.</p> <ol style="list-style-type: none"> 1. I'm Walking Behind You (Eddie Fisher) 2. April In Portugal (Les Baxter) 3. Ruby (Richard Hayman) 4. Terry's Theme From "Lime-light" (Frank Chacksfield) 5. Vaya Con Dios (Paul & Ford) 6. Gambler's Guitar (Draper-Lowe) 7. Say You're Mine Again (Perry Como) 8. Anna (Silvana Mangano) 9. No Other Love (Perry Como) 10. My One And Only Heart (Perry Como) |

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"Too much emphasis on 'new-sounds' and vocal gimmicks"

"D. J.s who sound off too much on world affairs, music, humor, and their own superior intelligence"

"Guys who run a record down and then play it with the comment that it's 'one of the worst records I've ever heard'."

"Major labels service only what they consider top disk jockeys. . . . Smaller labels many times do a better job."

"Sponsors who have no sense of humor. . . . No time listing on label."

"Better packing would assure our receiving disks in better shape."

"Sponsors fail to realize the desirability of shorter commercials and pleasant programming."

"Wrong composer, publisher and licensing agent on label."

"I can't stand 'weepy' records. . . . We want happy songs that will help us forget our troubles".

"The small group of people who consistently request the same songs, again and again. . . . It's this group of listeners who wears out a song's chances of really being a 'pop' classic."

"Why do fine singers get such bad material."

"Phonies! There's always an abundance of same. . . . Also, I don't like the irregular hours, the occupational hazards and so-so pay, but it beats working for a living and I love every minute of it."

"Constant demand for M.C. and P.A. work with no obvious effort on part of organizations to remunerate. This applies to stints outside of public service."

"The refusal of recording artists to make personal appearances on the show when they are in the area and it is humanly possible for them to do so."

"People all want the same tunes each day. Makes program tiresome to do."

"Too many vocal numbers coming out and not enough orch recordings. I

Top 15 Gripes As Revealed by Disk Jockies In The Cash Box Poll

"AS A DISK JOCKEY, WHAT GRIPES DO YOU HAVE?"

1. Many companies don't send us their records.
2. Records that come to use weeks after other stations across the country get them.
3. The tremendous pressure asserted on us by the song plugger.
4. Too many record releases.
5. Too many record releases of poor quality.
6. Lack of short, concise commercials that hold the listener rather than chase him as the long drawn out ones do.
7. Exaggerated and false claims of song pluggers.
8. Too much useless promotion material.
9. Lack of useful promotional material, such as biographies and interesting news items about artists, that assist us in programming.
10. D. J.s in smaller cities that get less recognition from record companies.
11. Failure, by many companies, to list the length of time that records run.
12. The bad feelings created by "exclusives" for certain D.J.s.
13. An assortment of troubles from the audience on request shows.
14. Not enough air time interviews with the artists themselves, so as to create a closer feeling between the artist and the D. J. and the artist and his public.
15. Too short intervals of time between releases by the same artist forcing the D. J. to play the latest release and killing the chances of a good quality previous release becoming a hit.

guess Tin Pan Alley is slipping a lot, for I see a lot of the hillbilly numbers are getting to be top tunes."

"Sorry—no gripes!! How can a man complain when he makes good money doing exactly what he likes for four hours a day."

". . . station management is a little bit uncooperative in the matter of sufficient personnel for the library."

"Authors have run out of words for songs. All we hear now is 'I love you—why did you leave me' stuff."

"I detest the current practice of certain record salesmen coming to the station and telling us that 'following weeks of monitoring our station, they find that we are not plugging their labels. . . . and if this practice continues, we will be taken of their list'."

"If the smaller record companies, such as Dot Records, can afford to send up copies, it seems like the big ones could do likewise."

"Too much music predicated on teen agers' preference. . . . if the trend continues, show biz will ultimately be geared to 16 year old minds and tastes."

"Some recordings are a disgrace to the music world."

". . . many incompetent disk jockeys. . . . They haven't got the imagination of a mud turtle."

"More lush instrumentals."

"Too many D.J.s forget that their job is to sell someone else's product; not themselves."

"Pluggers who ask that unworthy material be submitted to trade magazines for top listing when jock tries to include only what rates."

"Difficult to command the respect of the masses as a result of bad prac-

tices on the part of others in the field."

"Not enough publicity accompanies the records when they arrive."

"The vocalists are now screaming instead of singing. . . ."

". . . in the majority of cases, the station manager (who hasn't heard a record since the days of Moran & Mack, the two Black Crows) is the man who lays down the policies on what records should be aired."

"Musician's talk—ie—'greatest'—'I dig you the most'—'a real gasser'—'real gone'."

"People who phone for the time."

"Tunes with the same title and different melodies."

"Only one copy of a record available at the station when it becomes popular. One D.J. gets it and hides it so it cannot be played by others."

". . . the fellow who throws a party, leaves your name off the list and then expects you to play his stuff."

"Sponsors who dislike ad lib commercials."

"Record companies don't have representatives visit the smaller stations too often. I haven't seen one in months. Yet they want our help."

"People who fail to understand programming of music contrary to their desires."

". . . many very good records, never get Canadian distribution."

"Record filing at too many stations is neglected. A full-time librarian should be a 'must' these days."

"When someone makes an adaptation of an old folk tune or the like, how about an extra line on the label saying so."

"Failure of the companies to promote their new artists. . . . A short bio sketch is all that's needed."

". . . the listener who makes about twenty three dedications on one record."

". . . I resent the overload of sex and dirty inferences that is presented as big time stuff on some of the records."

"Record companies and their distributors should not send requests for their tunes. We know they are phoney, so they are disposed of via the waste basket."

"Deliver me from the agent who sends those messy postcards asking for listings of a tune he doesn't like any more than I do."

". . . My main gripe is listening to and reading about other jockey's gripes. . . . certainly some criticism is necessary occasionally, but continual criticism for the sake of criticism is too often the order of the day."

"No, or little chance to raise general standards of musical taste of audience."

"Records like 'Oh Happy Day'."

"Not enough time to prepare a show."

"Someone has a hit and then someone tries to have a song that sounds too much like it."

"Some days I don't feel like talking. . . ."

". . . noisy studio guests. . . bad handwriting. . . broken records."

"Folks can't seem to decide whether a disk jockey is a clown, salesman or a politician. . . . and why aren't there any books existant on the subject of 'The Ways and Wherefores of Program Directors'."

". . . many a good record has been rejected by us as either being a bit too blue or a bit too offensive. . . ."

". . . major companies do not service the disk jockeys on the smaller stations. . . . publishers are much more cooperative in this manner. Acuff-Rose is tops for helping disk jockeys secure new records."

". . . Some recording companies wanting to charge the D.J. for the right to play their artists' records."

"Changes in record promotion personnel of various companies cause temporary suspense in the delivery of new records."

". . . D.J.s who program to please record companies."

"Stars that make a definite commitment to be on your program and then don't show up. And don't have the courtesy to call."

"Country artists who won't stay in their field but try for the pop vein."

"I'm getting fed up with all the records being put out about 'triffin' or cheatin' on each other when the lyrics say the song is about a married couple. . . . We can't program them because our switchboard turns into a Christmas tree if we do."

". . . While delivery of late releases is slow in some cases, we feel that perhaps this is a blessing in disguise. We encourage other stations to play all the late releases. . . . most of which are dogs anyway. . . . then we simply program the tunes which the people want most to hear."

". . . trying to please everyone."

YOU'VE
BEEN
WONDERFUL

Gratefully

Frankie Laine



current release

**"WHERE THE
WINDS BLOW"**

and

"TE AMO"

COLUMBIA

40022 (4-40022)

COLUMBIA  **RECORDS**



Direction:
GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON

Music From Motion Pictures

by LYLE KENYON ENGEL

Don Cornell
says...



"Thank You"

- ✓ OPERATORS
- ✓ DISK JOCKEYS
- ✓ MUSIC MERCHANTS

FOR YOUR NEVER-ENDING COOPERATION



Personal Mgt.
MANNIE GREENFIELD

Representation
WM. MORRIS AGENCY XXX

Ours is an age of gimmicks. To sell well, a product must be of a quality that will appeal to the public. But to sell at all, a gimmick is needed to present it to the public.

This is especially true of our industry. Over four hundred records are pressed each month, but only a few of these go on to be hits. To give a record a chance of being a real money maker, a deliberate promotional campaign must be built around it.

Launching a new song is a type of sampling campaign. A publisher will use all the facilities at his command—radio, television, records, etc.—to get a sample of his product before the public. This is what we, in our business, call plugging a song.

The effectiveness of this sampling campaign is of the utmost importance to the eventual fate of a popular tune. If done well, the public has a chance to weigh a song and decide whether it will become a hit. However, if the campaign is poorly executed, then the buying public can't possibly have the opportunity to know it. And no matter how good a tune is, it will die before it is properly born. There are exceptions to this rule, of course, but generally it is a recognized fact.

It should be equally obvious that the wider the range of media through which a song is being offered, the better the chance of its becoming a hit. Thus, music from a motion picture can have an intrinsic advantage over other forms of music. When a song appears in a film, the millions of people who watch the movie are being sold the song at the same time. Many times a branching-out process of the film exploitation may give a piece of music its first push toward being a hit.

This promotional push will also work in the other direction. When movie music is correctly exploited through all available media, it can be of major help in selling the film to the public. This is particularly true of songs that have the same title as their pictures, and is the reason behind the present-day trend in that direction.

Proper movie music exploitation should be a four-point arrangement. It can strengthen the music publisher by giving him an extra medium in which to present his song for public consumption. It helps the film company by giving it the strong arm of music as an extra device by which to promote a picture. The disk-jockey is given the pre-sold audience to present his records to and he does not have to guess which song will get record company and publisher promotion, but knows that the time-tested Hollywood brand of exploitation will be working for him. Also, the record company has a strong basis by which to choose from the thousands of songs which are left on the A and R man's desk each month.

To give a personal example, United Artists had a song in one of their major releases called "It's April Again". Under that title it had been turned down by two song publishers. The English lyrics were completely re-written, four bars of music were cut off in order to simplify and popularize the music, and the title was changed to tie-in with the film. Then the song was easily placed with B.M.I. for publication purposes. You now know it as "The Song from Moulin Rouge."

To date "The Song from Moulin Rouge" has had over 30,000 local plugs from coast to coast. Each plug was also a boost for the picture starring Jose Ferrer. But that is not all. Under the four-point exploitation arrangement, the disk-jockey, music publisher, and record companies were able to take advantage of a half million dollar promotion campaign instituted by United Artists.

On "Melba", the new Patrice Munsel picture, we had a hundred bar song called "Dreamtime", obviously too long for the popular market. The song was broken down into two standard type tunes, one "The Melba Waltz" which will get the brunt of film exploitation and the other is "Is This The Beginning Of Love".

Other movie music which is getting the four-point treatment from United Artists is "Return to Paradise" with seven records already in release, and "The Moon Is Blue", already recorded by the Sauter-Finegan and Henri Rene Orchestras.

These are not isolated examples. There are many pictures that have not been able to get theatre bookings in a particular town until a hit title-tune has been in public demand! Although most critics will agree that Silvana Mangano's "Bitter Rice" was a better film than her present movie "Anna", it took the same releasing company (I.F.E.) three years to get the earlier film the same number of bookings that they were able to get in five months for "Anna"! Why? It is self evident that MGM Record's hit recording of "Anna" was a major factor in the film's success.

However, I cannot stress strongly enough, that a four-point campaign involving the record companies, music publishers, disk-jockies, and film company must be deliberately worked out. It cannot be left to chance that somehow a hit will "happen".

Sometimes, even when a song is a hit, a multi-media campaign can't have maximum impact because of poor timing. "Terry's Theme From Limelight" became a hit without a campaign, and was too late to give a box-office assist to the picture. Movie Producers, Record Companies, Disk-Jockies, and Music Publishers all missed their maximum rewards because of poor timing.

"Lili" is another film which is not taking advantage of its own musical qualities. Here is a case where a really remarkable song "Hi-Lili, Hi-Lo" may get a luke-warm response and a fine picture will not get the plugs it deserves because of a lack of coordination in exploitation.

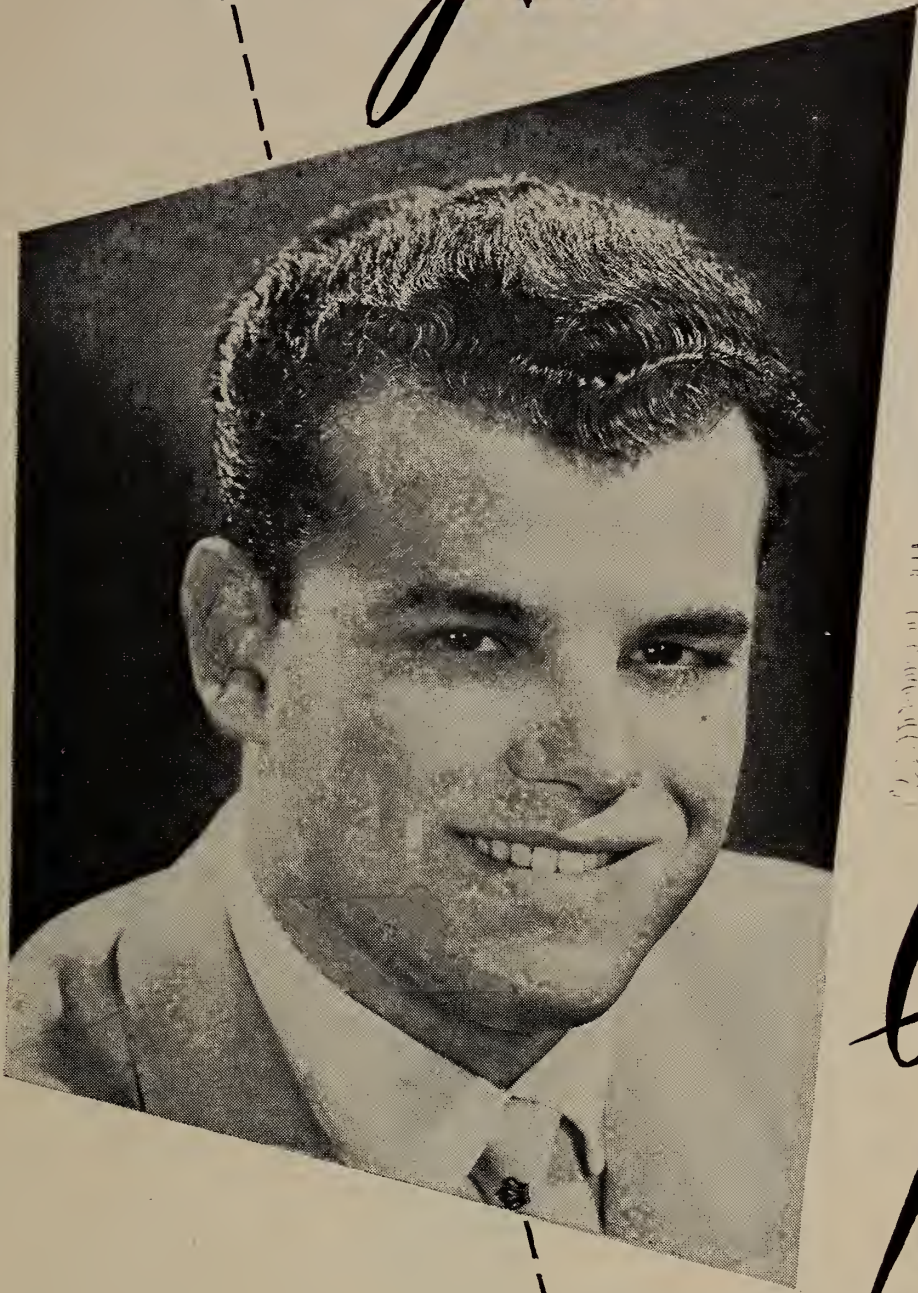
To be successful any product must satisfy the public. But to be in a position to satisfy the public, it has to be presented in the strongest possible manner. The proper marriage of a song with a motion picture, using the four-point exploitation treatment in such a manner that the very existence of one will help to promote the other, will immeasurably add to the sales appeal of all organizations involved.

Thanks

...FOR YOUR WONDERFUL
SUPPORT IN MAKING MY

Cadence RELEASES

SO SUCCESSFUL...



Julius
La Rosa

Exclusively on
CADENCE RECORDS

An
ARCHIE BLEYER PRODUCTION

Watch for forthcoming
release (out in 2 weeks)

Cadence...Records

270 PARK AVENUE
NEW YORK, N. Y.

ONE OF THE GREATEST INSTRUMENTALS-
EVER RECORDED !!!
The Melachrimo Strings

"THE SWORD AND THE ROSE"

From Walt Disney's "The Sword and the Rose"

b/w

"SHADOWS"

RCA Victor 20/47-5362

RCA VICTOR Best Sellers

WEEK OF JULY 18th



POPULAR	78 rpm	45 rpm
I'M WALKING BEHIND YOU / JUST ANOTHER POLKA Eddie Fisher 20-5293 (47-5293)	_____	_____
WITH THESE HANDS / WHEN I WAS YOUNG Eddie Fisher 20-5365 (47-5365)	_____	_____
YOU, YOU, YOU / ONCE UPON A TUNE The Ames Bros. 20-5325 (47-5325)	_____	_____
NO OTHER LOVE / KEEP IT GAY Perry Como 20-5317 (47-5317)	_____	_____
C'EST SI BON / AFRICAN LULLABY Eartha Kitt 20-5358 (47-5358)	_____	_____
SORTA ON THE BORDER / UNFAIR Tony Martin 20-5352 (47-5352)	_____	_____
SAY YOU'RE MINE AGAIN / MY ONE AND ONLY HEART Perry Como 20-5277 (47-5277)	_____	_____
CRYING IN THE CHAPEL / LOVE EVERY MOMENT YOU LIVE June Valli 20-5368 (47-5368)	_____	_____
DON'T TAKE YOUR LOVE FROM ME / UNDER PARIS SKIES The Three Suns 20-5347 (47-5347)	_____	_____
BLUE CANARY / ETERNALLY Dinah Shore 20-5390 (47-5390)	_____	_____
RUB-A-DUB-DUB / THE STOP AND KISS DANCE Ralph Flanagan 20-5361 (47-5361)	_____	_____
APRIL IN PORTUGAL / NOW HEAR THIS Tony Martin 20-5279 (47-5279)	_____	_____
I'M WALKING BEHIND YOU-ALL / MEXICAN JOE No. 6-7/8 Homer & Jethro 20-5372 (47-5372)	_____	_____
THE TERRY THEME / SYMPHONY OF A STARRY NIGHT Hugo Winterhalter 20-5326 (47-5326)	_____	_____
USKA DARA / TWO LOVERS Eartha Kitt 20-5284 (47-5284)	_____	_____
COUNTRY AND WESTERN		
THE LONG WAY / I'LL TRADE YOURS FOR MINE Hawshaw Hawkins 20-5333 (47-5333)	_____	_____
ROCK-A-BYE BOOGIE / I FORGOT MORE THAN YOU'LL EVER KNOW The Davis Sisters 20-5345 (47-5345)	_____	_____
HOW'S THE WORLD TREATING YOU / FREE HOME DEMONSTRATION Eddy Arnold 20-5305 (47-5305)	_____	_____
PLEASE / THEY GOT ME SINGIN' THAT WAY Red Garrett 20-5363 (47-5363)	_____	_____
TOO YOUNG TO TANGO / HEARTS WEREN'T MEANT TO BE BROKEN Sunshine Ruby 20-5250 (47-5250)	_____	_____
RHYTHM AND BLUES		
YOUR MOUTH'S GOT A HOLE IN IT / DECATUR STREET BOOGIE Piano Red 20-5337 (47-5337)	_____	_____
I FOUND OUT / LITTLE GIRL, LITTLE GIRL The Du Droppers 20-5321 (47-5321)	_____	_____
SQUEEZE ME / ROCK BOTTOM Milt Trenier 20-5275 (47-5275)	_____	_____

TIPS FROM THIS WEEK'S RELEASE

POPULAR	45 rpm cat. nos.
IF YOU WERE MINE / SONG OF INDIA Mario Lanza, Tenor with Orch. and Chorus Constantine Callinicos, Conductor 10-4209 (49-4209)*	_____
PLEASE PLAY OUR SONG (Mr. Record Man) / FALLING The Fontane Sisters with Orch. and Male Quartet conducted by Ralph Burns 20-5383 (47-5383)*	_____
FRIENDS AND NEIGHBORS / AIN'T HEARD NOTHING YET Mary Rose Bruce with Orch. and Chorus 20-5381 (47-5381)*	_____
THE SHEIK OF ARABY—Mambo / YOU, YOU, YOU—Bolero Noro Morales and his Orch. Trombone Solo: Will Bradley 20-5386 (47-5386)*	_____

* 45 rpm cat. nos.

CANADIAN CAPERS

TORONTO TOPICS

Whatever the reason may be, and your correspondent is still looking for it, dancing is back in vogue with a vengeance in this part of the country. Art Hallman's orchestra highlights the Medal Ball at the Palace Pier on Thursday July 9th. . . . The new Sky Terrace at Hanlans Point getting its share of the business with the new Jacques Mathe orchestra. (Jacques is the crowd-pleasing nephew of the Happy Gang's. . . Blain Mathe) This new band is building fast with the younger crowd and seems to be headed for the top. . . . The hotel crowd is patronizing the Royal York's Imperial Room where the draw is Johnny Lindon and his orchestra who, with Marilyn Reddick (Miss Canada '52 and the daughter of a well known Toronto singer), give out a well paced evening's fare of novelty tunes, current hits and latin rhythms. . . . Music op's hereabouts also report that the platters featuring dance tunes are pulling in the coins these days so all in all it bodes well for the fall season with the music makers. . . . One of the hottest recent dance platters seems to be Ray Anthony's Capitol disc of "Thunderbird" Canadian association with the title is probably helping up this fine record to click with Canucks. . . . Capitol Records Canadian topper Harold Smith, along with Whitey Hains, their Toronto Manager, away to Lake Placid to confer with U. S. Capitol officials. . . . "Smiling" Eddie Stroud again held over for another season at the St. Regis Hotel where he and his orchestra have been providing the dance rhythms for many months. . . . Hold-overs seem to be in style in



DENNY VAUGHAN

Toronto this summer and the Colonial, thanks to good business has held over Nappy LaMare and his Dixieland Jazz Band. . . . Many of the nitery residents have been winding their way to the El Mocambo to hear the music of the Dick Burgess Trio and Tony Shelton who have been doing good business there. . . . Composer Lou Snider has previewed his two new tunes and has the local wise money betting that they could happen. His ballad, penned with Ray Darby of Toronto and Hollywood entitled "Hear Our Song" strikes this writer as a potential number one tune and the way Lou plays it on the CBC network show "Serenade For Sunday" should be all any A & R man needs to catch to list it for cutting by his best talent. Lou's other entry, "Velo'Violin" has all the earmarks of a great instrumental. . . note the titles and I have a hunch that you're going to hear a lot more of them. . . . In case non-mentioned, it might give the impression that square dancing is not as big as ever here, let me assure you that it is pulling crowds as big as ever. . . . London Record's Jim McGill busier than ever with his radio and personal appearances and George Wade still tops with his following who have been faithful—The Cornhuskers' jigs and reels. . . . Riverdale Terrace getting its share of good business with Bob Scott's Canadian Pioneers and Bill Neale calling. . . . Clarendon music's George Leech and his beaming countenance visiting Ontario Dee Jay's on behalf of his firm's MGM platter "In Single Blessedness" recorded by Denny Vaughan and his orchestra and, judging by the air plays that we hear of the tune George has every reason to be happy these days. He is giving his new Jaguar a real work out on the Ontario radio circuit and making a lot of friends in the process.



FLORIAN ZABACH

MONTREAL MEMOS

Anyone who thinks music folks are hard boiled and un-sentimental should catch the local publishers enthusiasm for the professional return of Alys Robi at the Casa Loma Cafe. After several years of serious illness the dynamic Quebecoise is back singing as successfully as ever and no one seems happier with the result than the local music men. The RCA Victor star seems to be all set for a second career and her showmanship will be a welcome addition to local show business. . . . Temporarily departing from its policy of playing U. S. nitery and record names is the Chez Paree which is currently starring The De La Rosa Quintet from Havana Cuba. Latin American entertainment is always welcomed by Montreal's bilingual customers and the Chez Paree has turned up a winner in this booking. . . . The Montmartre too is pulling them in with Irene Redfield, The Three Keys and Johnny Reno. . . . Johnny Tipaldi well enough to leave the General Hospital and is back home again. This popular local maestro has been playing with too much illness and we're all happy to see him on the road to recovery. . . . Sparked by . . . the successful week that Gordon MacRae rang up at the Seville theatre its manager Arch Laurie has lined up a consistent roster of top talent for the following weeks. Currently appearing are Pearl Bailey and her husband Louis Bellsen, the moppet star Jimmie Boyd, Florian Zabach and Toronto's The Four Lads. They'll be followed by other platter names, Katherine Grayson, the MGM canary and Mercury's Rusty Draper and they'll be followed by Tommy & Jimmy Dorsey. Talent like this is all it takes to bring out Montrealeers. Always a great show town, this City this year has forgotten all about summer slumps. . . .



FOUR LADS

PRAIRIE PRATTLE

Free from their network radio chores for the summer, Cliff Mackay and Bobby Gimby and their orchestras are playing one night to good results in this territory. Bobby is making his first professional appearance back in his home territory since going east a decade ago with Mart Kenny and His Western Gentlemen. Mart's office booked his current tour. . . . Winnipegers are going for Hank Noble's Quality Record, which pairs Hank's two tunes. . . Little Log Cabin and Midnight Train and the Winnipeg Radio Star appears set as a platter favorite. . . . Seems these provinces really go for native sons, in person or on wax when the localities get a chance to hear them. . . . A good looking gal singer is Linda Thomas who is featured these Saturday nights in Saludos Amigos programs in Edmonton. The way she is singing I'm afraid eastern offers will be tempting her elsewhere all too soon.



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

Leading Miami Operator Increases Collections With Foreign Records

NEW YORK—Willie Blatt, president of the Automatic Machine Operators Association, Miami, Fla., and one of the territory's largest music operators, met with Walter Dana of Dana Records, Inc., while visiting this city two weeks ago.

Being one of the most progressive operators in the country, Blatt discussed the placing of "foreign" records in his juke boxes. Dana was happy to hear that Blatt has placed his "I Don't Want You Anymore," a part Polish, part English recording, on every one of his phonos.

"No matter what type of location the music operator's phonograph is in" Blatt told your reporter, "there are patrons who either have a foreign background themselves, or their parents came to the United States from some foreign country. These patrons like to hear their native type of music, and the operator can get extra plays on this equipment."

"Since the advent of the multiple play juke boxes, 40 to 120 selections, the operator *must* program his machines with records that have the best opportunity to get plays. Naturally, the top current records are set into the machines, but there is room for the operator to set aside a section for "foreign" tunes—perhaps 10 sides. Since I have done this myself in all my phonographs, my collections have increased from 5 per cent to 10 per cent in every location. Of course, the operator must study each location, and feature the language type of record best suited to the location."

Blatt explains that he has started to build a foreign record library, so that he can rotate the records among his spots, thus giving them several new recordings every so often.

Morris Acquires "Waltz"

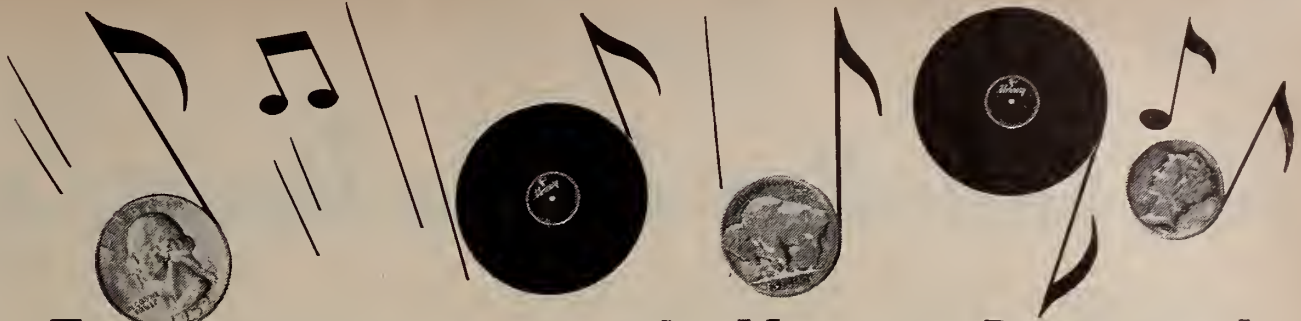
NEW YORK—E. H. Morris has taken over the new Norman Brooks number, "This Waltz With You." The tune has just been recorded by Brooks for the Zodiac label and is being released immediately.

"This Waltz With You" was written by Mel Howard and Lee Erwin, the writers of Brooks' hit, "Hello Sunshine." It was originally published by the writers' own firm Erwin-Howard Music.

New Record



CHICAGO—Johnny Johnston enroute to New York from L. A. for several Teevee appearances including Milton Berle, "This Is Show Business," etc. Stopped for three days in Chicago to promote his new recording of "Please Come Back To Me." Johnny visited with Dotty Lamour backstage at the Chicago Theatre to tell her all about it. Song was written by Milton Berle.



There's No Business Like Mercury Business!

TOP SUMMER HITS



"GAMBLER'S GUITAR"
AND
"FREE HOME DEMONSTRATION"
RUSTY DRAPER
MERCURY 70167 • 70167X45



"RUBY"
AND
"DANSERO"
RICHARD HAYMAN
MERCURY 70146 • 70146X45



"BUTTERFLIES"
AND
"THIS IS MY SONG"
PATTI PAGE
MERCURY 70183 • 70183X45



"FOR ME, FOR ME"
AND
"THUNDER AND LIGHTNING"
GEORGIA GIBBS
MERCURY 70172 • 70172X45



"ETERNALLY"
AND
"SIMONETTA"
VIC DAMONE
MERCURY 70186 • 70186X45



"SHANE"
AND
"LIMELIGHT"
RICHARD HAYMAN
MERCURY 70168 • 70168X45



"Tell Me That You Love Me"
AND
"COQUETTE"
THE GAYLORDS
MERCURY 70170 • 70170X45



"LOVE ME, LOVE ME"
AND
"MORE THAN I"
BOBBY WAYNE
MERCURY 70148 • 70148X45



"CRAZY, MAN, CRAZY"
AND
"GO AWAY"
RALPH MARGERIE
MERCURY 70153 • 70153X45



"LOVE EVERY MOMENT"
AND
"THE RIGHT WAY"
EDDY HOWARD
MERCURY 70176 • 70176X45

NEW POP RELEASES

RUSTY DRAPER
"LIGHTHOUSE"
AND
"I Love To Jump"
MERCURY 70188 • 70188X45

LOLA AMECHE
"VOLCANO"
AND
"Sticky Apple And Bubble Gum"
MERCURY 70193 • 70193X45

DORIS DREW
"THE MOON IS BLUE"
AND
"Gumbo Ya Ya"
MERCURY 70194 • 70194X45

RICHARD HAYMAN
"HI-LILLI, HI-LO"
AND
"Something Money Can't Buy"
MERCURY 70196 • 70196X45

RALPH MARGERIE
"THE MOON IS BLUE"
AND
"The Girl Of The Golden West"
MERCURY 70199 • 70199X45

TOPS IN RHYTHM and BLUES

1. MY LEAN BABY
Never, Never... DINAH WASHINGTON... No. 70175*
2. JIT, JIT
Feel About You... BUDDY JOHNSON... No. 70173*
3. MY MAMA TOLD ME
What's The Matter Now
LIGHTNING HOPKINS... No. 70191*

New Rhythm and Blues Releases

LOLLYPOP
"I NEED YOU BABY"
AND
"You Done Me Wrong"
MERCURY 70200 • 70200X45

PAT VALDELER
"BABY, ROCK ME"
AND
"Keep Your Hand On Your Heart"
MERCURY 70201 • 70201X45

TOPS IN COUNTRY and WESTERN

1. IS ZAT YOU, MYRTLE
Something Different... THE CARLISLES... No. 70174*
2. HONOLULU MARCH
Gold Coast March... JERRY BYRD... No. 70184*
3. COME ON CHERE
Why Can't You Be Mine
TIBBY EDWARDS... No. 70189*

New Country and Western Releases

JOHNNY HORTON
"RED LIPS AND WARM RED WINE"
AND
"You, You, You"
MERCURY 70198 • 70198X45

PAUL and ROY
"I'M LOST WITHOUT YOU"
AND
"The Flower Of Old Tennessee"
MERCURY 70197 • 70197X45



From Coast To Coast:

The Cash Box Is The Deejay's Magazine

"Your magazine is an accurate guide to what tunes are really being heard. A definite help in forming music tastes and trends."

Roy Howard
KIOA—Des Moines, Iowa

"Without *The Cash Box*, I would personally be at a loss for words."

Jerry Eton
WFIG, Sumter, N. C.

"*Cash Box* is the best working tool one can have in the continued performance of top notch programs with high listener interest."

Paul E. X. Brown
WERD—Atlanta, Georgia

"It's a definite part of my procedure to check *Cash Box* each week. Its many features are a must for any wide awake disk jockey."

Rex Dale
WCKY—Cincinnati, O.

"To keep abreast of the music field I definitely keep track of what's going on in *The Cash Box*."

Herb Fontaine
WCOU—Lewiston, Maine

"Your ratings, reviews and all lists make for better programming."

Chuck Thompson
WFOR—Hattiesburg, Miss.

"This is one publication I look forward to. I depend on *Cash Box* to help me pick tomorrow's hits... works too. I file each copy of *Cash Box* and refer to them many times during the year. By getting listed in *Cash Box* I get more releases from record companies, artists and pluggers than ever before. It gives me a closer contact with fellow djs."

Norman Hall
WBNI—Boonville, Indiana

"*Cash Box* is one of the very few reliable magazines on the market."

Mal MacIntyre
KCRS—Sacramento, Calif.

"*Cash Box* provides us with much valuable information about the artists whom we feature on our shows. A great deal of the information which we need is concentrated in this one publication—hence we do not have to search the information from other sources."

Bob Smith
WOLF—Oxford, N. C.

"When *The Cash Box* gives a tune the go-ahead, that's my cue to get on the band-wagon."

Roy Mitchell
KCMC—Texarkana, Texas

"I consider *Cash Box* the most up to date source for accurate info on the current pop releases."

Ed Reilly
WERY—Waterbury, Conn.

"Indispensable as a source of information."

Ray Perkins
KFEL—Denver, Col.

"The times I've contributed to *The Cash Box* have brought me all manner of letters and the attention of people in the music business. I particularly like the programming your 'Best Bets.' They seldom miss."

Bob Maxwell
WWJ—Detroit, Mich.

"*The Cash Box* has helped me in more ways than I can find words to describe, with program ideas, what records are going best, data on artists, where they are, what they are doing,

and in many other ways. *The Cash Box* is really a necessary item in my work."

Joe White, Jr.
KPOL—Los Angeles, Calif.

"*The Cash Box* is a most conclusive 'pulse of the public' reaction to recorded music."

Wally King
KFSO—San Francisco, Calif.

"I study *Cash Box* religiously each week. It keeps me posted on records that I might otherwise overlook."

Joe Monroe
KENT—Shreveport, La.

"*The Cash Box* keeps me on top of the latest happenings in the music world."

Frank Pollack
KOOL—Phoenix, Arizona

"*The Cash Box* is invaluable."

Jack Downey
WONS—Hartford, Conn.

"*The Cash Box* is the best in the trade for an overall consensus of opinion as to what is really happening in the record business and what the general public is buying and wants to buy."

Jack Clifton
WCUE—Akron, O.

"*The Cash Box* is an excellent guide for programming and information on all phases of the music industry."

Mimi Trepel
WVNJ—Newark, N. J.

"*The Cash Box* is doing a good job to help the disk jockey do a better job."

Tony Carter
WAUD—Auburn, Ala.

"Three years ago Martin Block showed me the tearsheet *Cash Box* sends him each week of the top 25 tunes. Thru Sid's cooperation, a copy of the sheet comes to me each week and is used on my Saturday morning show making it one of the best shows of the week audiencewise and establishing the Saturday show with the highest rating in the city."

Fred B. Cole
WHDH—Boston, Mass.

"*The Cash Box* keeps me up to date on every phase of the musical world."

Bob Murphy
WJBK—Detroit, Mich.

"*The Cash Box* helps in countless ways. It is invaluable in programming."

Lee Rothman
WKOW—Madison, Wis.

"I believe *The Cash Box* shows the pop songs trends better than other trade mags which are 'supposed' to have the latest trends."

Bob Drepperd
WLOW—Norfolk, Va.

"There are a million ways *The Cash Box* helps out."

Hal Murray
WHKK—Akron, Ohio

"You have the best in the biz."

Rod McKuen
KROW—Oakland, Calif.

"I use *The Cash Box* for my top tunes of the nation and also reviews as I think *The Cash Box* has the best of any publication."

Sandy Singer
KCRG—Cedar Rapids, Iowa

"By listing in the regional reports, we are contacted by publishers, artists and record companies that otherwise probably would never know we even

existed. *The Cash Box* gives us info and lets us know how disks are doing all over the nation."

Jack Gale
WSRS—Cleveland, O.

"*Cash Box* has helped me in every way. It tells me what people are playing and what they want. It tells me what the trade is trying to make and what the new records are. It gives me an all-around picture of the music business and thank God an unbiased opinion. It's definitely the magazine of the little man as well as the top."

Stephen Paul
WLEE—Richmond, Va.

"*The Cash Box* helps me get a complete picture of the record business."

Art Laboe
KXLA—Los Angeles, Calif.

"*The Cash Box* is excellent. Has complete coverage of everything."

Clarence Hamann
WJMR—New Orleans, La.

"Hats off to a great magazine."

Bob Harris
KFRE—Fresno, Calif.

"I use *The Cash Box* as an authoritative barometer. For example my Saturday show runs 3 hours. I play a total of 50 records. The 50 records listed by *The Cash Box* are the ones played and my audience looks forward to that day to hear the top 50 as presented by *The Cash Box*."

Stan Pat
WTNJ—Trenton, N. J.

"The info in *Cash Box* definitely keeps this dj currently up on what is happening in the business."

Jim Hayden
KBIS—Bakersfield, Calif.

"Without a doubt *Cash Box* is my greatest aid."

Gary Lesters
WVNJ—Newark, N. J.

"*The Cash Box* keeps me abreast of what's happening in the music business all over the nation. Helps me in programming my show."

Don McLeod
WJBK—Detroit, Mich.

"*Cash Box* helps me in determining what to play on my programs by observing what the other jockeys around the country are doing."

Buddy Deane
WITH—Baltimore, Md.

"*Cash Box* is many times the only real source of info on new artists and their records."

Joe Lee
KDYI—Salt Lake City, Utah

"*The Cash Box* is invaluable to my general program planning, scripting, etc."

John Barker Bliss
WFRU—Columbia, Mo.

"*Cash Box* gives me a national picture. I find out what djs are doing in New York, California and my own state. It gives me the most current record data and a tip off as to what to expect. It does this better than any trade paper I have ever used."

Bob Holozar
WERY—Waterbury, Conn.

"*The Cash Box* reports music news quicker and more accurately than most trade papers. So it's a must with me. Its lists are a criterion and so each issue is anxiously awaited each week for programming news of music."

Gene Whitaker
WREV—Reidsville, N. C.

"*Cash Box* is our greatest program aid for disc shows. We here at KPOJ feel that it is indispensable."

Rod Loudon
KPOJ—Portland, Oregon

"*Cash Box* helps to pinpoint worthwhile material in a very crowded market."

Bill Elliot
WNOE—New Orleans, La.

"I honestly believe that the weekly report on the country's 50 tunes by *The Cash Box* is the most authentic chart in the country today. I find that this chart closely approximates the wishes of the tunes my listeners want to hear. Naturally I refer to this chart every day. I scan the disc jockey reports to make sure I haven't missed my hot releases. When I spot a new release in the disc jockey reports, I audition it immediately. I use *The Cash Box* Sleeper of the Week as my Record of the Week. I have found the percentage on the Sleeper to be very high in popularity prediction. I use *The Cash Box* reviews for my new releases segment of my show. I have discovered the 'fillers' to contain a wealth of information about the music biz in general which I incorporate in talking about records and record people."

Lou Barile
WKAL—Rome, N. Y.

"I religiously go by the poll ratings in *Cash Box*. It has a lot to do with the music I pick for my daily record shows."

Jack McDermott
WFGM—Fitchburg, Mass.

"*The Cash Box* comprises 70% of my shows. I rely on it weekly. My twenty top tunes that I use three times a week are taken from *The Cash Box*. I dislike the thought of losing this magnificent publication."

Joe Daboul
WJKO—Springfield, Mass.

"*The Cash Box* to me is a service one would expect to pay much more for than he does."

Bud Shurian
WARE—Ware, Mass.

"*The Cash Box* is an unfailing source of information on the latest doings of the music business and naturally I use this information to pass on to my listeners and I have found that 90% of the time I am first to get this info to them."

Brad Lacey
WKXL—Concord, N. H.

"*The Cash Box* is indispensable to the dj."

Dick Piper
WKBR—Manchester, N. H.

"A must for all djs."

Roy Lamont
WJRD—Tuscaloosa, Ala.

"Without *Cash Box* I couldn't operate intelligently."

Harry Burge
WQAM—Miami, Fla.

"Very sincerely, I would like to say that *Cash Box* has not only kept me abreast of what's developing in the music field but in programming *The Cash Box* Top 25 I have been able to sell this particular portion on a regular basis. I feel it is the most accurate and fair barometer available."

Don Tibbetts
WFEA—Manchester, N. H.

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending July 11

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
KISS ME AGAIN, STRANGER A PURPLE COW	Doris Day and Paul Weston	40020 • 4-40020
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
WHERE THE WINDS BLOW TE AMO	Frankie Laine	40022 • 4-40022
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
CANDY LIPS LET'S WALK THAT-A-WAY	Doris Day and Johnny Ray	40001 • 4-40001
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
TEAR DROP IN THE RAIN BABY LET ME KINDLE YOUR FLAME	Richard Bowers	40016 • 4-40016
PLAYMATES SHOO-FLY PIE AND APPLE PAN DOWDY	Jimmy Boyd	40007 • 4-40007
ALPINE CLIMBER'S BALL SKYLARK POLKA	Frankie Yankovic	40012 • 4-40012
LOOK AT THAT GIRL HANNAH LEE	Guy Mitchell	40008 • 4-40008
THE LITTLE BOY AND THE OLD MAN TELL ME A STORY	Frankie Laine and Jimmy Boyd	39945 • 4-39945
SOMEONE'S BEEN READIN' MY MAIL I'M YOUR GIRL	Jo Stafford	40021 • 4-40021
GIGI SHANE	Paul Weston	40014 • 4-40014
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending July 11

TRADEMARK DO I LIKE IT?	Carl Smith	21119 • 4-21119
IF I SHOULD WANDER BACK TONIGHT DEAR OLD DIXIE	Lester Flatt and Earl Scruggs	21125 • 4-21125
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
I'D RATHER DIE YOUNG THE NIGHTINGALE SONG	Rose Maddox	21127 • 4-21127
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER	Ray Price	21117 • 4-21117
I PASSED BY YOUR WINDOW HALF-HEARTED	George Morgan	21108 • 4-21108
DIM LIGHTS, THICK SMOKE FLINT HILL SPECIAL	Lester Flatt and Earl Scruggs	21054 • 4-21054
YOU FLOP WHEN YOU GOT ME ALONE WE'VE GOT THINGS TO DO	June Carter	21128 • 4-21128
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085

NEW POPULAR SINGLES

KEN GRIFFIN YOU YOU YOU • NO OTHER LOVE—40039 • 4-40039
MARTHA LOU HARP BY THE BEND OF THE RIVER • NOW I LAY ME DOWN TO DREAM— 40027 • 4-40027
THE PAULETTE SISTERS with LARRY CLINTON SHALIMAR • TELL ME YOU DON'T LOVE ME—40030 • 4-40030

NEW FOLK MUSIC SINGLES

CARL STORY LONESOME HEARTED BLUES • LOVE AND WEALTH—21137 • 4-21137
THE CARTER SISTERS and MOTHER MAYBELLE WILDWOOD FLOWER • HE'S SOLID GONE—21138 • 4-21138
SISTER O. M. TERRELL SWING LOW CHARIOT • GOD'S LITTLE BIRDS—21139-r • 4-21139-r

NEW POPULAR ALBUMS

Music from

Rodgers and Hammerstein's ME AND JULIET Keep It Gay • A Very Special Day • Marriage Type Love • No Other Love • I'm Your Girl • Reprise: Keep It Gay	Cole Porter's CAN-CAN Montmart' • C'est mag- nifique • Come Along With Me • I Am In Love • Allez-vous-en, Go Way • I Love Paris • Can-Can
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Art FERRANTE and Lou TEICHER
duo-pianists

On Extended Play, Set B-1719 On Extended Play, Set
B-120 Both on "Lp" record CL 6264

DREAM TIME

Now I Lay Me Down To Dream • Paradise • Autumn
Leaves • Harbor Lights • I Hadn't Anyone Till You
• When You're A Long, Long Way From Home • If I
Forget You • By The Bend Of The River • Memory
Lane

MARTHA LOU HARP with Gene Perazzo, Organ, and
Gloria Agostini, Harp
"Lp" CL 6258 • 45 Set B-339

NEW EXTENDED PLAY RELEASE

WALLY STOTT AND HIS ORCHESTRA MUSIC FROM "LIMELIGHT" (Theme and Incidental Music) MUSIC FROM "SPELLBOUND" (Concerto and Theme) Extended Play Set B-1718

Greetings to the

NAMM

on behalf of all
the artists with
COLUMBIA
RECORDS

Another Smash for
JO STAFFORD
**SOMEONE'S
BEEN READIN'
MY MAIL**
I'M YOUR GIRL

40021 • 4-40021

COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," "Entre" Reg. U. S. Pat. Off. Marcos Registrados

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

VICTOR EMPHASIZES FOREIGN LANGUAGE GROUPS

ISSUES BREAKDOWN OF FOREIGN BORN POPULATION IN U. S. — CITY BY CITY — IN ORDER TO BRING TO DISTRIBS' ATTENTION THE POTENTIALITY OF THAT MARKET

Territory	French Population	German Population	Polish Population	Territory	Irish Population	Italian Population	Hungarian Population
Albany	2,158	20,139	16,963	Albany	10,617	35,076	3,281
Birmingham	383	3,665	3,015	Birmingham	1,659	7,240	687
Cambridge	3,585	12,484	29,106	Cambridge	75,276	89,738	924
E. Hartford	2,897	18,468	45,061	E. Hartford	26,166	78,370	8,655
Portland, Me.	412	1,205	1,199	Portland, Me.	2,600	2,293	94
Providence	2,339	4,654	13,406	Providence	11,876	29,830	468
Syracuse	523	6,552	11,743	Syracuse	4,066	24,926	946
Harrisburg	631	7,094	22,050	Harrisburg	2,510	21,264	2,876
Newark	6,598	68,359	63,832	Newark	31,272	132,701	27,997
New York	24,166	218,842	194,201	New York	164,024	390,394	57,003
Philadelphia	3,095*	31,502*	28,363*	Philadelphia	37,259*	89,501*	16,493*
Washington, D. C.	1,208*	3,010*	2,346*	Washington, D. C.	2,132*	4,422*	558*
El Paso	252*	957*	167*	El Paso	207*	934*	95*
Phoenix	356	1,785	964	Phoenix	673	1,584	561
Buffalo	1,129	15,308	27,545	Buffalo	4,975	29,817	3,249
Cincinnati	636*	9,339*	1,016*	Cincinnati	1,240*	3,143*	2,150*
Cleveland	1,606	22,618	28,291	Cleveland	7,418	32,553	31,425
Columbus	325	3,793	812	Columbus	683	3,485	1,358
Dayton	230	4,300	669	Dayton	464	924	1,343
Detroit	2,525	27,469	63,713	Detroit	8,376	31,336	13,742
Grand Rapids	240	5,076	5,989	Grand Rapids	622	1,373	1,069
Huntington	21*	213*	24*	Huntington	17*	166*	39*
Lansing	242	2,453	2,167	Lansing	401	845	472
Pittsburgh	3,106*	22,642*	42,150*	Pittsburgh	10,678*	83,965*	20,043*
Rochester	553	7,990	3,865	Rochester	3,070	22,407	426
Saginaw, Mich.	354	5,997	6,130	Saginaw, Mich.	697	1,188	2,614
Toledo	607	9,471	6,661	Toledo	1,007	2,303	2,978
Chicago	4,614	84,992	116,921	Chicago	35,466	73,809	22,426
Davenport	327	9,146	751	Davenport	898	768	190
Indianapolis	685	4,867	893	Indianapolis	1,269	1,982	691
Louisville	251*	1,278*	178*	Louisville	119*	215*	159*
Milwaukee	1,107	56,175	23,982	Milwaukee	1,919	12,554	6,016
Minneapolis	1,066	33,902	11,690	Minneapolis	3,516	4,905	2,641
Peoria	1,641	12,944	3,633	Peoria	1,806	8,257	1,433
Denver	928	7,576	1,974	Denver	2,117	6,763	818
Des Moines	454	9,157	620	Des Moines	983	2,298	165
Kansas City	1,134	11,701	2,981	Kansas City	2,168	4,011	553
Omaha	279	14,143	2,386	Omaha	1,172	2,737	364
St. Louis	1,377	17,718	6,161	St. Louis	3,545	12,358	4,218
Sioux Falls	162	10,180	643	Sioux Falls	648	236	101
Billings	478	2,936	895	Billings	2,049	1,796	453
Fresno	1,087	2,366	362	Fresno	899	5,754	249
Los Angeles	7,627	36,575	18,335	Los Angeles	11,708	31,873	10,277
Portland, Ore.	898	8,590	1,422	Portland, Ore.	2,415	3,678	780
Salt Lake City	812	4,922	365	Salt Lake City	813	3,098	227
San Francisco	10,075	32,352	5,142	San Francisco	17,585	66,604	2,965
Seattle	1,149	9,739	2,505	Seattle	3,412	6,001	612
Spokane	333	3,328	426	Spokane	710	1,865	169

Territory	Norwegian Population	Swedish Population	Finnish Population
Albany	1,496	2,785	987
Birmingham	390	694	738
Cambridge	3,631	19,929	9,532
E. Hartford	1,700	11,820	1,351
Portland, Me.	496	1,118	1,101
Providence	1,126	5,120	1,749
Syracuse	327	591	232
Harrisburg	209	423	70
Newark	5,234	7,559	1,817
New York	30,271	26,386	10,808
Philadelphia	1,893*	2,886*	829*
Washington, D. C.	347*	545*	215*
El Paso	107*	187*	54*
Phoenix	295	746	146
Buffalo	593	7,203	285
Cincinnati	65*	165*	34*
Cleveland	872	3,091	2,978
Columbus	93	174	83
Dayton	56	138	33
Detroit	1,524	4,051	2,706
Grand Rapids	852	2,825	614
Lansing	190	393	113
Pittsburgh	579*	5,133*	1,253*
Rochester	164	518	88
Saginaw, Mich.	381	739	244
Toledo	221	1,495	94
Chicago	14,363	50,618	2,812
Davenport	534	3,885	59
Indianapolis	166	445	64
Louisville	26*	48*	11*
Milwaukee	10,880	9,102	13,404
Minneapolis	52,473	51,604	16,519
Peoria	1,502	4,990	272
Denver	1,567	5,175	617
Des Moines	3,664	3,329	30
Kansas City	502	3,675	96
Omaha	664	5,492	36
St. Louis	239	665	88
Sioux Falls	6,037	4,706	122
Billings	4,313	2,589	1,315
Fresno	450	1,426	315
Los Angeles	7,683	15,527	2,291
Portland, Ore.	5,995	7,707	4,363
Salt Lake City	1,718	3,194	530
San Francisco	7,727	14,302	4,910
Seattle	20,914	17,596	6,077
Spokane	2,914	3,731	681

Territory	Greek Population	Lithuanian Population	Czecho-slovakian Population
Albany	1,997	2,552	3,238
Birmingham	516	817	4,111
Cambridge	14,869	18,030	1,032
E. Hartford	4,164	10,809	7,723
Portland, Me.	1,077	922	286
Providence	2,130	1,101	476
Syracuse	849	734	1,009
Harrisburg	1,277	8,554	8,408
Newark	5,757	6,920	16,750
New York	31,994	15,304	34,688
Philadelphia	4,353*	6,984*	6,726*
Washington, D. C.	2,087*	467*	437*
El Paso	408*	30*	102*
Phoenix	586	234	336
Buffalo	1,286	495	1,149
Cincinnati	768	318	378
Cleveland	4,858	4,784	27,142
Columbus	801	205	1,095
Dayton	612	325	246
Detroit	7,368	4,686	5,886
Grand Rapids	478	1,934	1,356
Huntington	82*	14*	11*
Lansing	580	186	1,126
Pittsburgh	7,719	6,135	41,152
Rochester	539	1,125	243
Saginaw, Mich.	490	350	2,271
Toledo	1,194	300	1,781
Chicago	17,916	30,733	44,537
Davenport	835	391	2,471
Indianapolis	869	318	366
Louisville	64	115	83
Milwaukee	2,565	3,177	8,992
Minneapolis	1,871	1,344	7,396
Peoria	1,328	2,267	2,368
Denver	1,491	233	1,349
Des Moines	686	256	1,309
Kansas City	842	295	1,551
Omaha	503	633	6,198
St. Louis	2,194	2,064	3,568
Sioux Falls	394	290	1,349
Billings	571	92	799
Fresno	721	63	245
Los Angeles	5,253	3,073	4,869
Portland, Ore.	1,347	311	1,157
Salt Lake City	2,416	56	415
San Francisco	8,493	733	2,386
Seattle	1,920	591	1,130
Spokane	453	51	328

*—ASTERISKS INDICATE INCOMPLETE CENSUS

The Gimmick Disk Jockey



By **BOB DREWS**

A long time ago someone invented records and a machine to play them on. Then someone else invented radio to play them over. Someone spoke about these records over the radio to become the first announcer, and then someone else spoke about the records and also about other things. Thus the disc jockey was born. Today, thanks to biology and other sciences, there are all kinds of disc jocks—the "straight" DJ, the hillbilly DJ, the classical DJ, the gal DJ, the all-night and the gimmick DJ.

The gimmick disc jockey is the guy who strives for laughs by means of the unexpected—introducing his records in an unorthodox way involving trick voices and other noises, used not for themselves alone but to blend the music and the chatter (including commercial announcements) into a light and "different", albeit integrated, whole. The GDJ usually can speak in several dialects and a few non-dialect voice characterizations, he can moo like a cow and bark like a Patti Page record, has the ability to imitate some well-known voices, and knows what's available in the sound effects library. Most important, he has a cock-eyed sense of humor and a firm feeling for the incongruous. The GDJ is most often a satirist—exploiting the commoner foibles of radio and almost everything else. He is able to invent better products than anything his sponsor makes—like the remedy that actually seeks out the cause of that cough: *Cherchez la Phlegm*. His quiz shows have questions either harder or easier to answer than any ever asked legitimately. He produces dramas strangely similar to real ones yet vastly different. And no matter what the records he plays, there's a difference in presentation.

Let's look at the records themselves for a moment. They may be today's top pops as listed in *THE CASH BOX*, ballads of yesteryear, show tunes, or a merry melange of all plus Spike Jones, western, Latin and kiddie records thrown in. They may be started at the beginning and played to the end without interruption or they may be halted at appropriate or inappropriate places for laughter, strange sounds, or comment from the boss. Often two records are coupled by segue to tell a story—"If You Want Some Lovin'" followed by "A Penny A Kiss, A Penny A Hug" or Henri Rene's "I'm in Love Again" as a sequel to Jo Stafford's "When April Comes Again."

The range of introductions for records is seemingly limitless, from the straight intro of the wrong tune to an earnest spiel in double-talk. The title of the song or a phrase in the vocal may be the black-out line of a playlet or the outrageous answer to a seemingly innocent question. As un-introduced disc may be a very pertinent comment on the preceding announcement. In that case, the lack of introduction provides the gimmick. (Come to think of it, wasn't there once a record called "Gotta Have Gimmicks"? As I recall, it didn't sell too well—not enough gimmicks.)

What, someone may ask (anyone at all), is the appeal of the gimmick DJ show? We who perpetrate such programs like to think that we appeal to the more intelligent segments of the listening public who want something a little stimulating, something other than straight commercials, between their records—the housewife who thinks a bit, students, working people whose abilities go beyond the muscular, anyone with the ability to appreciate a non-slapstick laugh. That's what we who perpetrate such shows like to think. The program director has a different opinion—he believes that the sole purpose of a gimmick disc jockey is to amuse the engineer.

100 COMMERCIAL RECORD COMPANIES CAN'T BE WRONG!

Survey the independent labels ...ask them why they come to RCA Victor with their recording, processing, and pressing problems. Here are the answers you'll get...

QUESTION: Who has the country's best-equipped recording studios?

RCA VICTOR!

QUESTION: Who sets the highest quality standards for the recording industry?

RCA VICTOR!

QUESTION: Who has the most modern pressing plants in the world?

RCA VICTOR!

QUESTION: Who has the greatest pressing capacity?

RCA VICTOR!

QUESTION: Who offers a really complete service at competitive prices?

RCA VICTOR!

**Especially designed
For Disc Jockey Use ..**

10" PROMOTER

78 rpm

only 2½ oz.

UNFILLED VINYL • UNBREAKABLE • MAILABLE

CONTACT YOUR NEAREST OFFICE TODAY!

RCA VICTOR custom record sales

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

NEW YORK
Dept. K 70
630 Fifth Avenue
JUdson 2-5011

CHICAGO
Dept. K 70
445 N. Lake Shore Dr.
WHitehall 4-3215

HOLLYWOOD
Dept. K 70
1016 N. Sycamore Ave.
HOLlywood 4-5171



Record Distributors

And The Lines They Handle

ALABAMA

BIRMINGHAM

Gulf States Dist. Co. Inc.
700 Second Ave. N.
(Decca; Monarch; Wallis Original)

Interstate Phonograph Record Shop
544 Second Ave. N.
(Rondo; Coral; Jubilee; Prestige; Westminster; Apollo; Zodiac; Columbia; Four Star; Allied; Rudder; Brunswick)

R. P. McDavid Co. Inc.
1430 S. Second Ave.
(RCA Victor)

King Records, Inc.
701 Third Ave., N.
(King; Federal)

Reid Dist. Co.
1724 Fifth Ave., N.
(Broadcast; Riverside)

ARIZONA

PHOENIX

Dist. of Smart Records
1213 E. Highland Ave.
(Smart)

Old Timers Records
2703 N. Seventh St.
(Folk Dancer)

J. E. Redmond Supply Co.
625 W. Madison
(Decca)

12th St. Record Bar
1154 E. Washington St.
(Chance; Recorded in Hollywood)

Victory Record Dist. Co.
1625 E. Van Buren St.
(Four Star)

ARKANSAS

FORT SMITH

Wise Radio Supply
1001 Towson
(Tempo)

LITTLE ROCK

Frank Lyon Co.
208-10 E. Markham St.
(RCA Victor)

President Record Dist.
109 Main St.
(President)

CALIFORNIA

BERKELEY

W. N. Van Deren
2806 San Pablo
(Folk Dancer; Kismet; Western Jubilee; Windsor; Record Guild of Am.)

HOLLYWOOD

Skylark Record Dist. Co.
618 N. Beachwood Dr.
(Skylark)

LONG BEACH

Command Records
1017 Pacific Ave.
(Command)

LOS ANGELES

Allied Record Sales
2542 W. Pico Blvd.
(Abbott; Banner; Derby; Rainbow; Smart; Aladdin; Score; Intro; Orfeo; 7-11; Gotham; 20th Century; Savoy; Peacock; Duke; Tico; Rama)

California Record Dist.
2962 W. Pico Blvd.
(Fantasy; Good Time Jazz; Westminster; Riverside; Four Star; Rudder; Pacific Jazz)

Capitol Records Dist. Co.
318 W. 15th St.
(Capitol)

Central Record Sales Co.
2104 Washington Blvd.
(Apollo; Atlantic; Peacock; Duke; Prestige; Swingtime; Okeh; Chance; Trumpet; Southern; Imperial; Specialty; Ideal; Checker; Chess; United; States)

Decca Dist. Corp.
6750 Santa Monica Blvd.
(Decca)

Diamond Record Dist. Co.
1819 W. Pico Blvd.
(Ambassador; Belda; Broadcast; Bullet; Robinhood; Vita; Classic Editions; Crystal; Rondo; Fiesta; Western Jubilee; Windsor; Flair; Republic)

Fox Associates
2519 W. Seventh St.
(Latin-American)

King Records
2646 W. Pico Blvd.
(King)

London Records of Calif, Inc.
445 South La Brea Ave.
(London)

L. A. Music Sales
2102 W. Washington
(Jubilee)

Mercury Record Dist.
2958 W. Pico Blvd.
(Mercury; Monarch; Wallis Original)

Leo J. Meyberg Co. Inc.
2027 S. Figueroa St.
(RCA Victor)

Modern Dist. Co.
2978 W. Pico Blvd.
(Coral; Young Peoples; Brunswick)

National Distributors
1870 W. Washington Blvd.
(Holmes Royal; Success)

Record Merchandising Co.
2580 W. Pico Blvd.
(Diamond; Cardinal; Vienna)

Sunland Music Co. Inc.
1310 S. New Hampshire
(MGM; Cadence; Dot; Children's Record Guild; Allied; Palda; Essex; Zodiac)

Ray Tomas Co.
1601 S. Hope St.
(Columbia)

OAKLAND

Chatton Dist Co
1921 Grove St
(Abbott; Ambassador; Apollo; Atlantic; Belda; Derby; Diamond; Dot; Jubilee; Peacock; Duke; Prestige; Rainbow; Robinhood; Vita; Specialty; Trumpet; Riverside; States; Sun; Imperial; Pacific Jazz; Essex; Zodiac; Fiesta; Four Star; Checker; Chess; Gotham; Allied; 20th Century; Ideal; Palda)

PASADENA

Belda Record & Publishing Co
33 W Union St
(Ambassador; Belda; Bullet; Robinhood; Vita)

Four Star Sales
805 S Fair Oaks
(Ranger)

SACRAMENTO

Jers Co
911 — 5th St
(Decca)

SAN FRANCISCO

H. R. Basford Co.
235 15th St.
(Columbia)

Capitol Record Dist. Co.
512 Brannan St.
(Capitol)

Albert J. Cohn Co.
49 Taylor St.
(Banner)

Decca Dist. Corp.
525 Sixth St.
(Decca)

Delmar Distr. Co.
1560 California St.
(Music Library)

King Records
565 Sixth St
(King)

London Records of California
725 Clementina St.
(London)

Melody Sales Co.
444 Sixth St.
(Aladdin; Fantasy; Good Time Jazz; Intro; Mercury; Score; Tempo; 7-11; Orfeo; RPM; Wallis Original; Flair; Meteor)

Leo J. Meyberg Co.
33 Gouth St.
(RCA Victor)

United Music Sales Corp.
440 Sixth St.
(Broadcast; MGM; Savoy; Westminster; Brunswick; Cadence; Swingtime; Coral; Okeh; Monarch; Rondo; Young Peoples; Republic)

COLORADO

DENVER

Boyd Dist. Co., Inc.
1661 W. Third Ave.
(Capitol)

Robert F. Clark Co.
70 Rio Grande Blvd.
(Decca)

Davis Sales Co.
1724 Arapahoe
(Aladdin; Ambassador; Atlantic; Belda; Broadcast; Bullet; Good Time Jazz; Intro; Jubilee; London; Mercury; Robinhood; Savoy; Score; Swingtime; Tempo; Vita; Wallis; Westminster; Abbott; RPM; Sun; Flair; Meteor; Cadence; Recorded in Hollywood; Polymusic; Windsor; Modern; Monarch; Rondo; 7-11; Orfeo; Old Timer; Frontier; Dot)

Hendrie & Bolthoff Co.
1635 Seventeenth St.
(RCA Victor)

Mountain Distributors
3630 Downing St.
(Okeh; Republic)

Pan American Record Supply
2061 Champa St.

(Coral; Gilt Edge; MGM; Prestige; Imperial; Brunswick; Pacific Jazz; Essex; Palda; Riverside; Record Guild of America; Lucky; Esoteric; Ideal; Young Peoples; Specialty; Fantasy)

B. K. Sweeney Elec. Co.
1601 Twenty Third St.
(Columbia)

CONNECTICUT

EAST HARTFORD

Malverne-New England, Inc.
735 Connecticut Blvd.
(Aladdin; Derby; Good Time Jazz; Intro; Mercury; Rainbow; Score; Wallis; Cadence; Essex; Jubilee; Dot; Monarch; Palda; Zodiac; Imperial; Four Star)

Radio & Appliance Dist.
673 Connecticut Blvd.
(RCA Victor)

HARTFORD

Capitol Records Dist. Corp.
25 Pleasant St.
(Capitol)

Decca Dist.
818 Madison
(Decca)

Seaboard Dist. Co.
796 Albany Ave., Rear
(Coral; Wallis; Atlantic; United; Rondo; Dana; Tar; Brunswick)

Stern & Co., Inc.
209 Walnut St.
(Columbia)

NEW HAVEN

Plymouth Elec. Co.
393 Chapel St.
(MGM)

DISTRICT OF COLUMBIA

WASHINGTON

King Records
2600 N. E. Twelfth St.
(King)

Nelson & Co., Inc.
3000 N. E. Twelfth St.
(Capitol)

Quality Music Co.
1832 — 7th St.
(Checker; Chess; Recorded in Hollywood)

Schwartz Bros.
2931 N. E. Twelfth St.
(Aladdin; Atlantic; Intro; Mercury; Orfeo; Kentucky; Score; Swingtime; Wallis; Westminster; Rondo; Polymusic; Gateway; 7-11; Four Star)

Southern Wholesalers Inc.
707 N. E. Edgewood St.
(RCA Victor)

FLORIDA

JACKSONVILLE

Binkley Dist. Co.
50 Riverside Ave.
(Apollo Atlantic; London; MGM; Peacock; Duke; Swingtime; Tempo; Wallis; Abbott; Aladdin; Intro; Score; Recorded in Hollywood; Nashboro; Excello; Orfeo; 7-11; Republic; Herald; Savoy)

Dist. Inc.
555 Osceola
(Columbia; Okeh)

King Records
13 E. Union St.
(King)

Pan American Dist. Corp.
90 Riverside Ave.
(Clipper; Diamond; Dot; Gramercy; Intro; Savoy; Score; Wallis; Westminster; Checker; Chess; Cadence; Derby; Essex; United States; Modern; RPM; Sun; Flair; Meteor; Four Star; Gotham; Zodiac)

Taran Dist. Co.
c/o Pan American
90 Riverside Ave.
(Gilt Edge)

Top Tune Distributors
2155 Edison Ave.
(Jubilee; Chance; Allied; Imperial; Specialty; Prestige)

MIAMI

American Dist. Co.
505 W. Flagler
(Glory; Rockin; Monarch; Rondo; Fantasy; Mercury; Wallis Original)

Binklev Dist.
301 S. W. Sixth St.
(London; Atlantic; Aladdin; Score; Intro; Orfeo; 7-11; Allied; Nashboro; Excello; Peacock; Duke; Herald; Republic)

Brooke Dist.
412 S. W. Eighth St.
(Prestige; Decca; Record Guild of America)

European Phonograph Co.
1606 S. W. 8th Ave.
(Dana; Rudder)

Florida Record & Music Co.
763 S. W. Eighth St.
(Capitol)

King Records
374 S. W. Eighth St.
(King)

Mercury Records Dist.
412 S. W. Eighth St.
(Good Time Jazz; Intro)

Pan American
3401 N. W. 36th St.
(Gramercy; Savoy; Cadence; Essex; States; United; Checker; Chess; Derby; Dot; Four Star; RPM; Sun; Flair; Gotham; Zodiac; Fiesta; Modern; Meteor)

Sea Coast Appliance Dist.
36 N. E. Twenty-First St.
(RCA Victor)

Stone Dist. Inc.
505 W. Flagler
(Wallis)

Top Tune Distributor
3201 N. W. 7th
(Jubilee; Specialty; Coral; Chance; Allied; Imperial; Trumpet; Brunswick; Prestige)

PENSACOLA

Hundley Dist. Co.
1110 N. Thirteenth Ave.
(Smart)

ST. PETERSBURG

Bert Stoddard
1609 — 29th Ave. N.
(Horoscope)

TAMPA

E. W. Kersey
P. O. Box 10338
(Old Timer)

GEORGIA

ATLANTA

Capitol Records Dist. Co.
535 Courtland St. N. E.
(Capitol)

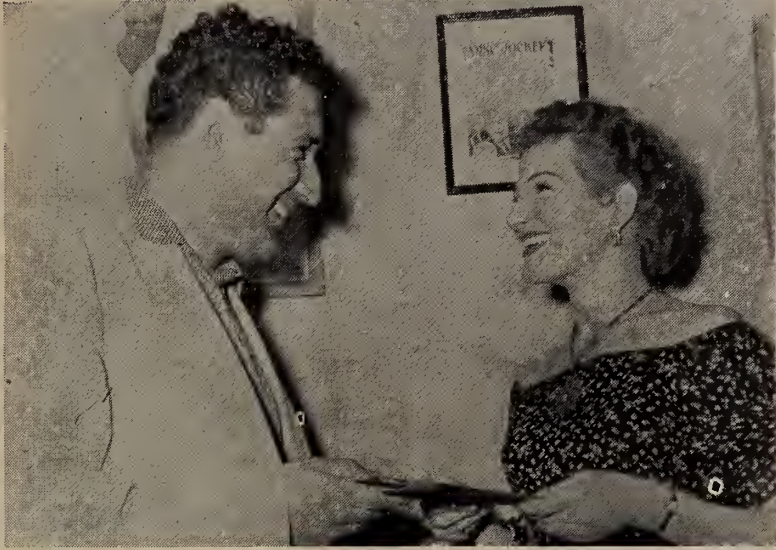
Decca Dist. Corp.
152 Alexander St. N. W.
(Decca)

Dixie Distributing Co.
445 Edgewood, S. E.
(Glory; Rockin; Okeh; Jubilee; Giltedge; Republic; Blue Ridge; Mercury; Herald)

Electric Sales & Service Co., Inc.
209 N. W. Walton
(Columbia)

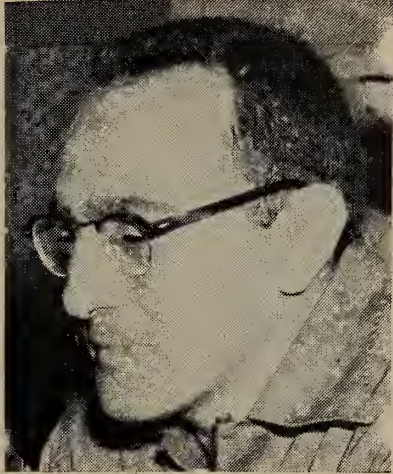
Friedman Music Co.
(Gramercy)

Summer Sweetheart Contest



TRENTON, N.J.—MGM recording star, Jo Ann Tolley, presents Stan Pat of WTNJ, Trenton, New Jersey, with a copy of her latest hit record, "I Don't Want To Be A Summer Sweetheart". Stan is one of over 500 disc jockeys participating in MGM's Summer Sweetheart Contest being held in connection with Jo Ann's record. The disc jockey whose listener wins the contest will receive a 100 Dollar Defense Bond.

Bobby Shad Named Head of Decca's R & B Dept.



BOBBY SHAD

NEW YORK—Milt Gabler, Director of Artists and Repertoire, today announced the appointment of Bobby Shad to head Decca's recently reactivated rhythm and blues department both in the A and R and sales promotion capacities. In addition to creating R & B records Shad, who has a wide background in the field, will personally promote the releases. He starts at Decca on July 20th.

Shad entered the music business by opening a mail-order record house. After a short time he formed his own record company which he operated for about one year. In addition to making his own records Shad was at this time doing free-lance work for several independent labels.

Shad was A & R head at National Records for close to a year, then once again formed his own company for three years. He joined Mercury Records in 1951 as head of the Rhythm and Blues Department.

Berry, Ruyschaert Promoted

NEW YORK—The appointment of Arnold Berry as Director of International Relations and Leon Ruyschaert as Director of Export Sales has been announced by James B. Conkling, President of Columbia Records.

Berry will oversee policy and coordination between Columbia and its various foreign divisions, licensees and contractees. He has been Director of Costs and Budgets for the company since 1947.

Ruyschaert, formerly manager of Columbia Export Division, will undertake in his new post the responsibility for sales of all finished products, including phonographs, for export markets.

Arnold Shaw Joins Hill & Range As GPM

NEW YORK—Arnold Shaw became vice-president and general professional manager of Hill & Range Publishing Company last week. Shaw was previously with Robbins, Feist and Miller and for the past four years was the vice-president of Duchess Music.

Shaw, who is also a song writer and novelist, is the author of the novel "The Money Song" that was recently published by Random House.

Shaw will operate out of the New York office of the firm.

Miller Buys "Paradise Hill"; Rushes Two New Recordings

PHILADELPHIA, PA. — Dave Miller announced this week that his Eastwick Music firm had acquired the current R&B smash "Paradise Hill". The tune has been hitting the charts as recorded by The Embers on the Herald label.

The copyright was bought by Miller from Jack Angel and Al Silvers.

Miller is immediately scheduling two recordings to be made on it by his Essex Record company. One will be a pop record and the other hillbilly. They will be recorded in Chicago during the NAMM convention.

WMGM Offers "Cavalcade of Music"

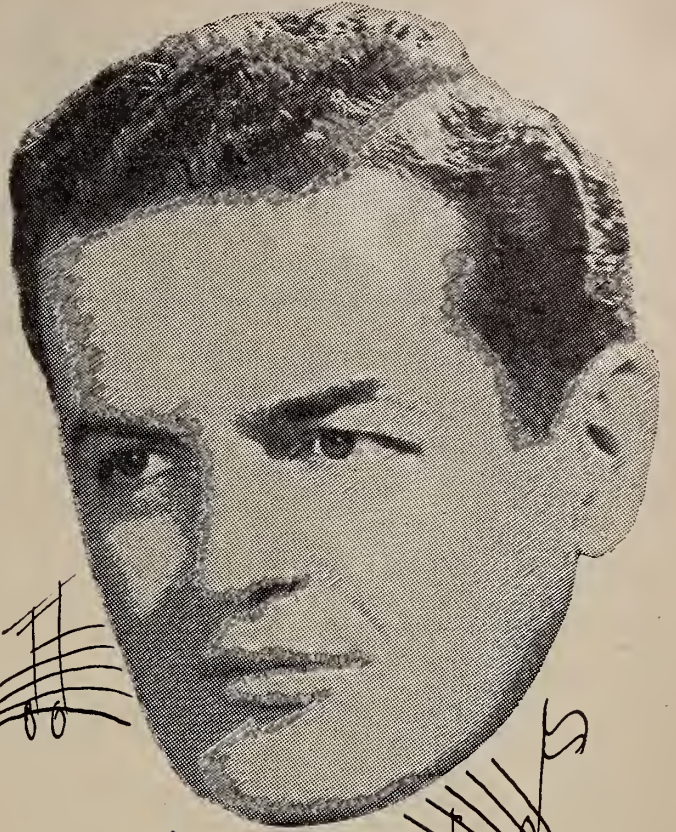
NEW YORK—The pageant of America, her outstanding songs and the historical setting of the nation each year, is currently being aired over WMGM Mondays through Saturdays from 1:00 to 1:30 P.M. on "Cavalcade of Music."

"Cavalcade of Music" traces the development of music in America in chronological order. The top songs of each year are framed against a background of the significant social, political, cultural and other events of the year.

"Cavalcade of Music" is narrated by John Connelly and directed by Irwin Greenfield.

Greetings & Thanks

MUSIC MERCHANTS OF AMERICA DJ'S and OPERATORS



Hugo Winterhalter

current RCA Victor release

"MUSIC BOX IN BLUE"

b/w

"THE LOVERS WALTZ"

20/47-5369

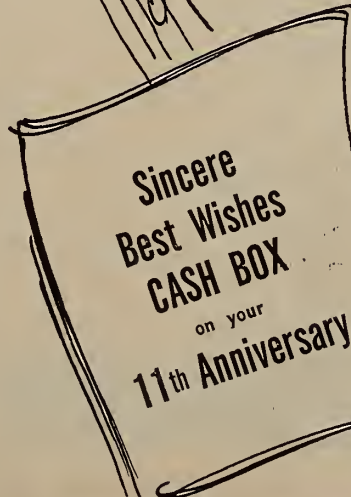
Going Strong

"TERRY'S THEME"
(from Limelight)

b/w

"SYMPHONY OF A STARRY NIGHT"

20/47-5326



RCA VICTOR
FIRST IN RECORDED MUSIC



Record Distributors

And The Lines They Handle

Haygood & England, Inc.
566 Spring St.
(Classic Editions; Esoteric; Wallis Original)

King Records
397 S. E. Edgewood Ave.
(King)

Mercury of Georgia
112 Edgewood Ave.
(Apollo)

Pitco Record Sales
112 Edgewood Ave.
(London)

Record Distributors
1923 Peachtree St.
(Old Timer; Windsor; Western Jubilee)

Southland Dist. Co.
441 S. E. Edgewood Ave.
(Aladdin; Atlantic; Diamond; Dot; Intro; MGM; Peacock; Duke; Savoy; Score; Swingtime; Wallis; Cadence; Record Guild of America; Essex; Trumpet; Recorded In Hollywood; States; Specialty; Palda; RPM; United; Derby; Checker; Chess)

Yancey Co.
1500 N. W. Northside Dr.
(RCA Victor)

IDAHO

BOISE

Craddock's Radio Supply
1522 State St.
(Tempo)

Ted Dicus
817 North Nineteenth St.
(Aladdin; Intro; Rainbow; Score; Smart; Coral; Gilt Edge; Four Star; Lucky)

ILLINOIS

CHICAGO

Advance Dist. Corp.
3257 W. Montrose Ave.
(Kismet; Old Timer; Ideal; Windsor)

American Record Dist.
2011 South Michigan Ave.
(Aladdin; Chance; Intro; Savoy; Score)

Aristocrat Dist. Co.
4858 S. Cottage Grove Ave.
(Abbott; Dot; Jubilee R & B)

K. O. Asher
5232 South Dorchester
(Walden; Riverside; Music Library; Poly-music; Classic Editions; Esoteric)

J. F. Bard Co.
220 W. Locust St.
(Rondo)

Bee Distributors
9813 Greenwood
(Cloud)

Brason Associates, Inc.
945 W. George St.
(Record Guild of America)

Capitol Records Dist. Corp.
1449 S. Michigan Ave.
(Capitol)

Coral Record Dist.
161 W. Huron St.
(Coral; Dana; Jubilee; Kiddie Time; Aladdin; Score; Intro; Orfeo; 7-11; London; Brunswick)

Decca Dist. Corp.
153 W. Huron St.
(Decca)

Frumkin Sales
2007 S. Michigan Ave.
(Western Jubilee; Holmes Royal; Pacific Jazz; Fiesta; Gateway; Kentucky; Ambassador; Apollo; Banner; Belda; Bullet; Fantasy; Gilt Edge; Good Time Jazz; Joco; Rainbow; Reena; Smart; Tempo; Vita; Wallis Original; Republic; Polkaland; Frontier; Lucky; Rudder; Folk Dancer; Monarch; Vienola; Crystal)

James Martin Inc.
2614 W. North Ave.
(Atlantic; Broadcast; Cadence; Derby; Dot; Essex; Gramercy; London; Palda; Herald; Cardinal; Dome; Four Star; Allied; Zodiac; MGM)

Jay Jay Record Dist. Co.
845 N. Ashland Ave.
(Tar)

King Dist.
2137 S. Michigan Ave.
(King; Wallis)

Midwest Mercury Record Dist.
2021 S. Michigan Ave.
(Mercury)

RCA Victor Dist. Corp.
445 North Lake Shore Dr.
(RCA Victor)

Record Dist.
1424 E. Fifty-Fifth St.
(Clipper)

Sampson Electric Co.
2244 S. Western Ave.
(Columbia)

Sheridan Record Dist.
1151 E. 47th St.
(Glory; Rockin'; Chance; Nashboro; Excelsio; Demo; Savoy; Rama; Tico; Modern; Sun; Imperial; Specialty; Flair; Meteor; Jubilee)

Twelfth Street Record Bar
1154 E. Washington St.
(Swingtime)

United Record Distributor
4804 Cottage Grove
(Apollo; Diamond; Peacock; Duke; Prestige; States; Swingtime; Trumpet; United; Okeh; Gotham; Atlas; Twentieth Century; RPM)

PEORIA

Decca Dist. Corp.
106 E. State St.
(Decca)

J. B. F. Dist.
214 Seventh St.
(Mercury)

Klaus Radio & Electric Co.
707 Main St.
(RCA Victor)

Williams Inc.
116 Liberty
(Columbia)

INDIANA

INDIANAPOLIS

Associated Dist. Inc.
210 South Meridian St.
(RCA Victor)

Indiana State Record Dist
509 E. Washington St.
(Abbott; Apollo; Atlantic; Chance; Coral; Derby; Dot; Gilt Edge; Jubilee; Peacock; Prestige; Savoy; Swing Time; Wallis Original; Cadence; Essex; States; Specialty; Recorded In Hollywood; Modern; Sun; Flair; United; RPM; Gotham; 20th Century; Gateway; Kentucky; Palda; Herald; Rockin'; Nashboro; Excelsio; Lucky; Meteor; Brunswick; Republic; Chess; Checker; Glory)

C. M. Lawson
139-41 W. 34th St.
(Old Timer; Jubilee)

Peaslee-Gaulbert Co.
1401 Stadium Dr.
(Decca)

Radio Distributing Co.
P. O. Box 1298
(Capitol)

Radio Equipment Co., Inc.
1010 Central Ave.
(Columbia)

SOUTH BEND

South Bend Radio Dist. Co.
432 Carroll St.
(Capitol)

IOWA

DAVENPORT

RCA Victor Corp.
1235 W. 5th St.
(RCA Victor)

DES MOINES

Bran-New Sales Co.
317 Eleventh St.
(MGM)

Decca Dist. Corp.
1217 High St.
(Decca)

Gifford-Brown Inc.
1326 West Walnut
(Capitol)

FT. MADISON

Music House
711 Seventh Ave.
(Derby)

KANSAS

KANSAS CITY

Mayflower Sales Co.
2012 Baltimore Ave.
(Columbia)

RCA Victor Dist. Corp.
Fairfax & Funston Sts.
(RCA Victor)

WICHITA

Les Campbell Prod.
210 S. Emporia
(Allied)

Irwin Dist. Co.
106 S. Grove St.
(Aladdin; Intro; Score; Wallis Original; MGM; Monarch; Gilt Edge; Old Timer; Record Guild of America; 7-11; Orfeo)

Western Appliance Co.
337 N. Waco
(Decca)

KENTUCKY

LOUISVILLE

Ewald Dist Co.
309 S. Ninth St.
(RCA Victor)

Foster Dist. Co.
409 W. Main St.
(Capitol)

King Records
112 E. Main St.
(King; Federal)

Peaslee-Gaulbert Corp.
226 N. Fifteenth St.
(Decca)

Sutcliffe Co.
609 W. Main St.
(Columbia)

LOUISIANA

NEW ORLEANS

A-1 Dist. Co.
640 Baronne St.
(Orfeo; 7-11; Abbott; Apollo; Aladdin; Atlantic; Intro; Jubilee; Savoy; Score; Meteor; RPM; Okeh; Flair; Specialty; Modern; Peacock; Duke; Chess; Checker)

Wm. B. Allen Co.
1601 Orleans St.
(Mercury)

Wm. Amann Dist. Co.
642 Baronne St.
(MGM; Rainbow; Glory; Rockin'; London; Nashboro; Excelsio; Republic)

Decca Distrib. Corp.
517 Canal St.
(Decca)

Delta Music Sales Co.
704 Baronne St.
(Diamond; Gilt Edge; Wallis)

Electrical Supply Co.
201 Magazine St.
(RCA Victor)

Gramophone Enterprises
604 Baronne St.
(Coral; Fantasy; Good Time Jazz; Prestige; Swing Time; Record Guild of America; Orfeo; 7-11; Aladdin; Score; Intro; Four Star; Esoteric; Gateway; Cardinal; Monarch; Chance; 20th Century; Palda; Herald; Kentucky; Wallis Original; Imperial; Brunswick; Trumpet; Jubilee; Cadence; Essex; States; Derby; Sun; Savoy; Zodiac; Walden; United; Recorded In Hollywood)

Interstate Elec. Co.
1001 So. Peters St.
(Columbia)

King Records
2519 S. Broad
(King; Federal)

Mallory Dist.
630 Baronne St.
(Capitol; Dot)

Mercury Dist.
812 Carondelet St.
(Mercury)

SHREVEPORT

Interstate Electric Company
RCA Victor Record Div.
P. O. Box 1094
(RCA Victor)

Stan Lewis Record Shop
728 Texas St.
(Aladdin; Intro; Orfeo; Score; 7-11; Swing Time; Peacock; Apollo; Chance; Recorded In Hollywood; Modern; RPM; Sun; Meteor; Trumpet)

Wholesale Dist.
2608 Southern Ave.
(Decca)

MAINE

PORTLAND

Commercial Distributors
35 Commercial St.
(RCA Victor)

Nelson & Small
68 Union St.
(Decca)

Philco Wholesalers, Inc.
919 Congress
(Columbia)

MARYLAND

BALTIMORE

Barnett Dist Co.
2566 Madison Ave.
(Apollo; London; Okeh; Rama; Tico; States; United; Gateway; Blue Hen; Atlas; Kentucky; Trumpet)

Vic Braddock
614 E. Lombard St.
(Holmes Royal; Success)

D & H Dist. Co.
25 S. Liberty St.
(RCA Victor)

Decca Dist. Co.
818 Madison Ave.
(Decca)

General Dist. Co.
2329 Pennsylvania Ave.
(Clipper; Coral; Derby; Diamond; Dot; Fantasy; Gilt Edge; Jubilee; Peacock; Rainbow; Swingtime; Sun; Flair; Meteor; Brunswick; Cadence; Chess; Checker; Pacific Jazz; Zodiac; Glory; Rockin'; Gotham; Allied; 20th Century; Savoy; Duke; Blue Hen)

Gimbel Brothers, Inc.
526 St. Paul Pl.
(MGM; Good Time Jazz; Prestige)

Kay & Gee Dist.
201 Mount Royal
(Ambassador; Belda; Broadcast; Bullet; Chance; Robinhood; Vita; Esoteric; Riverside)

King Records
35 S. Eutaw
(King; Federal)

Mangold Dist. Co.
211 S. Eutaw St.
(Abbott; Tempo; Holmes Royal; Success; Modern; RPM; Imperial; Specialty; Republic; Loop; Dome; Nashboro; DC; Essex; Palda; Classic Editions; Excelsio; Cardinal; Fiesta; Southern; Chess; Checker; Rudder; Recorded In Hollywood; Herald)

Nelson & Co.
1000 S. Linwood Ave.
(Capitol)

Joseph M. Zamoiski Co.
110 S. Paca St.
(Columbia)

MASSACHUSETTS

ALLSTON

Peter Fischler
10 Allston St.
(Classic Editions)

Redd Dist. Co.
298 Lincoln St.
(Wallis)

BOSTON

A B C Dist. Co.
1267 Tremont St.
(Mercury; Banner; Good Time Jazz; Allied)

Allied Appliance
111 Berkeley St.
(Columbia)

Visitor



HOLLYWOOD—Skeets McDonald, Capitol artist, is interviewed on The Jimmy Wakely Show from CBS in Hollywood. Skeets has had 22 numbers released on Capitol in two years, and top seller was "Don't Let The Stars Get In Your Eyes." His next, due in early July, will be "It's Your Life," penned by Tim Spencer.

New Book, "Smoky Mountain Country" Explains Origin of Country Music

In a recently published book "Smoky Mountain Country" by North Callahan, people in the music business can acquire a firm understanding of the origin, trends and effect of country music on the folks of this country. Callahan, now a well known journalist, writes of the memories he has as a country lad in his dad's store in Monroe County Tennessee. The tunes he heard sawed, fiddled, and whanged on banjos are now heard on thousands of juke boxes around the country.

North tells, in an enjoyable manner, about the origin of country music as far back as the migration of English people to the new continent in the 1800s, and their entry into the hills of Tennessee and North Carolina with their native ballads—stories of broken faith and parted lovers. He explains why the greatest of the ballads were usually the saddest; why the balladeers usually sang of severance of love or lack of love rather than the presence of love. One of the main factors in the creation of love songs was the frequency with which a lover used a guitar and a romantic tune in telling his sweetheart how he felt about her.

Callahan starts right from the roots to give the reader a firm knowledge of what the true meaning of Smoky Mountain music is; the effects the mass migration of people in and out of the Smoky Mountains had on folk music; the interesting description of the instruments, from cornstalks to gourds, that the warblers played by ear only; the influence of corn whiskey on the people and their type of song delivery; how "working"—the ground clearings, house raisings, corn shuckings—brought the folks together furthering the creation of new material; how impressive a mark the religious gatherings made on the country folks is another revealing topic of discussion.

It is Callahan's belief that, although country music has fit itself into the modern studios of our times—via the thousands of juke boxes, radio and TV—it is much less changed than many people think. Although it now reaches from Broadway to Hollywood, it's still the same old music.

During the depression, a great number of tunes about the displaced persons and anxious hearts came to the foreground, such as "Red River Valley."

The second World War probably had more to do with the acceptance of country music outside of the mountain ranges, than any other historical event. GI's who never heard the music before, were surrounded by it all day long, and learned to like it. Hillbilly tunes worked their way back to all the areas of the U. S., with the soldiers' return, and popular songs such as "Good Night Irene" and "Tennessee Waltz" became hit songs in the non-folk locations of the country.

The birth of the Grand Ole Opry was another highly important factor in the growth of country music. It was born in 1925 when a 70-year old fiddler named Uncle Jimmy Thompson dropped into the WSM studios and offered to play on the air. Listeners wanted more of Uncle Jimmy and his like, and a four-hour show was originated. A measure of its growth since then can be noted via the 150 people that came to see Uncle Jim at first. Then the WSM studios were enlarged to hold 500 folks. Now 5,000 people jam the 3,700 seats each Saturday to watch the greatest of country artist perform at the Ryman Auditorium in Nashville.

Besides the millions who hear the Opry on the air, the gala show has brought an estimated 5,000,000 people to Nashville in the past 25 years.

These and thousands of other interesting facts, too numerous to mention, make for excellent reading in North Callahan's book.

3rd Warrenton Contest

WARRENTON, VA.—The third annual National Championship Country Music Contest will be held on Saturday night, August 8, and Sunday afternoon and night, August 9, at the Horse Show Grounds in this city.

The first prize award of \$1000.00 will be given to the best old-time fiddler; 5-string banjo artist; hillbilly or western band; male or female singer; and for the best miscellaneous act such as square dancers, guitarists, fox horn blowers, harmonica players, etc.

The contest is under the sponsorship of the Association for Greater Warrenton and the Warrenton Junior Chamber of Commerce.



CARL SMITH



Greetings and Thanks fellas:

here's my new one

"DARLIN' AM I THE ONE"

and

"HEY JOE"

COLUMBIA 21129; 4-21129

Among Top Ten in Nation

"TRADEMARK"

b/w

"DO I LIKE IT?"

Columbia 21119; 4-21119

Featured on
GRAND OLE OPRY and WSM-TV

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

Record Distributors

And The Lines They Handle

Boston Record Dist.
1351 Washington St.
(Wallis)

C & C Dist. Co.
44 Gainsboro St.
(King; Federal; Deluxe)

Capitol Record Dist.
273 Huntington Ave.
(Capitol)

College Dist. Co.
338 Massachusetts Ave.
(Aladdin; Intro; Score; Orfeo; 7-11; Joco; Jubilee; Monogram; Dot; Specialty; Pacific Jazz; Recorded In Hollywood; Peacock; Duke; Rockin'; Glory; United)

Music Suppliers of N. E.
263-265 Huntington Ave.
(Derby; Broadcast; Clipper; Gramercy; MGM; Rainbow, Wallis Original; Zodiac; Dot; 20th Century; Dome; Cardinal; Essex; Palda; Jubilee; Rhondo; Four Star; Monarch; Dana)

Mutual Dist. Inc.
1259 Tremont St.
(Coral, London; Prestige; Tempo; Westminster; Sun; Brunswick; Republic; Esoteric; Poly Music; Fiesta; Riverside; Record Guild of America)

Records Inc.
255 Huntington Ave.
(Apollo; Rama; Tico; Okeh; States; Chance; Fantasy; Atlas; Savoy; Marvel; Walden; Imperial; Chess; Checker)

CAMBRIDGE

Decca Dist. Corp.
725 Concord Ave.
(Decca)

Eastern Co.
620 Memorial Dr.
(RCA Victor)

DORCHESTER

Edward Dolberg
59 Esmond St.
(Wallis)

LYNN

William Greenblatt
12 Nichols St.
(Dot; Fantasy; Savoy)

MICHIGAN

DETROIT

Angott Dist.
2616 Puritan
(Latin American)

Brooklyn Radio Shop
1276 Michigan Ave.
(Ideal)

Buhl Sons Co.
Ft. of Adair St.
(Columbia)

Cadet Dist. Co.
3766 Woodward Ave.
(Aladdin; Broadcast; Chance; Clipper; Gilt Edge; Good Time Jazz; Gramercy; Intro; Orfeo; 7-11; Score; Prestige; Savoy; Abbott; Pacific Jazz; Recorded In Hollywood; Palda; Peacock; Duke; Essex; Mercury; Cardinal; Excello; Rama; Tico; Specialty; Sun; Okeh; 20th Century; Nashboro; Old Timer; Atlas; Tar; Republic; Excello)

Capitol Records Dist. Corp.
40-42 Selden Ave.
(Capitol)

Decca Dist. Corp.
1301 W. Lafayette Ave.
(Decca)

Fortune Record Dist.
11629 Linwood Ave.
(Diamond; Trumpet)

Kaplan Music Sales
8346 Linwood St.
(Wallis)

King Records
19 Selden St.
(King; Federal)

National Record Dist.
4438 R St.
(Holmes Royal; Success)

Pan American Record Dist.
3731 Woodward Ave.
(Apollo; Atlantic; Dot; Mercury; Swing Time; Cadence; Flair; Imperial; Atlas; Dome; Four Star; Rhondo; Lucky; Gotham; Modern; RPM; Meteor)

Perkins Sales Co.
20480 Woodward Ave.
(Tempo)

Polonia Dist. Co.
3747 Woodward Ave.
(Coral; Derby; Jubilee; Zodiac; Brunswick; States; Wallis Original; United; Dana; Chess; Checker)

RCA Victor Dist. Corp.
7400 Intervale Ave.
(RCA Victor)

Radio Dist. Co.
15401 Woodrow Wilson Ave.
(MGM; London)

Square Dance Specialties Dist.
13945 Mettetal Ave.
(Kismet; Windsor; Western Jubilee)

EAST LANSING

Morley Bros.
1330 S. Harrison Rd.
(RCA Victor)

GRAND RAPIDS

Republic Dist. Co.
19-25 La Grave Ave. S.E.
(Decca)

MINNESOTA

MINNEAPOLIS

Lew Bonn Co.
1211 La Salle Ave.
(MGM; Derby; Hummingbird; Rudder)

Capitol Records Dist. Co.
21 E. Hennepin Ave.
(Capitol)

Decca Dist. Corp.
17-19 E. Hennepin Ave.
(Decca)

Forster Dist. Co.
1122 Harmon Pl.
(Columbia)

F. C. Hayer Co.
250 Third Ave. N.
(RCA Victor)

Heilicher Bros., Inc.
1313 Third Ave., S.
(King; Federal; Okeh; Cardinal)

Jather Distributing Co.
33 E. Hennepin Ave.
(Joco; Windsor; Four Star; Polkaland; Record Guild of America)

Lieberman Music Co.
257 N. Plymouth
(Coral; Jubilee; London; Allied; Dot; Cadence; Brunswick; Republic; Zodiac)

Mercury Record Dist. Co.
1313 S. Third Ave.
(Good Time Jazz; Mercury; Tempo; Wallis Original; Rhondo; Monarch; Imperial)

MISSOURI

KANSAS CITY

Capitol Record Dist. Co.
1527 McGee St.
(Capitol)

Commercial Music Co.
2560 Holmes St.
(Swing Time; Prestige; United; Show-Me; Artists; Fantasy; Gilt Edge; Pacific Jazz)

King Records
105 E. Thirty First St.
(King; Federal)

Mexican Shop
900 South West Boulevard
(Ideal)

Mayflower Sales Co.
2012 Baltimore Ave.
(Columbia)

Midwest Dist.
2642 Oline St.
(Derby; Okeh; Blue Hen; Trumpet; Zodiac; Specialty; Windsor; Modern; RPM)

Milnar Record Sales Co.
(Fantasy; Gilt Edge)

Roberts Record Dist. Co.
321 South West Boulevard
(Aladdin; Broadcast; Coral; Intro; Orfeo; 7-11; Score; Peacock; Duke; Dot; Savoy; Tempo; Atlantic; Palda; Essex; States; Republic; Cardinal; Western Jubilee; Brunswick; Record Guild of America)

Southwest Dist.
2028 Broadway
(Decca)

Norman Wilson Co.
2562 Holmes St.
(London; Mercury)

ST. LOUIS

A. R. A. Dist. Co.
2300 Olive St.
(Decca)

Artophone Corp.
700 Rosedale Ave.
(Columbia)

Capitol Records Dist. Co.
1909 Washington Ave.
(Capitol)

Commercial Music, Inc.
2630 Olive St.
(Tico; Rama; Prestige; United; Chance; Show-Me; Gilt Edge; Rhondo; Fantasy; Old Timer; Pacific Jazz; Sun; Artists)

Gravois Music Center
4656 Gravois St.
(Hummingbird)

Interstate Supply Co.
26 S. Tenth St.
(RCA Victor)

King Records
2112 Olive St.
(King; Federal)

L. Lander
6213 Delmar Blvd.
(Banner)

Midwest Dist. Co.
2642 Olive St.
(Apollo; Derby; Flair; Meteor; Trumpet; Modern; RPM; Specialty; Duke; Zodiac; Windsor; Chess; Checker; Okeh)

Millner Record Sales Co.
2630 Olive St.
(Atlantic; Swingtime)

One Stop Record Service
2626 Olive St.
(Good Time Jazz; Rainbow; Dana)

Recordit Dist. Co.
1913 Washington
(MGM; London; Allied)

Rickert Dist. Co.
3218 Olive St.
(Mercury)

Roberts Record Dist.
1518 Pine St.
(Aladdin; Broadcast; Clipper; Coral; Dot; Essex; Gramercy; Cadence; Intro; Orfeo; 7-11; Score; Jubilee; Peacock; Savoy; Palda; Nashboro; Excello; States; Record Guild of America; Brunswick; Imperial; Herald; Gateway; Kentucky; Recorded In Hollywood; 20th Century; Western Jubilee; Four Star; Republic; Abbott; Glory; Rockin'; Cardinal; Monarch)

MONTANA

BILLINGS

Central Dist. Co.
P. O. Box 1551
(Capitol)

Ben Clare Dist. Co.
501 St. Johns Ave.
(Mercury; Allied; Frontier; Esoteric)

Northwestern Auto Supply
420 North Broadway
(RCA Victor)

BUTTE

Alfred K. Brix
3151 Burlington
(Sentry)

E & R Distributing
15 E. Granite St.
(Decca)

GREAT FALLS

Music Service Co.
204 S. Fourth St.
(Coral; Derby; London; MGM; Rainbow; Tempo; Essex; Palda; Jubilee; Dot; Zodiac; Imperial; Abbott; Wallis Original; Monarch; Gilt Edge; Four Star; Rhondo; Cadence; Brunswick)

NEBRASKA

OMAHA

Bran-New Sales Co.
308 S. Twelfth St.
(Columbia)

Murphy Sales Co.
711 S. Sixteenth St.
(MGM; Derby; Abbott; Essex; Palda; Hummingbird)

Sidles Co.
1002 Davenport St.
(RCA Victor)

Skylark Record Dist.
4224 S. Thirty Sixth Ave.
(Skylark)

Square Dance Dist. Co.
1916 Farnam St.
(Old Timer; Western Jubilee; Windsor)

SHELTON

Tracy Knutson
Hotel Shelton
(Token; Four Star; K & K)

NEW HAMPSHIRE

MANCHESTER

Tri-State Record Distributors
852 Elm St.
(Marvel)

NEW JERSEY

CLIFTON

Consolidated Distributing Co.
166 Barkley Ave.
(Success; Holmes Royal)

ENGLEWOOD

Progressive Dist.
131 S. Woodland St.
(Jazzology; Progressive)

NEWARK

All-State New Jersey Inc.
457-463 Chancellor Ave.
(London; MGM; Mercury; Record Guild of America)

American Squares
1159 Broad St.
(Crystal; Old Timer)

Belmont Record Dist.
268 Fifteenth St.
(Four Star; Atlas; Blue Hen; Rhondo)

Capitol Records Dist. Co.
83 Lock St.
(Capitol)

Cosnat Dist.
278 Halsey St.
(Cadence; Coral; Jubilee; Essex; Palda; Rainbow; Brunswick; Republic; Dome; Dana; Derby)

Decca Dist. Corp.
81 Emmett St.
(Decca)

Essex Record Dist. Co.
114 Springfield Ave.
(Aladdin; Intro; Orfeo; Score; 7-11; King; Federal; Peacock; Duke; Prestige; Savoy; Atlantic; Tico; Rama; States; Glory; Rockin'; Big Town; Okeh; Chance; United; Monarch; Fantasy; Allied; Gotham; Modern; RMP; Sun; Flair; Imperial; Meteor; Trumpet; Chess; Checker; 20th Century; Recorded In Hollywood; Swing Time; Abbott; Apollo; Herald; Wallis Original; Specialty; Wonderland; Stella; Sonart; Kiddyland; Roost; Coda; Regent; Valley; Vogue; Audivox)

Krich-New Jersey, Inc.
428 Elizabeth Ave.
(RCA Victor)

Times-Columbia Dist.
37 Bridges St.
(Columbia)

NEW YORK

ALBANY

Decca Distributing Corp.
1449 Central Ave.
(Decca)

Leonard Smith, Inc.
406 N. Pearl St.
(MGM; Wallis Original; Record Guild of America; Monarch; Zodiac; Cadence; Jubilee)

RCA Dist., Inc.
36 Broadway
(RCA Victor)

Roskin Bros., Inc.
1827 Broadway
(Columbia; Okeh)

Breaking for a Smash Hit!
The Cash Box Sleeper



Piano Red's
"YOUR MOUTH'S
GOT A HOLE
IN IT"

b/w

"DECATUR
STREET BLUES"

RCA VICTOR 20/47-5337

RCA VICTOR
FIRST IN RECORDED MUSIC



APOLOGIES

for not seeing you at the
NAMM SHOW
so busy shipping our
3 CURRENT HITS!

"VAYA CON DIOS"

b/w **"MY ADOBE HACIENDA"**

by

BOB LONDON

WITH THE STARLIGHTERS
AND LLOYD SHAFFER ORK.

654

"OH! MIS'RABLE LOVE"

b/w

"ARE YOU LONESOME TONIGHT"

by

JACKI FONTAINE

WITH THE STARLIGHTERS
AND LLOYD SHAFFER ORK.

656

"HANNAH LEE"

b/w **"ARE YOU"**

by

KEN CURTIS

AND TOP HANDS

657

CRYSTALETTE RECORDS

5864 HOLLYWOOD BLVD.
HOLLYWOOD CALIF.

Souvenirs



NEW YORK—Souvenirs of his successes were presented to Victor vocalist Eddie Fisher by fans at the recent "Bill Silbert Day" staged at Palisades Amusement Park, Palisades, New Jersey, in honor of Bill Silbert, WMGM star. Eddie was one of many performers who joined thousands of teenagers at the park in salute to Silbert.

From Rodeos to Plugs



CHICAGO—Newest song plugger in town is pert, blonde and attractive Tony Kimberly.

Formerly a trick rider for rodeos from Madison Square Garden in New York to the Fat Stock Show in Houston, Texas, Tony decided, "That riding herd on the nation's deejays was easier than riding the plunging broncos in the rodeo biz," according to her own version for her change.

She's doing a grand job here for her sister, Betty Kummerle, whose newest tunes, "Got A Little Ache In My Heart," and "You Can Push Your Luck Too Far," have started to move well in this area.

Betty's had 15 years of song writing experience with Jenny Lou Carson. Now on her own, Betty found that writing and contact work didn't jell. So she let out a yell for kid sister, Tony, who's now the newest of the song pluggers in town with some marvelous promotion plans that will soon carry her on a tour of the country.

Introducing the Orkon

NEW YORK—The "new sound" you hear behind Mindy Carson's vocal on "Honey-Darlin'" and "Free Home Demonstration" is made by an orkon. No mere figment of a bopster's imagination, the orkon is a newly invented musical instrument, making its debut on pop wax. Dreamed up by Eddie Powell, a mechanically inclined musician who has played with symphony orchestras, it is a cross between a piccolo and a flute.

Silver Riding High
With Three Records

NEW YORK—Abner Silver, song-smith, is currently riding high with three major record releases.

First is "I Laughed At Love" recorded by Sunny Gale for R. C. A. Victor.

On the comeback trail is "How Did He Look," sung by Felicia Sanders with Percy Faith's Orchestra. Joan Merrill's original version was a collector's item.

Silver's third tune, "With These Hands," looks like the best bet of all. With Eddie Fisher and Johnnie Ray versions on the market, and both selling in great strength, tune looks like it could become the big hit of the summer. Several hundred thousand disks were sold abroad in 1951-1952 when Nelson Eddy and Jo Stafford teamed to record the tune. It was number one on the British Hit Parade for several months. At that time, however, the American public was novelty crazy and was not particularly receptive to the ballad type tune. With the current trend toward the lush instrumentals and soft and sentimental songs, it was felt the public was ripe for "With These Hands." The Eddy-Stafford version has been re-released.

Writer - Movie Star



NEW YORK—With a copy of the just released McGuire Sisters recording of "Hey, Mr. Cotton Picker" in his hands, the writer-movie star Robert Mitchum gets ready to listen to the tune. "Mitch" has written several other tunes (not published as yet) and croons a mighty mean one himself.

New Releases

- **NASHBORO**
- **EXCELLO**

• • •

"DRIVE
SOLDIERS
DRIVE"

b/w

"My Baby's Blues"

Little Maxie

EXCELLO 2016

• • •

"GLORY
TO HIS
NAME"

b/w

"I Can Call Jesus
Anytime"

Young Gospel Singers

EXCELLO 2012

• • •

"I WANT TO
KNOW, WILL
HE WELCOME
ME THERE"

b/w

"Heavenly Light
Shine On Me"

The Skylarks

NASHBORO 540

• • •

- Get in on "BANANA SPLIT"
Excello 2009
Available on 45s—78s.

- Some Distributorship territory
open

An attractive package

NASHBORO
RECORD CO.

177 - 3rd Ave. N.

Nashville, Tenn.

Rush Orders—Prompt Shipments

Record Distributors

And The Lines They Handle

BUFFALO

Capitol Records Dist. Co.
1066 Main St.
(Capitol)

Decca Dist. Corp.
1233 Main St.
(Decca)

Faysan Dist. Inc.
506-20 Seventh St.
(Columbia; Okeh)

Willis H. Ford
1313 Jefferson St.
(Rainbow)

King Records
696 Genesee St.
(King; Federal)

M & N Dist. Co.
881 Main St.
(London; MGM; Wallis Original; Monarch; Lucky)

Metro Dist. Inc.
852 Main St.
(Mercury)

RCA Victor Dist. Co.
1209 Broadway
(RCA Victor)

Henry Schunke
1080 Broadway
(Dana)

COURTLAND

Skylark Record Dist.
S. Courtland—Virgil Rd.
(Skylark)

KINGSTON

See Why Merchandising Co.
3 E. Strand St.
(United; States; Derby; Music Library)

NEW YORK

Alpha Distributing Co.
762 Tenth Ave.
(Audiovox; Rama; Tico; Viennola; Folk Dancer; Gotham; Windsor; Recorded In Hollywood; Western Jubilee; 20th Century; Celtic; Sonart; Folkcraft; Standard; Willida; Polo; Decca Irish; Big Town; Jax; Vogue; B. B. S.; Cadillac; Magictone; Stella; Melodia)

Bruno-New York Inc.
460 W. Thirty Fourth St.
(RCA Victor)

Capitol Records Dist. Co.
253 W. Sixty-Fourth St.
(Capitol)

Coral Records Inc.
705 Tenth Ave.
(Coral; Brunswick; Record Guild of America)

Cosnat Dist. Co.
315 W. Forty Seventh St.
(Atlantic; Abbott; Derby; Dot; Jubilee; Monogram; Rainbow; Four Star; Kismet; Nashboro; Republic; Excello; Glory; Rockin'; Cardinal; Chess; Checker; Vernon; Dana; United; States; Zodiac; Herald; Essex; Palda; Cadence; Horrible; Dome; Red Robin; Commodore; Vanguard; Good Time Jazz; Mood; Dana; Segar)

Decca Dist. Corp.
3280 Broadway
(Decca)

Friedrich Bros.
1357 First Ave.
(Hummingbird)

Harlem Hit Parade Inc.
2112 Carnegie Ave., L. I.
(Apollo; Modern; RPM; Imperial; Flair; Meteor)

King Records Inc.
565 Tenth Ave.
(King; Federal)

Liberty Record Dist.
301 W. Forty First St.
(Liberty)

London Record Distributing Co.
541 W. Twenty Fifth St.
(London)

Malverne Dist. Inc.
424 W. Forty Ninth St.
(Mercury; Wallis Original; Fantasy; Monarch; Seco)

Melody Record Supply Inc.
693 Tenth Ave.
(Banner)

Menorah Records Inc.
489 Fifth Ave.
(Reena)

Musart Dist. Corp.
158 W. Fifty Sixth St.
(Sound of Our Times; Music Library; Riverside)

Paradox Industries Inc.
142 W. 46th St.
(Joco)

Polymusic
204 E. 46th St.
(Polymusic)

Portem Dist.
733 11th Ave.
(Prestige; Savoy; Duke; Peacock; Aladdin; Score; Intro; Orfeo; 7-11; RPM; Imperial; Flair; Meteor; Okeh; Allied; Rudder; Fiesta; Modern; Hi-Lo; Sittin' In; Regent; Jade; Bacchanal; Blue Note; Century; Specialty; Dial; Blues & Rhythm; Jay; Roost; Coleman; Calypso; Dee Gee; Falcon; Don Darby; Scooter)

Reena Record Sales
130 W. Forty Second St.
(Reena)

Sanford Record Dist. Inc.
157 Chambers St.
(MGM)

Stanley-Lewis
639 Tenth Ave.
(Classic Editions; Period; Walden; A-440; Bartok; Bach Society; Eterna; Electra; Festival; Oxford; New Editions; Oceanic; Perspective; Program; Rachmaninoff; Renaissance; Stradvari; Valdocay)

Tempo Dist. Co.
457 W. Forty Fifth St.
(Apollo; Ambassador; Bullet; Swing Time; Tempo; Vita; Sun; Pacific Jazz; Atlas; Old Timer; MacGregor; Prestige; Gem; Trumpet; J-B; Discovery; Concert Hall Society; Rem; Spa; Rialto; Souvenir)

Times-Columbia Dist. Inc.
353 Fourth Ave.
(Columbia)

ROCHESTER

Add Specialty Sales
2485 St. Paul Blvd.
(Dana)

Eastern Sales Company
2011 E. Main St.
(Coral; Brunswick)

SYRACUSE

L. Gordon Dist. Co.
935 Genessee
(Capitol)

Morris Dist. Co.
1153 W. Fayette St.
(RCA Victor)

Onondaga Auto Supply Co.
344 W. Genessee St.
(Columbia; Okeh)

NORTH CAROLINA

CHARLOTTE

Bertos Sales Co.
1229 W. Morehead St.
(Derby; Diamond; Jubilee; Mercury; Rainbow; Tempo; Chess; Checker; Rockin'; Cardinal; Excello; Glory; United; Four Star; Nashboro; Recorded In Hollywood; Zodiac; Trumpet; Herald; Cadence; States; Chance; Okeh)

The Big Wheel Co.
147 W. Morehead St.
(London; Old Timer)

Capitol Records Dist. Co.
614 W. Morehead St.
(Capitol)

Carol Dist. Corp.
124 W. Morehead St.
(Decca)

F. & F. Enterprises
803 S. Cedar St.
(Apollo; Atlantic; Coral; Gilt Edge; Peacock; Prestige; Savoy; Swingtime; Tico; Rama; Monarch; Fantasy; Allied; Gotham; 20th Century; Gateway; Kentucky; Wallis Original; Brunswick; Record Guild of America)

King Record Dist.
819 W. Morehead St.
(King; Federal)

Mangold Dist. Co.
913 South Clarkson St.
(Aladdin; Abbott; Broadcast; Diamond; Dot; Gramercy; Intro; Orfeo; 7-11; Score; MGM; Palda; Essex; Southern; Republic; Riverside; Modern; RPM; Sun; Imperial; Flair; Meteor; Atlas; Specialty; Dome)

Southern Bearings & Parts Co.
500 North College St.
(Columbia)

Southern Radio Co.
1625 W. Morehead St.
(RCA Victor)

OHIO

CINCINNATI

A & I Record Dist. Co.
521 W. Sixth St.
(Aladdin; Apollo; Chance; Derby; Diamond; Prestige; Savoy; Intro; Orfeo; 7-11; Score; Swing Time; Gotham; Recorded In Hollywood; 20th Century; Fantasy; Allied; Atlas; Glory; Rockin'; Four Star; Cardinal; Okeh; United; Meteor; Imperial; Flair; Western Jubilee; Peacock; Duke; Herald; Rama; Pacific Jazz; Tico; States; RPM)

Capitol Records Dist. Co.
815 Sycamore St.
(Capitol)

Columbia Record Dist. Inc.
320 Reading Rd.
(Columbia)

Coral Records, Inc.
920 Race St.
(Abbott; Coral; Brunswick; Record Guild of America; Trumpet)

Decca Dist. Corp.
Sixth & Court Sts.
(Decca)

Hit Record Dist. Co.
1043 Central Ave.
(Atlantic; Broadcast; Dot; Gilt Edge; Gramercy; Jubilee; Rainbow; Tempo; Wallis Original; Southern; Success; Gateway; Palda; Essex; Monarch; Dome; Rondo; Blue Ridge; Chance; Checker; Chess; Derby; Windsor; Republic; Holmes Royal; Success; Sun; Zodiac; Cadence; Specialty)

King Record Dist.
1540 Brewster Ave.
(King; Federal; Ebony)

Mid States Record Co.
25 W. Court St.
(London; MGM)

Ohio Appliances, Inc.
804-808 Sycamore St.
(RCA Victor)

Jimmie Skinner Music Co.
222 E. Fifth St.
(Dot)

Supreme Dist. Co.
1000 Broadway
(Good Time Jazz; Mercury)

CLEVELAND

Benart Dist. Co.
327 Frankfort Ave.
(Abbott; Atlantic; Coral; Diamond; Dot; Gilt Edge; Good Time Jazz; Gramercy; Peacock; Rainbow; Swing Time; Tempo; Wallis Original; Dana; Prestige; 20th Century; Recorded In Hollywood; Gateway; Kentucky; Duke; Essex; Herald; Rama; Glory; Four Star; Atlas; Tico; Rondo; Rockin'; Specialty; Monarch; Zodiac; Modern; RPM; Sun; Flair; Meteor; Trumpet; Brunswick)

Capitol Record Dist. Co.
104 N. W. St. Clair Ave.
(Capitol)

Columbia Record Dist.
1480 W. Ninth St.
(Columbia)

Decca Dist. Corp.
746 W. Superior Ave.
(Decca)

King Records
1712 Chester St.
(King; Federal)

Mainline Cleveland, Inc.
5005 Euclid Ave.
(RCA Victor)

Malverne Dist. of Ohio
1735 Chester St.
(Derby; Jubilee)

Mercury Record Dist., Inc.
1735 Chester Ave.
(Mercury)

Ohio Record Dist.
1737 Chester Ave.
(Aladdin; Clipper; Fantasy; Intro; Orfeo; 7-11; Score; Savoy; Nashboro; Chance; Lucky; Apollo; Republic; Excello; Allied; Tar; Cardinal; Checker; Chess; United; Okeh; States; Cadence; Pacific Jazz; Imperial)

Sanborn Music Co.
736-38 N. W. Superior Ave.
(London; MGM; Westminster)

DAYTON

Spencer Jewelry
39 S. Main St.
(Latin-American)

TOLEDO

New Line Record Dist.
1465 Belmont Ave.
(Tar)

Main Line Dist., Inc.
380 W. Erie St.
(RCA Victor)

OKLAHOMA

OKLAHOMA CITY

Burns Dist. Co.
828 N. Walnut
(Ambassador; Belda; Broadcast; Bullet; Diamond)

Capitol Record Dist. Co.
1219 W. Main St.
(Capitol)

Dulaney Dist. Corp.
875 N. W. Second St.
(RCA Victor)

Gramophone Enterprises
1011 N. W. Fifth St.
(Abbott; Coral; Aladdin; Intro; Orfeo; 7-11; Score; Dot; Swing Time; Opolo; Chance; Gilt Edge; Flair; Meteor; Trumpet; Recorded In Hollywood; Brunswick; Record Guild of America; Modern; Sun; Imperial; Checker; Chess; Derby; Prestige; United; Glory; Rockin'; Cardinal; Monarch; Rondo; Fantasy; Gotham; 20th Century; Cadence; Jubilee; Essex; Palda; States; Walden; RPM; Western Jubilee; Wallis Original; Savoy; Esoteric; Polymusic; Gateway; Kentucky; Duke; Herald; Peacock)

King Records
612 N. Hudson
(King; Federal)

Leo Maxwell Co.
409 N. Classon Blvd.
(Decca)

Miller-Jackson Co.
111-115 E. California Ave.
(Columbia; Okeh)

Oklahoma Record Supply Co.
627 N. W. Second St.
(Good Time Jazz; Mercury; Tempo; Vita; London; Specialty; Nashboro; Lucky; Four Star; Republic; Excello)

Wolfe Dist.
710 N. W. Second St.
(MGM; Old Timer)

OREGON

PORTLAND

Bargelt Supply Co.
1131-1135 S. W. Washington
(Holmes Royal; Success)

B. G. Record Service
337 N. W. Sixth Ave.
(Abbott; Apollo; Atlantic; Clipper; Derby; Diamond; Dot; Fantasy; Intro; Orfeo; Score; 7-11; Jubilee; Prestige; Rainbow; Savoy; Swing Time; Checker; Chess; United; States; Four Star; Rondo; Aragon; Trumpet; Pacific Jazz; Southern; Zodiac; Modern; Palda; Essex; RPM; Sun; Imperial; Meteor; Republic; Cadence; Okeh; Cardinal; Specialty; Chance; Lucky)

Harper-Meggee, Inc.
1506 N. W. Irving St.
(RCA Victor)

Love Electric Co.
936 W. First St.
(Columbia)

Oregon Record Dist.
827 S. W. Thirteenth St.
(Coral; London; Tempo; Brunswick; Record Guild of America)

J. E. Redmond Supply Co.
325 N. W. 6th Ave.
(Decca)

Congratulations to The CASH BOX

"The Juke Box
Operator's Friend"

from—

HARRY SISKIND

"THE HIT PREDICTOR
& HIT MAKER"

Master Automatic
Music Co.
2105 AVE. U
BROOKLYN, N. Y.

Prosen Offers To Collect European Royalties For U. S. Pubs

PARIS, FRANCE — Sid Prosen, writer and publisher of "Till I Waltz Again With You", who is currently on a tour of Europe with his bride, has discovered that there are thousands of dollars in royalties being lost by American publishers. This has come about because certain lesser labels originally manufactured in the United States are released in Europe on labels of other names without any royalties being paid on the tunes.

Prosen's French representative has already tracked down several hundred such records.

Prosen has also announced that his set-up is prepared to collect royalties due for other publishers also on a percentage basis. In this way, monies that might have been lost completely to American publishers will at least be paid in part.

Delaney Joins Eastern

NEW YORK—Joe Delaney, former A & R head of London Records, who recently received his law degree at Tulane University, is currently associated with Lee Eastman, attorney.

Delaney is working on the promotion of "Too Long" as recorded by Bob Dini on Derby. "Too Long" is the first song from the Rytvoc catalogue, originally owned by the late Maurie Hartman and recently bought by Eastman.



Specialty Records

**Naturally
Are
Money-
Makers**

Specialty records
8508 Sunset Blvd. Hollywood 46, Calif.

Walter Winchell:—"this record is destined for great things!"

"NO MORE"

London Record # 1298

by

VERA LYNN

The Hit from the United Artists Film "Volcano" starring Anna Magnani

"VOLCANO"

by

TONY CRAIG

on
VOGUE RECORD
1031

LOLA AMECHE

on
MERCURY RECORD
70193

REX MUSIC PUBLISHERS • SYMPHONY HOUSE MUSIC PUB.
550 FIFTH AVE., NEW YORK, N. Y.

Greetings and Thanks to the — NAMM - DJ's - OPERATORS



THE CLOVERS

Make It

7

In A Row!

with

"GOOD LOVIN'"

b/w "Here Goes The Fool"

Atlantic # 1000

A Grand & Glorious

11th

Anniversary Greeting

to

THE CASH BOX

Personal Mgr.
LOU KREFETZ

Direction
SHAW ARTISTS CORP.

Exclusively
ATLANTIC RECORDS

Dear Cash Box —

IMA - LIKA - YOU!

Sincerely,

THE HOLIDAYS

PATTI PAGE

off a-wingin'

with

BUTTERFLIES

MERCURY # 70183

SANTLY-JOY INC.
1619 Broadway New York 19, N. Y.

A Standard D J Favorite

INFATUATION

Jeff Sparks' beautiful
on ALLEN RECORDS
Pub. by DAVID GORNSTON
117 W. 48th Street New York City

America's Next # 1 Hit! "T. V. RUMBA"

by



BOB BACHELDER

and his Mood Recording Ork.
Mood # 1011

mood
RECORDS

74 Prospect St.
UN. 4-2200
Cambridge, Mass.

Record Distributors

And The Lines They Handle

Richter Record Dist. Co.
2115 N. W. Northrup St.
(MGM; Gilt Edge; Morrison; Western Jubilee)

Scani-Tunes
1631 N. E. Alberta St.
(Rudder)

PENNSYLVANIA

HARRISBURG

D & H Dist. Co.
2535 N. Seventh St.
(RCA Victor)

PHILADELPHIA

Edw. S. Barsky, Inc.
2522 N. Broad St.
(MGM)

Capitol Records Dist. Co.
1327 N. Broad St.
(Capitol)

Cosnat Dist. Co.
1710 North St.

(Abbott; Dot; Atlantic; Derby; Jubilee; Rainbow; Checker; Chess; Dana; United States; Republic; Essex; Palda; Reveal; Herald; Esoteric; Cadence; Chance; Glory; Rockin'; Dome; Four Star; Rondo; Nashboro; Excello; Zodiac)

Decca Dist. Corp.
1934 Arch St.
(Decca)

Gotham Record Corp.
1628 Federal St.

(Peacock; Diamond; Prestige; Gilt Edge; Fantasy; Cardinal; Rudder; Duke; Pacific Jazz; Modern; RPM; Flair; Meteor)

The Harrington Co.
4903 Girard Ave.
(Tara Irish)

John-Harold Co.
1618 N. Broad St.
(London; Coral; Allied; Brunswick)

King Records
1242 N. Broad St.
(King; Federal)

Lesco Dist.
17 S. Twenty-First St.
(Riverside; Success; Holmes Royal; Windsor; Western Jubilee; Banner; Westminster)

Stuart F. Louchheim Co.
1229 N. Broad St.
(Columbia)

Marnel Dist.
1622 Fairmont Ave.

(Aladdin; Apollo; Broadcast; Good Time Jazz; Intro; Orfeo; 7-11; Score; Savoy; Tempo; Swingtime; Recorded In Hollywood; Record Guild of America; Walden; Polymusic; Southern; Imperial; Specialty)

Musicart Records
1715 Chestnut St., Dept. 202
(Musicart; Reliance; Silver Song)

David Rosen, Inc.
855 N. Broad St.

(Audivox; Mercury; Okeh; Gramercy; Wallis Original; Monarch; Atlas)

Raymond Rosen & Co.
2121 Market St.
(RCA Victor)

Scotte-Crosse Co.
1423 Spring Garden St.
(Clipper)

Tempo Record Co. of Amer.
1310 Callowhill St.
(Tempo)

PITTSBURGH

Alco Record Dist. Co.
1206 Forbes St.
(Aladdin; Intro; Orfeo; Score; 7-11; Wallis Original; Chess; Checker; Derby; Atlantic; Jubilee; Mercury; Monarch)

Capitol Records Dist. Co.
2020 W. Liberty Ave.
(Capitol)

Dannport Corp.
6500 Hamilton Ave.
(Columbia)

Future Record Dist.
1300 Wylie Ave.
(Specialty; Apollo)

Gimbel Bros.
906 Forbes St.
(Prestige)

Hamburg Bros.
213 Galveston Ave.
(RCA Victor)

King Records
1437 Fifth Market
(King; Federal)

Record Distributing Co.
906 Forbes St.
(Okeh; MGM; United; States; Record Guild of America; Peacock; Duke; Gotham; Savoy)

Standard Dist.
1705 Fifth Ave.
(Broadcast; Coral; Dot; Good Time Jazz; Rainbow; Gateway; Kentucky; Dana; Essex; Palda; Zodiac; Sun; Imperial; Meteor; Brunswick; Republic; Cardinal; Rondo; 20th Century; Recorded In Hollywood)

J. A. Williams Co.
401 Amberson Ave.
(Decca)

Jack W. Young Co.
1206 Forbes St.
(Cadence; Atlas)

SCRANTON

Capitol Records Dist. Co.
500 Wyoming
(Capitol)

Scranton Supply & Machine Co.
634 Wyoming Ave.
(Decca)

RHODE ISLAND

PROVIDENCE

Eddy & Co., Inc.
43 Hospital St.
(RCA Victor)

SOUTH CAROLINA

CARLESTON

Fox Music House
535 King St.
(Peacock; Duke)

SOUTH DAKOTA

SIOUX FALLS

Warren Radio Supply
115 S. Indiana Ave.
(RCA Victor)

TENNESSEE

GALLATIN

Randy's Record Dist.
321 W. Main St.
(Atlantic; Dot; Jubilee; Peacock; Duke; Swing Time; Apollo; Checker; Chess; Imperial; Flair; Sun; Chance; Gotham; 20th Century; Modern; Recorded In Hollywood; RPM; Meteor)

KNOXVILLE

Chapman Drug Co.
516 State St.
(Capitol)

C. M. McClung & Co.
501 W. Jackson Ave.
(RCA Victor)

MEMPHIS

Glen Allen Supply Co.
1146 Union Ave.
(Aladdin; Atlantic; Capitol; Gilt Edge; Intro; Orfeo; Score; 7-11; Wallis Original; Jubilee; Rondo; Ideal; Herald; Windsor; RPM)

King Records
1074 Union St.
(King; Federal)

McGregor's, Inc.
1071 Union Ave.
(RCA Victor)

Music Sales Co.
1082 Union Ave.
(Apollo; Abbott; Broadcast; Derby; Diamond; Dot; MGM; Peacock; Smart; Swing Time; Imperial; Flair; Meteor; Record Guild of America; Trumpet; Republic; Checker; Chess; Recorded In Hollywood; Savoy; Sun; Cardinal; Chance; United; States; Four Star; Nashboro; Excello; Rudder; Gotham; Essex; Palda; Modern; Specialty)

Stratton-Warren Hdware Co.
37 E. Carolina Ave.
(Decca)

Tennessee Music Sales
1087 Union Ave.
(Kentucky; Cadence; Glory; Rockin'; Mercury; Zodiac; Gateway)

Woodson & Bozeman, Inc.
733 Summerville Ave.
(Columbia; Okeh)

NASHVILLE

Buckley's Dist. Co.
1707 Church St.
(Swingtime; Chance; RPM; Recorded In Hollywood; Grenoble; Modern; Sun; Flair; Meteor; Peacock; Duke)

Coast Line Dist.
535 Fourth Ave. S.
(Dome; Rainbow; Savoy)

Ernie's Record Shop
179 N. Third Ave.
(Apollo; Peacock; Duke)

King Records, Inc.
515 Fourth Ave. S.
(King; Federal)

Hermitage Music Co.
(Dot; Sun; Gramercy)

Music City Record Sales
403 Lea Ave.
(Tico; Rama; Blue Ridge; Nashboro; Excello; Sun)

Tennessee Music Sales
415 Main St.
(Mercury; Cadence; Essex; Palda; Zodiac; Gilt Edge; Good Time Jazz; Tempo; Glory; Rockin'; Monarch; Rondo; Atlas; Gateway; Kentucky)

TEXAS

DALLAS

Adelta Co.
1914 Cedar Springs
(RCA Victor)

Big State Dist. Co.
137 Glass St.
(Coral; Dot; Apollo; Abbott; Atlantic; Broadcast; Checker; Chess; Four Star; Okeh; Allied; Brunswick; Specialty; Cardinal; Nashboro; Excello; Trumpet; Republic)

Capitol Record Dist. Co.
1801 N. Industrial Blvd.
(Capitol)

Decca Dist. Corp.
139 Cole St.
(Decca)

Dobbs Of Dallas
135 Leslie St.
(MGM)

Gramophone Enterprises
1607 Dragon St.
(Aladdin; Diamond; Fantasy; Good Time Jazz; Intro; Orfeo; 7-11; Score; Prestige; Rainbow; Swingtime; Tempo; Westminster; United; States; Savoy; Derby; Wallis Original; 20th Century; Esoteric; Duke; Polymusic; Gateway; Kentucky; Herald; Zodiac; Sun; Imperial; Jubilee; Cadence; Tico; Rama; Glory; Chance; Record Guild of America; Peacock; Rockin' Essex; Palda; Pacific Jazz; Rondo; Monarch)

King Records
146 Leslie
(King; Federal)

Medaris Co., Inc.
1202 Dragon St.
(Columbia)

Mercury Dist., Inc.
1035 Leevee St.

Trinity Industrial District
(Mercury; Western Jubilee; Modern; RPM; Flair; Meteor)

Mercury Record Dist.
2822 Elm St.
(Clipper)

Southcoast Amusement Co
314 E. Eleventh St.
(Diamond; Gilt Edge)

Trinity Dist.
1033 Levee St.
(London)

EL PASO

Boyd Dist. Co., Inc.
2209 Mills St.

(Capitol)
Frontier Dist. Co.
1200 E. Missouri
(MGM)

M. B. Krupp Dist.
309 S. Sante Fe St.

(Abbott; Aladdin; Ambassador; Apollo; Atlantic; Belda; Broadcast; Bullett; Derby; Dot; Good Time Jazz; Intro; Jubilee; Peacock; Prestige; Rainbow; Savoy; Score; Swingtime; Vita; Orfeo; 7-11; Checker; Chess; Duke; Fiesta; Southern; Time; United; Western Jubilee; Windsor; Sun; Republic; Trumpet; Record Guild of America; States; Gilt Edge; Recorded In Hollywood; Crystal; Ideal; Old Timer; Four Star; Chance; Cardinal; Essex; Palda; Lucky)

Albert Mathias Co.
113 S. Mesa
(Columbia; Okeh)

Midland Specialty Co.
425 W. San Antonio St.
(RCA Victor)

Momsen, Dunningan, Ryan Co.
800 E. Overland St.
(Decca)

Sunland Supply Co.
1200 E. Missouri
(Mercury; London; Coral; Tempo; Wallis Original; Rondo; RPM; Brunswick; Specialty; Flair; Meteor)

HOUSTON

H. W. Dailey
314 1/2 E. 11th St.
(Decca)

Gramophone Enterprises
1906 Leeland Ave.
(Aladdin; Zodiac; Diamond; Good Time Jazz; Intro; Prestige; Score; Swingtime; Tempo; Orfeo; 7-11; Gotham; 20th Century; Recorded In Hollywood; Esoteric; Polymusic; Gateway; Kentucky; Herald; Wallis Original; Derby; Record Guild of America; Monarch; Rondo; Fantasy; Sun; Imperial; Trumpet; United; Glory; Rockin'; Cadence; Essex; Palda; Chance; Jubilee; States)

King Records
1408 Jefferson St.
(King; Federal)

Mercury Dist. Inc.
1218 Leeland Ave.
(Modern; RPM; Flair; Meteor)

South Coast Amusement
314 E. Eleventh St.
(MGM; Okeh; Abbott; Broadcast; Dot; Cardinal; Allied; Gilt Edge; Four Star; Nashboro; Excello; Chess; Checker; Republic; Rudder)

Straus-Frank Co.
4000 Leeland Ave.
(RCA Victor)

Tradewinds Music
816 Rusk St.
(Rainbow)

Trinity Distributors
1218 Leeland Ave.
(London)
United Record Dist.
1902 Leeland Ave.
(Apollo; Atlantic; Coral; Peacock; Savoy; Specialty; Brunswick; Sho-me)

R. Warncke Co.
3445 Leeland Ave.
(Capitol; Gramercy)

SAN ANTONIO

General Appliance Co.
1201 E. Houston St.
(Decca)

R. Warncke Co.
121 Navarro St.
(Capitol; Gramercy)

UTAH

OGDEN

Carl Santoro
2667 Lincoln Ave.
(Allied)

SALT LAKE CITY

W. H. Blintz Co.
433 W. Third St.
(Columbia; Okeh)

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That's right! **The Cash Box** will give you DOUBLE YOUR MONEY BACK if you don't agree that **The Cash Box** is the finest publication for you in all the history of the coin operated machines industry!

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OKAY: I'll match you! Enclosed find my check for \$15 for a full year's subscription (52 exciting week's issues) of **The Cash Box**. If I don't like the first four issues I receive, I am to return these first four issues to you, and you are to give me DOUBLE MY MONEY BACK for those first four issues PLUS the \$15 which I am enclosing right now.

FIRM.....
 ADDRESS.....
 CITY.....ZONE.....STATE.....
 SIGNED.....

Spike Jones and a couple of his Country Cousins take time out from their work on the ranch to pose for a photo. Spike, whose latest RCA Victor release is "Stop Your Gambin'" backed with "Way Out Yonder", has just completed a record breaking 60 day tour. He's managed by Arena Stars and his record promotion is handled by Budds Baerch Associates.

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

Record Distributors

And The Lines They Handle

Flint Dist. Co.
316 Second St.
P. O. Box 1470
(RCA Victor)

Roy Koerber Dist. Co.
159½ South Main St.
(Rainbow; Four Star; Crystal; Windsor; Old Timer; Western Jubilee; Record Guild of America)

Mountain States Dist. Inc.
622 South State St.
(Capitol)

Salt Lake Hardware Co.
P. O. Box 510
(Decca)

Standard Supply Co.
531 South State St.
(MGM; London; Coral; Imperial; Brunswick; Monarch; Fantasy; Wallis Original)

VIRGINIA

BIG STONE GAP

Holland's Records
(Smart)

RICHMOND

Allen Dist. Co.
420 W. Broad St.
(Abbott; Apollo; Broadcast; Derby; Diamond; Dot; Jubilee; London; Rainbow; Savoy; Sun; Republic; Imperial; Meteor; Flair; Trumpet; Herald; Modern; Peacock; Duke; 20th Century; Gotham; Checker; Chess; Nashboro; Excello; United; Blue Ridge; Blue Hen; Chance; Recorded In Hollywood; RPM; Glory; Rockin'; Cadence; Palda; Essex; States; Specialty; Zodiac)

B. T. Crump Co.
1310-34 E. Franklin
(Columbia; Okeh)

King Records, Inc.
216 E. Main St.
(King, Federal, Deluxe)

Virginia Dist. Corp.
1837 Broad St.
(Decca)

Wyatt-Cornick, Inc.
Grace at Fourteenth St.
(RCA Victor)

WASHINGTON

NO. SEATTLE

Love Electric Co.
318 Westlake Ave.
(Columbia; Okeh)

SEATTLE

Artist Record Dist.
310 Ninth Ave.
(Allied; Rudder; Recorded In Hollywood; Savoy; Modern; Swingtime; Diamond; Flair; Trumpet; Meteor; Specialty; Sun; Imperial; Checker; Chess; Glory; Rockin'; RPM)

C & C Dist. Co.
331 Western Ave.
(Abbott; Dot; Fantasy; Mercury; Wallis Original; Westminster; Derby; Prestige; Specialty; Chance; Four Star; Jubilee)

Capitol Records Dist. Corp.
620 Eastlake Ave.
(Capitol)

Decca Dist. Corp.
3131 Western Ave.
(Decca)

Harper-Meggee, Inc.
960 Republican St.
(RCA Victor)

N. W. Tempo Dist. Co.
310 Ninth Ave., N.
(Aladdin; Ambassador; Apollo; Orfeo; 7-11; Score; Intro; Belda; Broadcast; Bullet; MGM; Gilt Edge; Good Time Jazz; Rainbow; Tempo; Vita; United; Western Jubilee; Palda; Essex; Old Timer; King; Federal; Cadence; States; Atlantic; Rondo; Kismet; Peacock; Duke)

Oregon Record Distributing Co.
331 Western Ave.
(Coral; London; Brunswick; Record Guild of America)

SPOKANE

Columbia Elec. Mfg.
123 S. Wall St.
(Columbia; Okeh)

WEST VIRGINIA

CHARLESTON

Cardinal Distributing Co.
821 Quarrier St.
(Columbia)

Lou Sowa Record Co.
711 Bigley St.
(Blue Ridge)

HUNTINGTON

Van Zandt Supply Co.
1123 Fourth Ave.
(RCA Victor)

WISCONSIN

MADISON

Tell Music Dist. Co.
2702 Monroe St.
(Coral)

MILWAUKEE

Capitol Records Dist. Co.
1434 N. Farwell Ave.
(Capitol)

Decca Dist. Corp.
321 E. Chicago St.
(Decca)

Major Dist., Inc.
626 E. Ogden Ave.
(Mercury; Wallis Original; Monarch)

Morely-Murphy Co., Inc.
5151 W. State St.
(Columbia)

Taylor Electric Co.
112 N. Broadway
(RCA Victor)

ARGENTINA

BUENOS AIRES

Chaus S. R. L.
(Banner)

AUSTRALIA

SYDNEY

Esquire Records, Ltd.
(Wallis)

CANADA

CALGARY, ALBERTA

T. W. Peacock, Ltd.
216-12th Ave. W.
(Coral; Brunswick)

Taylor, Pearson & Carson, Ltd.
308 Fifth Ave. W.
(Mercury; MGM)

LACHINE, QUEBEC

Compo Company, Ltd.
2377 Remembrance
(Coral; Brunswick)

MONTREAL, QUEBEC

Biltmore Record Company
2560 Mayfair Ave.
(Biltmore)

Canus Dist. Ltd.
67 Prince Arthur St.
(Latin-American)

Capitol Records of Canada, Ltd.
216 St. Paul St., W.
(Capitol)

Elite Record Co. of Canada
417 St. Peter St.
(Westminster; Tico; Rama; Classic Editions; Riverside)

London Gramophone Corp.
2123 E. St. Catherine St.
(London)

Metro Disk Reg'd.
5016 Sherbrooke St., W.
(Mercury; Coral; MGM; Brunswick; Quality)

Musimart of Canada
901 Blevy St.
(Dana; Banner; Reena)

LONDON, ONTARIO

Capitol Record Distr. Co.
109 St. George St.
(Capitol)

Spartan of Canada, Ltd.
(Columbia)

TORONTO, ONTARIO

Apex Records, Ltd.
670 Richmond St. W.
(Coral; Brunswick)

Capitol Records of Canada, Ltd.
122 Adelaide St.
(Capitol)

Mercury Records of Canada
(Wallis)

Morris Distr. Agency
1580 Queen St., W.
(Fantasy; Savoy; Pacific Jazz)

Ontario Sales Division
47 Camden St.
(Mercury)

Premier Record Dist. Co.
1580 West Queen St.
(Good Time Jazz; Savoy)

Quality Records, Ltd.
380 Birchmont Rd.
(MGM; Derby; Clipper; Gilt Edge; Essex; Palda; Quality; Four Star; Western Jubilee)

Gordon V. Thompson, Ltd.
902 Yonge St.
(Fantasy; Rondo; Tempo; Royale; Varsity; Gavotte)

VANCOUVER, B.C.

Johnstons Appliance Ltd.
5239 Victoria Drive
(Coral; Brunswick)

Lush & Jones, Ltd.
716 Gambia St.
(Fantasy)

MacKenzie, Whitte & Dunsmuir
1100 Venable St.
(MGM; Mercury)

Musicast Dist.
1040 Richards St.
(Ambassador; Belda; Bullet; Gilt Edge; Good Time Jazz; Vita)

Radio Sales Service Ltd.
971 Richards St.
(Capitol)

Texas, Ltd.
1132 A. Burrard St.
(Westminster)

WINNIPEG, MAN.

Modern Products Co.
1373 Portage Ave.
(Westminster)

Monarch Record Distr.
4th Flr. Galt Bldg.
(Mercury, MGM)

Sparkling Sales, Ltd.
120 King St.
(Capitol)

COLOMBIA

BOGOTA

Philips Colombiana S. A.
Bogota Travversal 17
(London)

CUBA

HAVANA

Gonzalez Novo y Cia.
Galiano 209
(MGM)

CURACAO

WILLEMSTEAD

Mensing & Co., Inc.
P. O. Box 125
(MGM)

ENGLAND

LONDON

Hilton Nixon, Ltd.
(Wallis)

NEWCASTLE UPON TYNE

Manor Record Co.
Broad Chare
(Clipper)

FRANCE

PARIS

Jazz Disques
54 Rue D' Haute Ville
(Apollo)

GUAM

AGANA

Trade Winds Music
P. O. Box 402
(Gilt Edge; MGM; Wallis)

HAWAII

HONOLULU

Hawaiian Elec. Supply Co., Ltd.
930 Clayton St.
(Decca)

Honolulu Paper Co., Ltd.
1105 Kapiolani Blvd.
(Columbia)

Microphone Music Co.
222 N. Beretania St.
(Atlantic; Rama; Tico)

Musical Distributors
156 Mokouea St.
(London; Coral; Brunswick)

Neylen Bros. & Co., Ltd.
P. O. Box 2958
(Capitol)

John Skewis
2618 Oahu Ave.
(Tempo)

WAHIAWA, OAHU

Wahiawa Electronic Service
524 California Ave.
P. O. Box 288
(Wallis)

MEXICO

Compania Americana De Discos S. de R.
Plaza De Santo Tomas 17
Desp. 306, Mexico, D. F.
(MGM)

NETHERLANDS W.I.

AUBA

E. De Veer's Chain Theaters
P. O. Box #3
(MGM)

PHILIPPINE ISLANDS

MANILA

Lebran, Inc.
(Latin-American)

American Hardware
c/o Marsman & Co., Inc.
P. O. Box 297
(MGM)

PUERTO RICO

SAN JUAN

Casa Frago
258 San Francisco St.
(Tico; Rama)

Radio & Refrigeration, Inc.
Box 4568
(MGM)

SOUTH AFRICA

JOHANNESBURG

Jewish Book Centre
(Banner)

SWITZERLAND

ZURICH

Martin Burger
Hofwiesenstr 66
(Joco)

VENEZUELA

CARACAS

Philips Venezolana
Apartado 1167
(London)

Venezuelan Industries
Apartado Postal 2070
(Wallis)

ANNUAL ENCYCLOPEDIA



COIN-MACHINE INDUSTRY

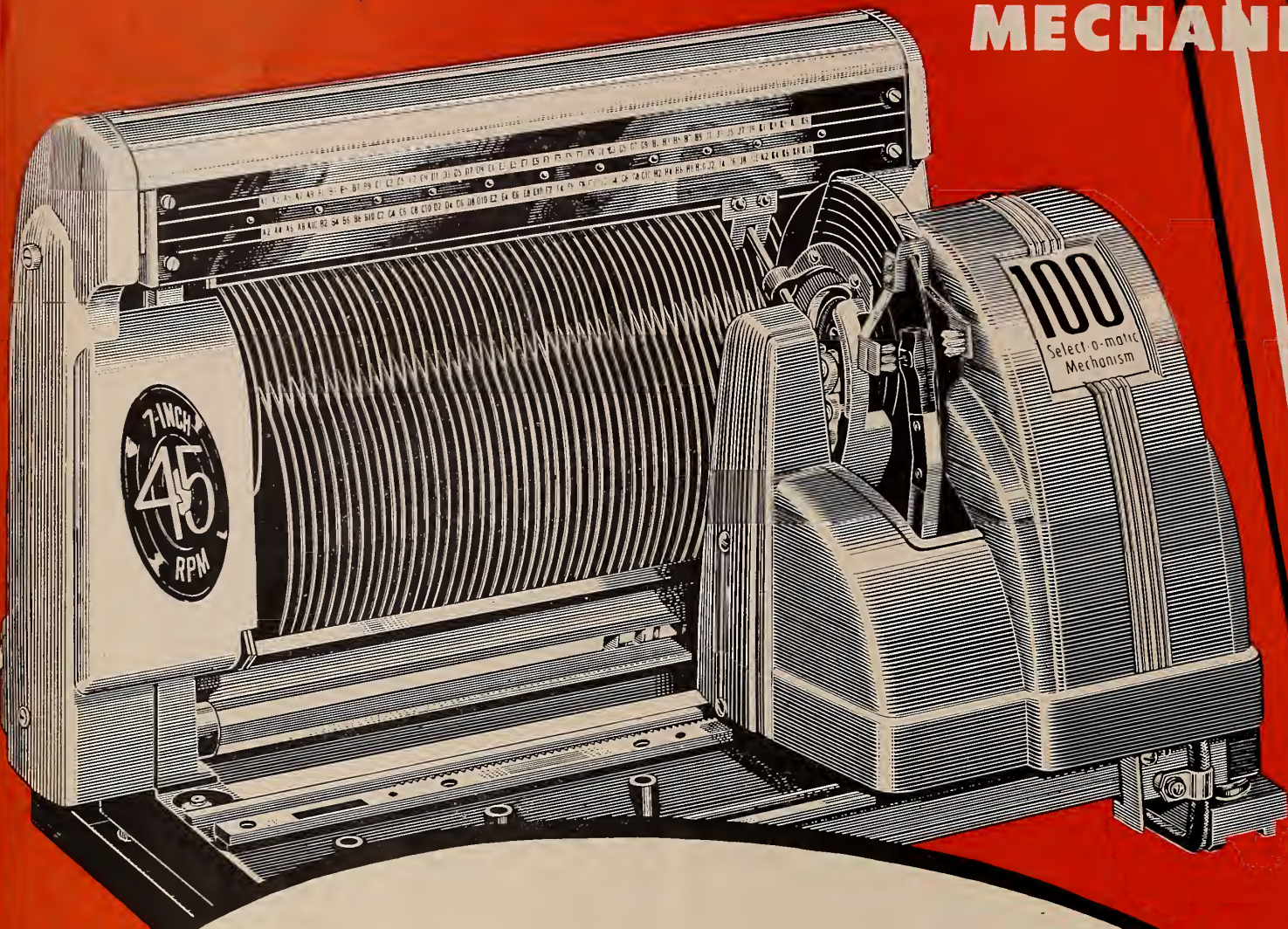
OF THE

1953

ONLY SEEBURG HAS THE

Select-o-matic

MECHANISM



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DESIGNED EXCLUSIVELY FOR THE PLAYING OF 45 R.P.M. RECORDS

- THE ONLY MECHANISM THAT PLAYS RECORDS

IN THE VERTICAL POSITION . . . NEVER DROPS A RECORD

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THE MOST WIDELY PUBLICIZED MECHANISM FOR THE PLAYING OF RECORDED MUSIC

America's finest and most complete music systems

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION

Chicago 23, Illinois



Thanks For The:

Here and There

Lucky 'Leven

While *The Cash Box* makes it a practice in these, our anniversary issues, to go back and re-tell the events of the past, we do so strictly from an historical basis. Being young, only 11 years old, we are always looking ahead—looking toward the future. The past is something to think about only as a means to progress. We like to think that we have the knowledge, experience and mental ability to keep going on—to help in our small way to make the coin machine industry bigger, greater and more important in the American way of life.

The "Kiplinger" letter (a service to the business men of the country) in its last report, celebrating its 30th birthday, reviewed business events over this period. We particularly like the first sentence, as its similarity to *The Cash Box* is pronounced. "1923—First Kiplinger Letter—Subscribers, none."

However, getting back to our statement in the first paragraph—looking to the future. As Kiplinger says "It's the future we work and live for." His outlook, with his close contact with business thruout the country, and his knowledge of the Washington picture, is important to all, and we would like to quote him:

"30 years hence, 1953. Of course we do not know, and no one does, but out of our experience as observers comes a conviction, which is this:

"The world will be better. Improvement is the basic law of life. Things HAVE improved in the past, the long pull past. Still continuing, even though at certain periods things look dark, and problems insoluble, and the way out seems totally blocked. But the way opens, somehow. It's a marvel, a miracle. It suggests the inevitable PROGRESS of life.

"What we think and do today makes a lot of difference on tomorrow. We cannot stop the improvement, but we can hold it back or speed it up. To speed it up requires more than noble wishes or pious good intentions. It takes hard knowledge, brains, intelligence, judgment, savvy, wisdom."

As each year passes, it's just simply marvelous to be able to say: "Greetings and salutations," for another year—ahead.

Eleven lucky years have gone by. Eleven years of hard work. Eleven years of outstanding and energetic effort on the part of all engaged in this venture known as: *The Cash Box*.

Eleven inspiring years. Eleven years of constantly trying to help one and all engaged in this industry to progress, to enjoy the pinnacle of success, to enliven their progress, to achieve their dreams.

Eleven constructive years. Eleven years when everyone has come a long way from those dark days of 1942—when this nation reached its lowest moral ebb as the terror-filled process of dismal, cold and hard war, continued to tramp down hard on all its fine moralistic and humanitarian beliefs.

But eleven years of great progress. For this publication. For its people. For its future growth. For its stability. For the things it stands for—the things the people in this industry want it to stand for—to fight for—to continue to strive for—and to obtain for them as the years go by.

There is no longer any doubt, to anyone at all, anyone who has been engaged in this industry these past eleven years, that this is not the business of eleven years ago.

It is a new business. A better business. A more progressive field. A fine business. A business that meets and matches progressiveness as progress comes about.

An industry that can, now and in the future, be confident of its continued good progress. It has

proved that it has that quality and that fortitude which makes for continued progressiveness.

This, then, being the eleventh year of effort on the part of *The Cash Box* to point the way constructively for all engaged in the field, is the time when this publication can, for the moment, avail itself of the pleasure of achievement.

The Cash Box sincerely believes it has achieved a great many constructive developments which have benefited the entire industry.

But *The Cash Box* does not believe that this could have been possible without the cooperation which has been tendered it by its many, many friends thruout the entire trade.

Therefore, whatever little praise can be heaped upon *The Cash Box*, as a truthful and daring publication which has offered progressive and constructive suggestions for the betterment of this industry should, in turn, really be tendered to all the industry.

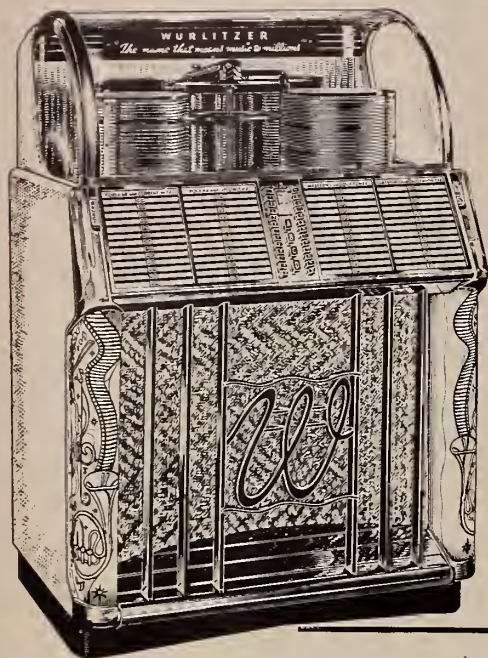
It was the industry, itself, which was responsible for these better and more constructive ideas. *The Cash Box* was but the industry's medium of expression.

The Cash Box will continue to fight, and fight harder than ever, for a triumphant climax to the greater growth and finer progress of this industry—the industry which leads all others in entertaining the world's peoples—economically.

But *The Cash Box* will only be able to do this because the people who comprise this industry are most completely back of it to help it help them.

Therefore, thanks to you, you, you, and you, all of you, for these lucky 'leven years.

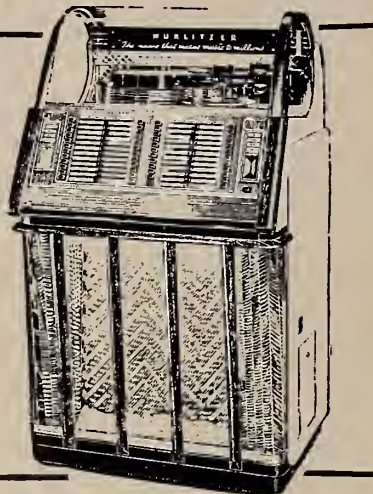
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1500

The one phonograph all operators have acclaimed. It's the one phonograph you can depend on to hold your high earning, top prestige locations. 104 SELECTIONS playing 78 RPM and 45 RPM records INTERMIXED. Give them the finest in music with the world's finest phonograph—WURLITZER 1500.

SERIES
1600



Where a 48-SELECTION phonograph fills the bill make more money by installing the WURLITZER 1600—plays 45 and 78 RPM records!! Or buy the WURLITZER 1650—playing straight 45 RPM records!! Both the WURLITZER 1600 and 1650 offer many new features at a LOWER PRICE!!

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FOR ALL OPERATORS IN OUR TERRITORY!**

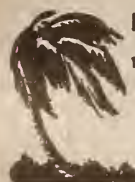
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A.B.T. Manufacturing Corp.**

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Our Export Department immediately needs UNLIMITED quantity of Post-War WURLITZERS! Also need M100 Seeburgs and Wall Boxes. Contact us TODAY!!

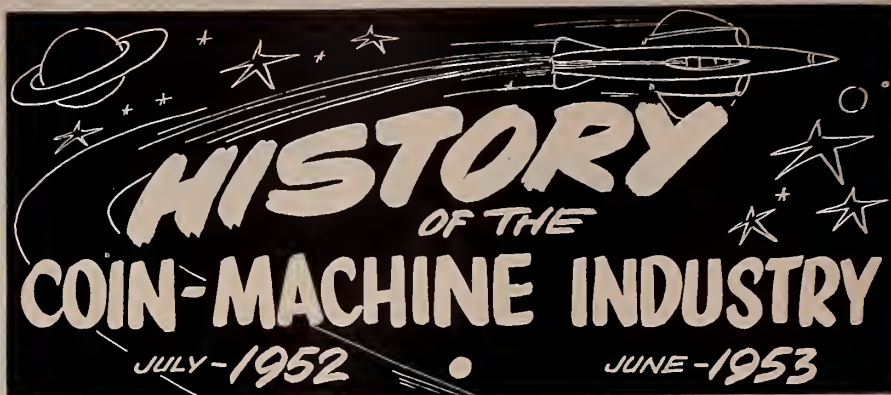


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COIN
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JULY-1952

JUNE-1953

1952

JULY

★ Despite unusual torrid weather, all manufacturing firms working at capacity, wholesalers selling all equipment available, and operators report high collection. ★ Bally introduces "Palm Beach", in-line five-ball game. ★ MOA schedules Convention for September 11, 12 and 13 at Congress Hotel, Chicago. ★ Hank Maser, Rock Island, Ill., dies. ★ Exhibit starts national campaign on "Twin Rotation" pool shuffle-game. ★ Chicago Juke Box operators hold annual Golf Tournament at Bunker Hill Country Club.

★ The Cash Box starts End-Of-The-Month Inventory Issues. ★ Nat Cohn introduces "Atomic Jet" kiddie ride. ★ Frank F. Rowell, Sr., president Guardian Electric Co., Chicago, dies. ★ Al Bergman's son, Bobby, a GI in Korea, killed in action. ★ Chicago music operators form Automatic Phonograph Bowling League, with competition to start in September. ★ Charlie Hannum, manager of the Philadelphia phonograph operators association, dies. ★ Jules Peres, New Orleans coinman, dies.

AUG.

★ Automatic Phonograph Manufacturers Association makes a liberal contribution to Music Operators of America (MOA) in support of September Convention. ★ Chicago Coin brings out "10th Frame Bowler", shuffle alley. ★ Williams introduces "Long Beach", 5-ball game. ★ Chicago Coin names F.A.B. distributor for Georgia and B. D. Lazar Co. for Western Pennsylvania. ★ Genco produces "400", upright pinball game. ★ Empire Coin Machine Exchange, Chicago, named distribu-

tor for Auto-Photo. ★ Art Weinand joins Exhibit Supply. ★ Lyn Brown, Los Angeles, Calif., named Western Representative for Exhibit. ★ United holds annual employees' Picnic. ★ Robert H. Bear appointed sales manager of the phonograph division of The Rudolph Wurlitzer Co., replacing Ed Wurgler, who resigned. ★ Gottlieb introduces "Skill Pool", 5-ball game. ★ Phil Greenberg, Pittsburgh distributor, seriously injured in auto accident. ★ Joe Liska, Chicago, dies.

SEPT.

★ Williams brings out "Paratrooper", 5-ball game. ★ Roy Carlson named Comptroller for Wurlitzer, succeeding Ralph E. Walline, who died August 21. ★ Western States Distributors, Salt Lake City, Utah, named Exhibit distributor. ★ Bally introduces "Frolics", in-line 5-ball game. ★ MOA holds Convention at Congress Hotel, Chicago. George A. Miller re-elected president, and appointed general business manager. Sidney H. Levine named as Legal Counsel again. ★ Phonograph Manufacturers Assn. holds luncheon with executive members of MOA as guests. ★ AMI sponsors "Write-An-Ad-Contest" for music ops. ★ Harry Rosen-UJA Testimonial Dinner held at Belmont Plaza Hotel, N.Y., with record

attendance and contributions. ★ NAMA holds Convention in Chicago. Aaron Goldman re-elected president. ★ Cleveland Phonograph Merchants Assn. re-elects Jackie Cohen president. ★ Kansas State music operators meet to form an association. ★ AMI announces a plant expansion program, which will increase its facilities 50%. ★ Exhibit announces "Trigger", kiddie horse. ★ Gary Sinclair appointed Western Regional Manager for Wurlitzer. ★ United introduces "Circus", in-line 5-ball game. ★ Max Brown, Philadelphia, appointed Eastern Factory Representative for Exhibit. ★ Wife of Herb Jones, Bally vice president, dies. ★ Evans starts delivery of its "Century" 100 selection phonograph.

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

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ACTIVE AMUSEMENT MACH. CO.
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Philadelphia 30, Pennsylvania

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1120 Broadway
Albany 4, New York

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BRANDT DISTRIBUTING CO., Inc.
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St. Louis 3, Missouri

BUSH DISTRIBUTING COMPANY
286 N. W. 29th Street
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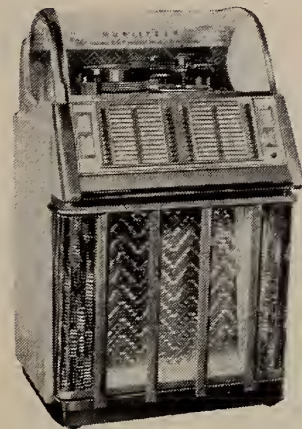
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Maracaibo, Venezuela

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Wurlitzer...and its World-Wide

Distributor Organization Congratulate the CASH BOX on its 11th Anniversary



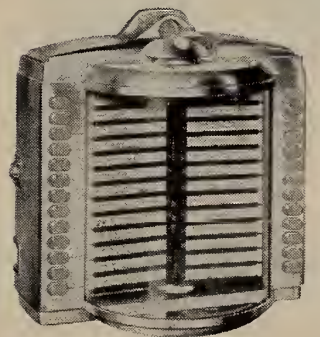
WURLITZER MODEL 1650
48-Selection, All-45 RPM

Also available as
Model 1600, adaptable to 45 or
78 RPM Operation.



WURLITZER MODEL 1500
Playing 104 Selections

45 or 78 RPM Records Intermixed
Also available as
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covered cabinet.



MODEL 5205 WALL BOX
104 Selections

MODEL 5206 WALL BOX
48 Selections



MODELS 5100-5110
Strikingly Styled 8 and 12 inch
Wall Speakers

plus

**A COMPLETE LINE OF ALLIED
EQUIPMENT**

See Your Wurlitzer Distributor

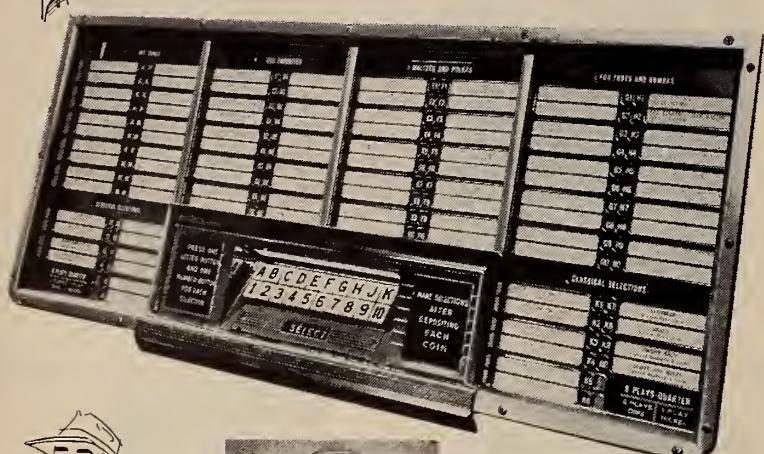
S. H. Lynch & Co., of Dallas
has repeatedly
emphasized to Operators:

PROGRAMMING

is one of the great
Seeburg success features

*You can please
all of the people
all of the time
with Seeburg*

Select-O-matic

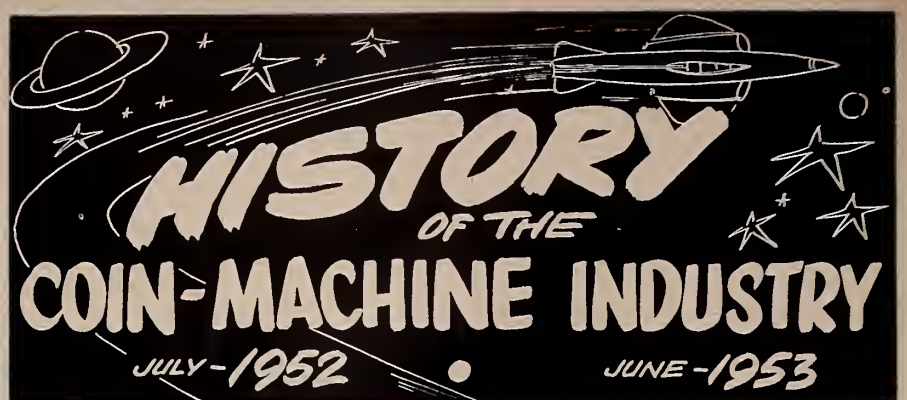


On the 11th anniversary of CASH BOX... we raise our 10-gallon hats in salute to J. P. Seeburg Corporation, their ever-superior products, and their policies always to the benefit of operators. There are many reasons why the Seeburg Select-O-Matic is the instrument that operators say increases play: showmanship that attracts and sells music... trouble-free mechanism that plays 45 r.p.m. scratch-free records vertically... automatic volume control... correct size and weight. In addition, perfectly planned programming... 100 selections in five natural classifications for easy choosing: (1) hit tunes, (2) old favorites, (3) waltzes and polkas, (4) fox trots and rhumbas, (5) classicals.

★ DALLAS
2900 GASTON
★ HOUSTON
910 CALHOUN
★ SAN ANTONIO
414 DOLOROSA

S. H. LYNCH & CO.

Exclusive Texas Seeburg Distributors



OCT.

★ Rock-Ola holds distributor meet at the Sheraton Hotel in Chicago, and introduces "Fireball" 120 selection phonograph.
★ Rock-Ola distributors throughout the country hold showings of the "Fireball" phonograph.
★ Pennsylvania operators defeat attempt to extract 10% of gross receipts.
★ Exhibit starts delivery of "Rudolph The Red Nosed Reindeer", kiddie ride.
★ Max Waters assigned post of Regional Manager for New England and Middle Atlantic States for Wurlitzer.
★ Passaic-Bergen County Ops Assn. formed.
★ Williams brings out "Hong Kong", 5-ball game.
★ Keeney produces "Ten Player Team Bowler", shuffle game.
★ Gottlieb names Judd

Distributing Co., world sales agents.
★ Northern Illinois Music Ops Assn. holds fourth annual Banquet at Graemore Hotel, attracting record attendance.
★ Lou Ptacek elected President of the Kansas State Music Assn.
★ 7th Annual Poll, conducted by The Cash Box to determine the foremost recording artists and records, initiates voting.
★ Gottlieb introduces "Chinatown", 5-ball game.
★ Al Stern, Chicago coinman, creates "Edgewater Heart Fund" for all in coin machine industry. Fund honors memory of George Moloney. Contributions requested.
★ Western Massachusetts coinmen form Music Guild.
★ Herman Perin joins sales staff of General Vending, Baltimore.
★ Jonas Bessler, Minneapolis distributor, dies suddenly.

NOV.

★ George A. Miller, MOA president, visits Washington, D. C., to ask O.P.S. to decontrol the Automatic Music Industry.
★ Chicago Coin brings out "Bowl-A-Ball", bowling game.
★ Westchester Operators Guild presents 25 juke boxes and 20 games to youth groups.
★ Bally produces "Space Ship", kiddie ride.
★ New York music operators association holds 15th Annual Banquet at Commodore Hotel. Biggest ever.
★ Genco introduces "Jumping Jacks".
★ Rock-Ola names 9 new sales outlets.
★ George A. Miller's father dies.
★ Williams bring out "Four Corners" 5-ball game.
★ Herman Distributing Co., N.Y., appointed distributors for Evans phonographs, and open offices on 10th Ave.
★ The Bert Lane Co., Miami, Fla., introduces "Miss Amer-

ica", kiddie boat ride.
★ Bally goes into speed production on new in-line game "Bally Beauty".
★ Gottlieb produces "Coronation", 5-ball.
★ Sven W. E. Anderson appointed Chief Engineer at Wurlitzer, and Ira M. Laurien his aid.
★ International Amusement Co.—Scott-Crosse Co., Philadelphia, renovates showrooms.
★ Nat Cohn introduces "Aqua Jet", kiddie boat ride.
★ The Cash Box "20 Year Club" started.
★ Miami Automatic Music Assn. holds annual Banquet at Saxony Hotel, with many out-of-town coinmen on hand.
★ Scientific Machine Corp., Brooklyn, N.Y., returns to manufacturing with line of kiddie rides.
★ Al Denver re-elected president of Automatic Music Operators Assn., N.Y.
★ Ben Becker, Bally regional representative, returns to action after long illness.

DEC.

★ O. P. S. decontrols coin operated equipment.
★ Genco Mfg. & Sales sold to Chicago Coin Machine Co., who installs Sam Lewis and Avron Gensburg as executives to run as separate corporation.
★ Irv Morris, Newark, N.J., moves to new large quarters.
★ Taran Distributing, Miami, Fla., starts preparations to move to new building, specially built to house firm's activities.
★ NCMDA holds annual meeting at Bismarck Hotel, Chicago.
★ AMI announces "Write - An - Ad - Contest" winners. First prize, an AMI model "D-80" to

Mrs. Margie Rogers, Fresno, Calif.
★ Dave Gottlieb given a surprise Testimonial Dinner at Imperial House, celebrating his 25th year in coin machine business. Distributors and friends from all over the country present.
★ NPA lifts ban on building of amusement enterprises.
★ The Cash Box announces results of its 7th Annual Juke Box Poll to determine the best money-making artists and records.
★ Williams introduces "Disk Jockey", 5-ball.
★ Gottlieb brings out "Queen of Hearts", 5-ball game.
★ New York Amusement Machine Operators Assn. holds 3rd Annual Dinner.

Congratulations
to
The Cash Box
on your
11th Anniversary
Sincerely

M^{USIC} **O**^{PERATORS OF} **A**^{MERICA}

MUSIC OPERATORS OF AMERICA is the one organization that protects the interests of all the music operators of the nation.

**Next Convention at the Palmer House,
Chicago, March 8, 9 and 10, 1954.**

Plan to be there!

MUSIC OPERATORS OF AMERICA

Home Office: 128 East 14th Street, Oakland 6, California (Tel: TWinoaks 3-3634)

*Congratulations
and Best Wishes*

to

THE CASH BOX

on its

11th ANNIVERSARY

from

"The House that Confidence Built"

celebrating its

30th ANNIVERSARY

SOUTHERN AUTOMATIC MUSIC CO.

representing the

World's greatest Juke Box

AMI MODEL E

IN 40 — 80 — 120 SELECTIONS

Also Distributors for

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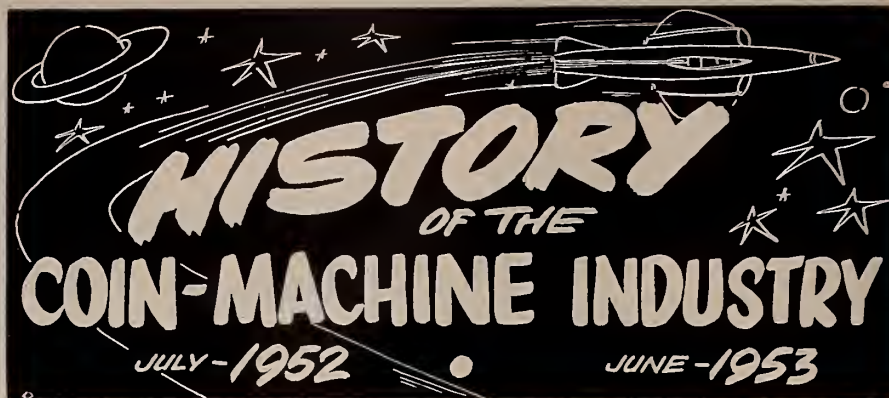
The combined stock of merchandise of 5 offices gives us the world's largest assortment of used equipment. Write us for anything you need in used games or music.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
1535 Delaware Ave., Lexington, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.



1953

JAN.

★ Miami Music Operators Assn. (AM-OA) moves to larger quarters.

★ George Ponser appointed business manager for the Amusement Games Operators Association of New York. ★ Russ-Con Co. appointed Bally distributor in Canada. ★ Rock-Ola completes quarter million dollar expansion program. ★ J. J. Colombo & Co., Boston, Mass., named Exhibit New England distributor. ★ Chicago Coin introduces "Name Bowler", shuffle game.

★ Gerald Slade appointed assistant manager, North Tonawanda Division of Wurlitzer. ★ United brings out "Show Boat", 5-ball. ★ Chicago Coin appoints S. L. London, Milwaukee, distributor for Wisconsin.

★ The Cash Box publishes the first listing of "20 Year Club" members.

★ Al Blendow named sales manager for Meteor Machine Corp., Brooklyn, N.Y., manufacturers of kiddie rides. ★ Sid Steibel, Louisville, Ky., Seeburg distributor, dies. ★ Exhibit introduces "Space Gun." ★ Bally reviews its manufacturing career with a history of "20 Years of Ballygames."

★ Arkansas operators form state association. ★ Abe Fish elected president of the Connecticut State Coin Association. Jimmy Tolisano named honorary president. ★ Exhibit starts delivering "Pete The Rabbit" kiddie ride. ★ Williams introduces "Twenty Grand", 5-ball game. ★ T. B. Holliday Co. appointed distributor for AMI. ★ Irving Kaye forms Rendolok Manufacturing Co., to manufacture kiddie rides.

FEB.

★ Amusement Machine Operators Association of Greater Baltimore holds 5th Annual Banquet at Lord Baltimore Hotel. Large attendance, headed by city officials and Mayor Thomas H. D'Alesandro, who addresses group. ★ International Amusement Co. — Scott-Crosse Co. opens new large quarters in Scranton, Pa. ★ California goes dime play. ★ Bally brings out "Beach Club", in-line 5-ball game. ★ Optional Depreciation Bill introduced in U. S. Senate by Senator J. Allen Frear. Bill (S.298) reads: "To afford the taxpayer the right to determine the period of useful life of property in computing deductions for depreciation under the income tax laws." ★ Fred Jung appointed Oper-

ations Manager for Rock-Ola.

★ Evans introduces replay game "Spin Table". ★ Babe Kaufman invites The Cash Box "20 Year Club" members to a house and lawn party at her home at Atlantic Highlands, N.J. ★ Wurlitzer distributors meet in New Orleans.

★ Donan Distributing, headed by Don Moloney, appointed Bally distributor for Wisconsin and Northern Illinois. ★ Chicago music operators elect Ray Cunliffe president of Recorded Music Assn. ★ Nate Feinstein, Chicago, hospitalized at Edgewater Hospital with heart ailment. ★ Genco introduces "Golden Nugget". ★ Howard Kass, Newark, N.J., one of industry's pioneers, dies.

MAR.

★ Senator Pat McCarran introduces ASCAP sponsored bill to amend Copyright Act of 1909—which would permit ASCAP and other similar collection agencies to impose double taxation on juke box operators for playing recorded music. ★ Cleveland Ops Assn. holds meeting and annual banquet. ★ MOA executives meet at Congress Hotel, Chicago. ★ Gottlieb introduces "Flying High", 5-ball game. ★ Chicago Coin produces "10th Frame Double Score Bowler", shuffle alley. ★ National Rejectors opens branch in Dallas, Tex. ★ United lists new games "Clover" shuffle alley, "Cascade" shuffle alley, "Regulation Shuffle Alley", and "Rodeo", in-line 5-ball game. ★ Lieberman Music Co., Minneapolis, Minn., named AMI distributor for North Dakota, South Dakota, Minnesota, and parts of Iowa and Northern Wisconsin. ★ Wurlitzer names James H. Crosby South-west representative. ★ Lieberman Music Co. buys Mayflower Distributing and Paster Dis-

tributing, St. Paul branch. ★ Wurlitzer introduces models 1600 and 1650 phonos. ★ Dave Rosen celebrates 20th year in coinbiz. ★ June 21 date set for Babe Kaufman party for The Cash Box "20 Year Club" members. ★ Lieberman Music Co. named distributors for two manufacturers—Bally and United. ★ Gottlieb brings out "Quintette", 5-ball game. ★ J. Rosenfeld Co., St. Louis, Mo., appointed distributor for Rock-Ola phonos. ★ Barnett Tannenbaum re-elected president of the Associated Amusement Operators of N.Y. ★ Bert Davidson appointed mid-western sales representative for Wurlitzer. ★ Phil and Mac Greitzer open "Baseball Battering Range" in Brooklyn. ★ Runyon leases new office, warehouse, and showroom space on Frelinghuysen Ave., corner W. Runyon St., Newark, N.J. ★ Nat Feinstein, Chicago, returns home from the Edgewater Hospital. ★ Minthorne Music Co., announces it will distribute the kiddie rides manufactured by The Bert Lane Co., Miami, Fla.

**FLASHY
EYE-APPEAL**

**EXCITING
ACTION**

**SIMPLE
MECHANISM**

**STURDY
CONSTRUCTION**

Bally® KIDDY-RIDES EARN BIGGEST PROFITS

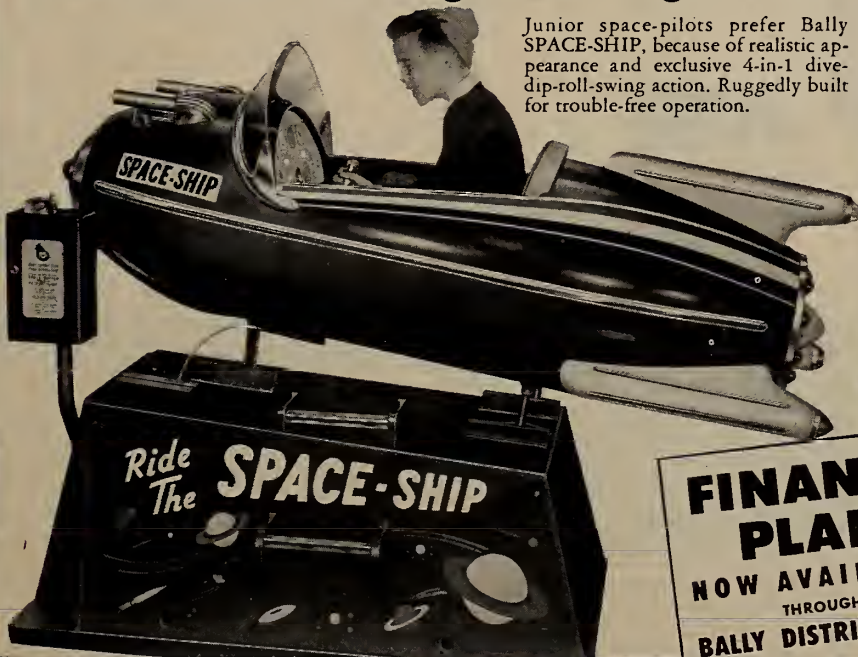
NEW SPEED-BOAT

- Realistic motor-boat with authentic nautical hardware in gleaming polished metal gets immediate attention.
- Realistic action . . . rolling, bouncing, wave-spanking motion . . . keeps kids coming back again and again.
- Colorful eye-appeal . . . bright-red hull riding a sea-blue base, realistically striped deck.
- Variable-speed controlled by pulling gear-shift lever.
- Realistic speedometer—needle actually moves to indicate speeds from 10 "knots" up to 50 "knots."
- Double sound-effects: realistic motor-purr and boat-horn.
- Genuine sea-lamps fore and aft.
- Boat is special-formula reinforced plastic, strong as steel.
- Simple, sturdy mechanism built for continuous heavy-duty operation.
- Tamper-proof National coin-mechanism.



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Colorful Flash! Exciting Action! Big Profits!



Junior space-pilots prefer Bally SPACE-SHIP, because of realistic appearance and exclusive 4-in-1 dive-dip-roll-swing action. Ruggedly built for trouble-free operation.

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

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THE WORLD'S BEST GAMES—PEAK PLAY ACTION—
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(All Phones: 82-2901 and 82-9932)

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and Best Wishes on Your

Eleventh Anniversary

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Exclusive Factory Distributors For

Rock-Ola Phonographs

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BRILLIANT MUSIC COMPANY
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My Best Wishes

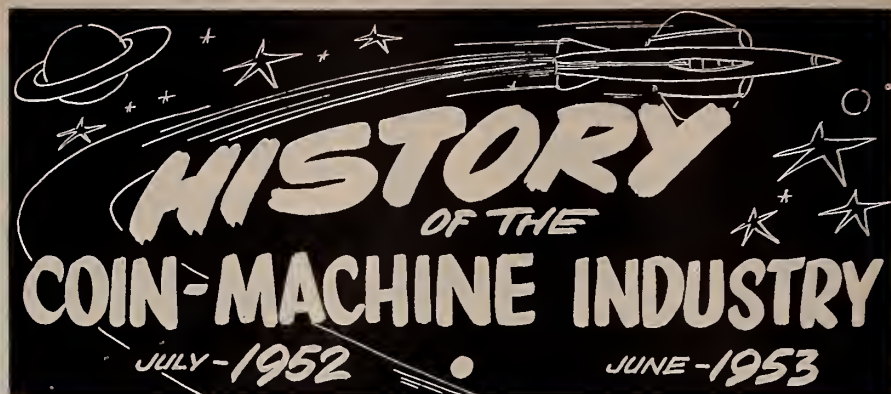
Vince Shay

Congratulations on your 11th Anniversary

● And congratulations, especially, on the great services which you are rendering the entire automatic music industry. As automatic music operators we tremendously appreciate the work which you have done for the industry these past eleven years and wish you many, many more years of continued constructive effort for the entire trade.

APEX CIGARETTE SERVICE

4238 North Lincoln Avenue, Chicago 18, Illinois



APR.

★ Williams introduces "New DeLuxe Baseball" game.

★ Senator Everett Dirksen introduces bill similar to that of McCarran, to amend Copyright Act of 1909.

★ Alfred F. Dietrich elected to assistant secretary of Wurlitzer with position as credit and collection manager.

★ Poole Distributors, Boston, Mass., assigned additional territories for Wurlitzer phonographs.

★ Westershaus Co., Cincinnati, O. appointed Rock-Ola distributor.

★ Exhibit brings out "Sea Skate" kiddie boat ride. ★ The Cash Box mails tens of thousands reprints to music operators

and associations of editorial—An Answer To Location Owners Who Are Asking "Why 10c Play?"

★ Ted Mair, coin machine banker, dies.

★ H. W. Dolph Distributing Co., Tulsa, Okla., moves to new large building.

★ Roy F. Waltemade, vice president in charge of the manufacturing division, The Rudolph Wurlitzer Co., moves headquarters to North Tonawanda, N.Y.

★ Williams produces "Times Square", 5-ball game.

★ National Kiddie Rides, Inc., opens national distributing offices on 10th Avenue, handling line of kiddie rides.

MAY

★ Chicago Coin introduces "Crown Bowler" shuffle game.

★ Southern Automatic Music Co., Lexington, Ky., branch, moves to new large quarters.

★ Mr. and Mrs. Walter Tratsch, ABT Manufacturing Corp., Chicago, head for Europe.

★ California Music Guild celebrates its 19th anniversary.

★ Paterson, N.J. goes to 10c play.

★ Chicago Automatic Phonograph Bowling League ends 1st season with big dinner-dance celebration at Casa Nova Restaurant.

★ Many U. S. coinmen traveling thru Europe, among whom are: Dave Bond, Max Hurvich, Lou Boasberg, Bill Happel, Gil Kitt and Ben Lazar.

★ International Revenue Bureau issues "New Depreciation Tax Rule".

★ Central Music Distributors moves its Omaha, Neb. offices to new large quarters.

★ Bally awarded another contract by Department of Navy.

★ Badger Sales Co., Los Angeles, Calif., appointed AMI distributor.

★ Westchester Operators Guild holds 3rd Annual Dinner at Bill Reiber's Restaurant, Tarrytown, N.Y.

★ Clinton Pierce, Mayor of Brodhead, Wis., re-elected president of Wisconsin Phonograph Operators Assn.

★ Al Schlesinger, Poughkeepsie, N.Y., marries a Dayton, O. girl.

★ Sandler Distributing given additional territory of Minnesota for Wurlitzer, and will open offices in Minneapolis.

★ Open hearings on the Dirksen and McCarran Bills set for June 5.

★ Genco introduces "Sky Gunner" target machine, and announces appointment of 9 distributors.

★ H. W. Marble elected president of the Nebraska Music Guild.

★ Gottlieb brings out "Guys-Dolls", 5-ball game.

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★ George A. Miller and Sidney H. Levine in Washington, D. C., for Dirksen and McCarran Bills hearings, which fail to materialize.

★ Miller leaves for home after postponement, stopping off at Chicago and Brodhead, Wis.

★ MOA execs in Chicago announce date set for MOA Convention at Palmer House, Chicago, March 8, 9, and 10, 1954.

★ Barney Sugarman honored with Testimonial Dinner at UJA annual affair at Plaza Hotel, N.Y.

★ Art Weinand named Exhibit sales manager, as Frank Mencuri resigns.

★ Abe Witsen, International Amusement Co., Phila., Pa., leaves for extended trip thru Europe.

★ Babe Kaufman runs terrific party for members of The Cash Box "20 Year Club" at her home in Atlantic Highlands, N.J.

★ Chicago Coin introduces "Triple Score Bowler", shuffle game.

★ Exhibit brings out "Space Patrol Scout Ship", airplane kiddie ride.

★ Bally introduces "Speed Boat", kiddie boat ride.

★ Dave Rosen, Phila., Pa., hit by 4 alarm fire, which destroys his offices.

★ Frank Colland, head of music ops union, dies.

JUNE

★ A MI introduces model "E" phonographs in 40, 80 and 120 selections.

★ Dirksen and McCarran Bills hearings postponed from June 5 to June 24. Then postponed again to June 30. Finally adjourned "indefinitely".

★ Bendix Television and Radio enters field with line of coin-operated television sets.

★ Runyon Sales starts to renovate New York headquarters.

★ George Schoel, Chicago, dies.

★ City of Chicago issues licenses for operation of shuffle games.

★ Williams Distributing Co., Memphis, Tenn., given additional territory of Nashville, Tenn., for Wurlitzer phonos.

★ Keeney introduces "Domino Bowler" and "Carnival Bowler", shuffle games.

★ George A. Miller speaks to Arizona Music Operators at Phoenix meeting.

★ Bally brings out "Yacht Club".

★ Virginia music operators form a music association "The United Coin Machine Operators Association of Virginia".

★ Carl Pavesi re-elected president of the Westchester Operators Guild.

★ Dallas operators form a music association—"The Dallas Operators

Congratulations
to
The Cash Box
on your
11th Anniversary



UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

"THE CASH BOX" PRICE LISTS ARE ACCEPTED OFFICIALLY AS A GUIDE FOR TAX ASSESSORS IN SO. DAKOTA



State of South Dakota

Division of Taxation

PIERRE

May 5, 1953

Harold Scott
Secretary-Treasurer
South Dakota Phonograph Operators Assoc.
Mobridge, S. D.

Dear Mr. Scott:

I have just returned from seven weeks traveling all over the state. During this time I have been instructing assessors in their work

I wish to advise that we set up a schedule for all coin machines from "Cash Box" magazine that you sent to Mr. Wilder. I believe you will get fairly good results from the assessors by them having a schedule to follow. We now have a favor to ask of you, if it would not involve too much trouble. It would be much appreciated if you could send us a list of all the coin machine operators that belong to your association. This would be very helpful in our work and also would help your industry in getting fair assessments.

Thanking you for past favors.

Very truly yours,

R. L. Twaddle
R. L. Twaddle
Chief, Property Tax Section

RLT:ams



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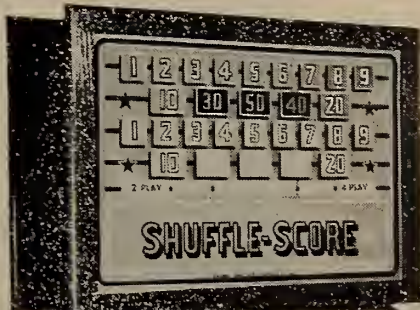
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Horsecollar (15-21-50 pts.)
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\$95.00 each.

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ELECTRIC SCOREBOARD**

Fits Any Shuffleboard

3 BIG FEATURES!

- ★ 15-21 and/or 50 Pts.
- ★ 10c 1-Player or 10c 2-Player by Simple Plug Switch-Over.
- ★ Large METAL Coin Box.

New Shuffle-Score is 2-faced—adjustable for all boards . . . chrome tube supports.

Write or Phone for Price.

IMMEDIATE DELIVERY

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*Sincerest
Congratulations*

to
Bill Gersh
and
The Cash Box
on your
11th Anniversary

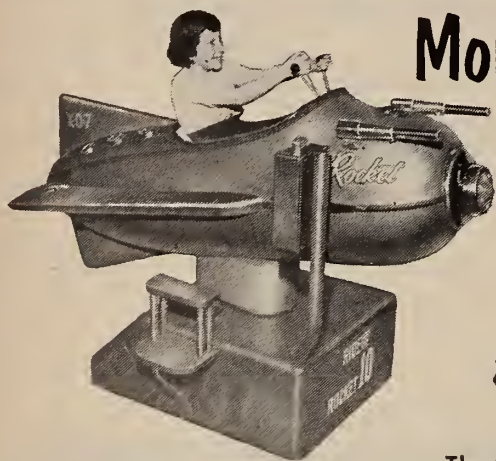
● Being a service organization ourselves we know just what it means to be "on your toes" week after week, all year long and, at the same time, bring the industry the kind of outstanding service, constructive criticism and marvelous suggestions, which you have so successfully done for these past eleven years. We sincerely hope that you will continue to serve the entire automatic music industry as well as you have for many, many more years to come.

Mike Dale

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AND SURVEY SERVICE**

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Service for the Phonograph Operators of Chicago*

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**Orlando, Fla., Firm Features
2-Way Radio Service System**

**29 Cars And Trucks Of Southern Music
Co., And Southern Music Distrib. Co.
Equipped With 2-Way Mobile Radios
In Orlando And Jacksonville, Cover
Distance Over Radius Of 145 Miles**

ORLANDO, FLA. — Established back in 1935, Ron W. Rood and Frances H. Rood never dreamed there would come a day when they would have to install their own Motorola radio broadcasting system, to keep in close touch with their offices in Jacksonville, Fla. as well as with all their employees who service their route of over 1,500 machines.

Today there is a 150 foot broadcasting tower atop of the Southern Music Company building in Orlando. This tower will broadcast all the way to the Jacksonville, Florida, offices of the firm, 145 miles away, when the receiving units are installed in Jacksonville. At the present time the tower broadcasts within a 75 mile radius of Orlando.

The twenty-nine cars and trucks of Southern Music Company, and its subsidiary, Southern Music Distributing Co. (this latter firm is the distributor for Rock-Ola Manufacturing Corporation in Florida and Southern Georgia) are in constant conversation with the main office of the firm in Orlando.

Locations are absolutely amazed at the speedy service they receive. In fact, even before some of them are off the telephone, advising the Orlando office of some out-of-order phonograph, one of the Southern Music's cars is pulling up to the location, and men are on their way in to put the phono back in order again.

Tho some operators thruout the country are making use of the telephone service in their autos, this two-

way radio broadcasting system is considered a much speedier and closer individual contact for service.

There is also no doubt anymore of the greater confidence which this system is winning for Southern Music Company from retailers everywhere in this area. These firms realize that doing business with Southern Music means that they are going to get the speediest and finest service.

W. L. (Bill) Whitcomb, of the Jacksonville offices, and R. J. (Bob) Norman, Miami representative of the firm, report that they have received tremendous compliments from all who know of the system being used in the firm's headquarters in Orlando.

There is no doubt, as these men state, that, eventually, more and more of the nation's largest operators, especially music operators, will turn to the two-way Motorola mobile radio system to assure locations the speediest possible service, from the standpoint of better and more profitable business.

Since Southern Music Company entered into the operation of automatic music machines in 1935, one year after the beginning of the modern automatic phonograph era, this advance which they have pioneered, is sure to add itself to the history of the industry, as the industry continues to progress.

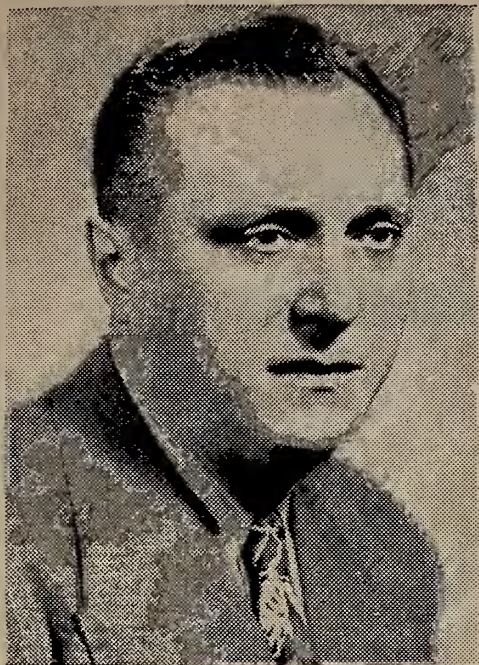
Ron W. Rood and Frances H. Rood are to be commended for their progressiveness and for their fine business methods.



TOP—LEFT: Ron Rood talks with men in the field. TOP—RIGHT: H. F. Trippe, Southern general manager, directing some operations from his car while covering locations. CENTER: Part of the fleet of 29 cars and

trucks equipped with the 2-way Motorola Mobile Units.

BOTTOM — LEFT: Florena Burkett in the Orlando office, who handles the bulk of the calls. BOTTOM—RIGHT: 150 foot tower on top of the Southern building.



CANADA'S LARGEST DISTRIBUTOR

Congratulates "The Cash Box" on its Eleventh Anniversary . . . the one publication that has been of inestimable value to all coin machine people throughout our entire Dominion . . . and the one publication in which we place our complete faith and trust . . . hoping that it will grow ever greater and grander with the years yet to come . . . and the anniversaries yet to be celebrated.

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Advertising

159 E. Chicago Ave.
CHICAGO 11

My Sincerest Congratulations



To Bill Gersh, Joe Orleck and The Cash Box. It is my wish to see Bill and Joe publish a 50th Anniversary Issue—and that I am around to place an ad in that issue.

Willie (Little Napoleon) Blatt

SUPREME DISTRIBUTORS, INC.

3700 N. E. 2nd AVENUE, MIAMI, FLA.

Bill Happel Visits French Coinmen



LOS ANGELES, CALIF.—Recently returned from an extensive tour throughout Western Europe, Bill Happel Jr., president of Badger Sales Company, this city, is pictured above during a business conference in Paris,

France. Left to right: Bill Happel, M. Pussier, Secretary de Automatique Internationale; M. Jean Paricat; M. Gabriel Boule and M. Soesdorf, European representative for the Badger firm.

THIS IS MUCH MORE THAN Congratulations

. . . this is the one way we can pay our respects to The Cash Box for its very great efforts in behalf of the entire industry. The one publication that has fought like a tiger for the interests and better, future welfare of all concerned with this business. May this be but the beginning of many, many great anniversaries . . .

Tom Crosby . . . Barney Corbin

GOPHER SALES COMPANY

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

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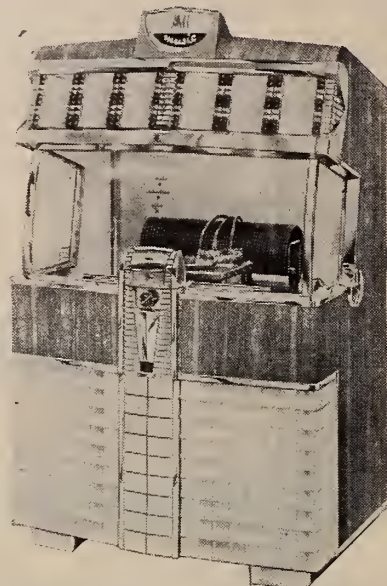
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Congratulations

To An Eleven Year Old

Having reached our 22nd Year in this industry we look back at the thrill we, too, enjoyed when we reached our 11th Year. We know just how all of you at 'The Cash Box' feel. We commend you on the grand work you have done for our industry, and we wish you many, many more prosperous and happy, as well as progressive, anniversaries.

J. R. (Pete) PIETERS

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Congratulations

"CASH BOX"

On Your Eleventh Anniversary

There is little more we can say to you of "The Cash Box" for the great, constructive and marvelous work which you have done for the automatic music industry. We do, though, want to bring forth one very important fact, and that is that—"The Cash Box", by bringing forth the need for 10c Play, has helped everyone of our members to once again enjoy some profit on their investment—has made conditions better and brighter for all of us. Our congratulations are only one small way in which we can offer our sincerest thanks and best wishes for your continued growing success.

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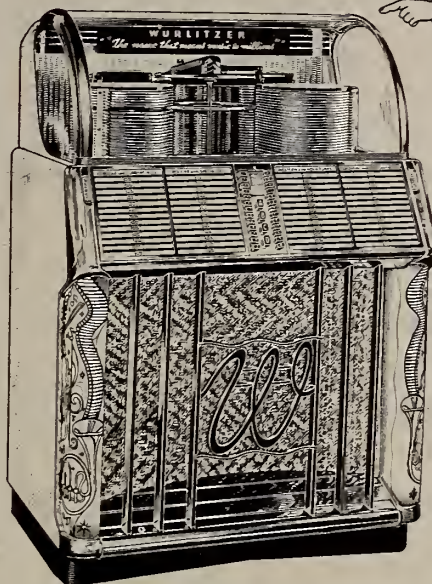
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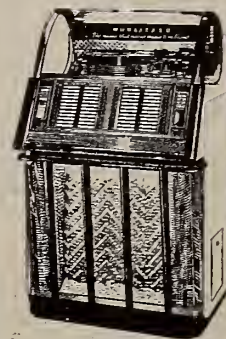
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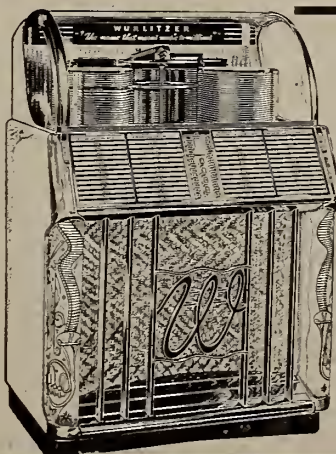
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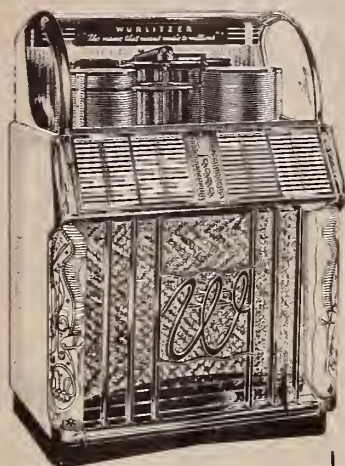
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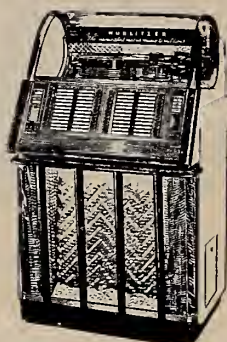
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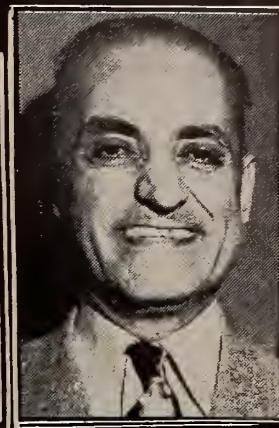
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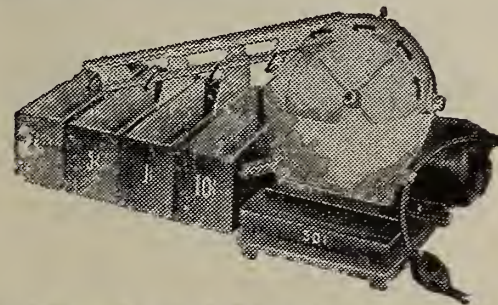
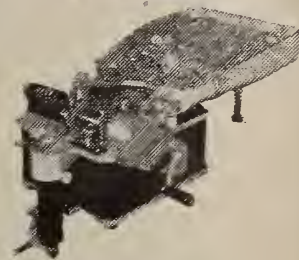
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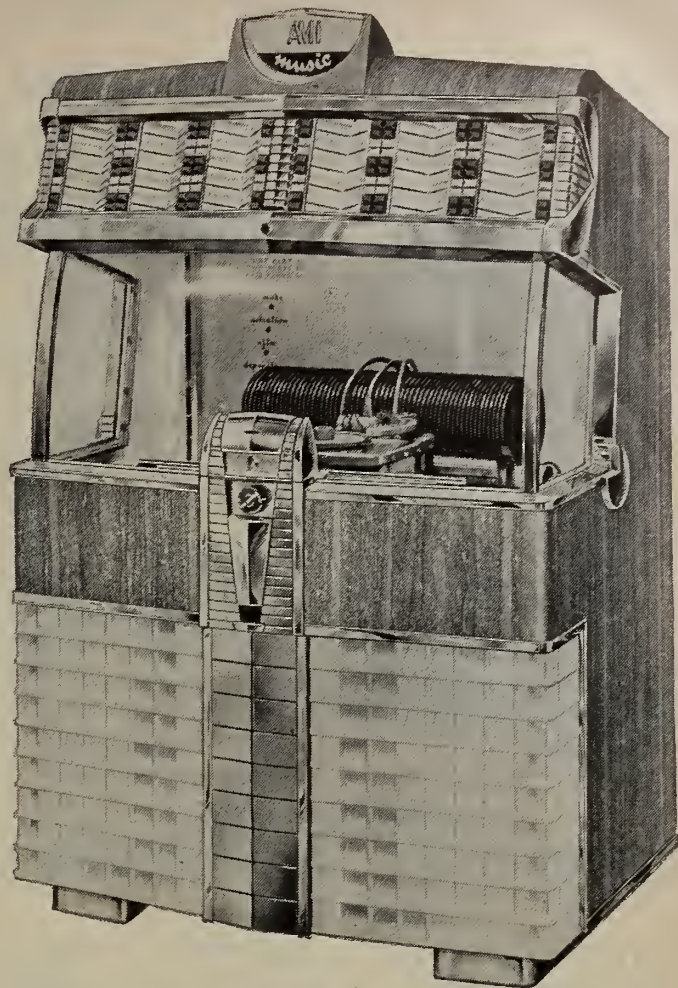


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Ace Music Co., 303 Lincoln
- KANSAS**
- Kansas City**
Kaw Specialty Co., 1137 Osage Ave.
- Wichita**
M. T. Daniels, 1027 University Ave.
Matheny Vending Co., 564 W. Douglas Ave.
United Dist., Inc., 513 E. Central St.
Wichita Coin Machine Co., 715 N. Main St.
- KENTUCKY**
- Lexington**
Blue Grass Dist. Co., 1312 N
Southern Automatic Music Co., Inc., 1535 Delaware Ave.
Sterling Novelty Co., Inc., 669 S. Broadway
- Louisville**
B. B. Novelty Co., Inc., 715 W. Main
H. M. Branson Dist. Co., 811 E. Broadway
Co-Operative Dist. Co., 234 W. Jefferson St.
Louisville Coin Machine Co., 330 E. Breckenridge
Ohio Specialty Co., Inc., 539 S. 2nd
Southern Automatic Music Co., Inc., 735 S. Brooks St.
S. L. Stiebel Co., Inc., 635 W. Main St.
- Owensboro**
Roby Amusement Co., 2429 Daviess St.
- Paducah**
T. O. Thomas Co., 1572 Jefferson
- Paris**
The John M. Stuart Co., 229 Mt. Airy Ave.
- LOUISIANA**
- Lafayette**
La. Coin Machine Co., 423 St. John St.

- New Orleans**
Airline Cigarette Service, 3758 Airline Highway
A. M. Amusement Co., 1049 Baronne St.
C. & M. Specialty Co., 832 Camp St.
Crown Novelty Co., Inc., 920 Howard Ave.
Delta Music Sales Co., 1019 Baronne St.
Dixie Coin Machine Co., 122 N. Broad St.
F. A. B. Dist. Co., 1019 Baronne St.
General Dist. Co., 1609 Orleans Ave.
Kramer Dist. Co., 729 Camp St.
Lynch & Zander, 832 Baronne St.
Manny Amusement Co., 117 N. Hennesy St.
Nastasi Dist. Co., 1010 Poydras St.
New Orleans Novelty Co., 115 Magazine St.
J. H. Peres Dist. Co., 922 Poydras St.
Southern Amusement Co., 1935 Sophie Wright Pl.
- Shreveport**
W. M. Amann Dist. Co., 115 Olive St.
Lee’s Novelty Co., 1004 Spring St.
- MAINE**
- Portland**
Maine Automatic Music Co., 13 Exchange St.
- York Beach**
Seaboard Amusement, 103 Broadway
- MARYLAND**
- Baltimore**
A. & A. Coin Machine Co., 715 Ensor St.
Chris Novelty Co., 806 St. Paul St.
Crown Novelty Co., 1204 Greenmount Ave.
Danco Coin Machine Co., 1302 E. Baltimore St.
Double U Sales Corp., 1101 Cathedral St.
Eastern Vend. Sales Co., Inc., 940 Linden Ave.
General Vending Sales Corp., Howard and Biddle Sts.
Hub Enterprises, Inc., 32 S. Charles St.
Roy McGinnis Co., 2011 Maryland Ave.
Musical Sales Co., 140 W. Mt. Royal Ave.
Parkway Machine Corp., 717 Ensor St.
Premier Coin Machine Dist., Inc., 214 S. Howard St.
Waldrop Dist. Co., 1728 N. Charles St.
Winters Dist. Co., 1713-15 Harford Ave.
- Eastport**
Arundel Amusement Co., 418 Third St.
- Hyattsville**
Silent Sales System, 4808 R. I. Ave.
- Silver Springs**
Leader Dist. Co., 8101 Schreiber St.

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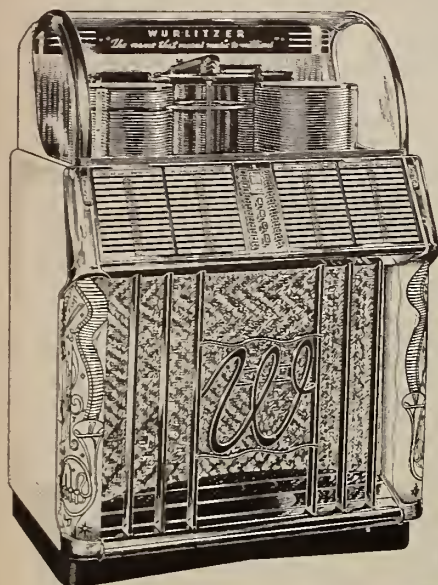
MASSACHUSETTS

- Allston**
Redd Dist. Co., Inc., 298 Lincoln St.
- Boston**
Apex Coin Machine Co., 1246 Washington St.
Atlas Dist., 1024 Commonwealth Ave.
Automatic Sales Service, 1206 Tremont St.
J. J. Golumbo & Co., 1119 Commonwealth Ave.
King Dist. Co., 1320 Washington St.
Northwestern Sales & Service Co., 1198 Tremont St.
Ben D. Palastrant, 25 Huntington Ave.
Poole Dist., Inc., 1022 Commonwealth Ave.
Trimount Coin Machine Co., 40 Waltham St.
- Fall River**
Lavoie & Hillman, Inc., 2 East Main St.
- New Bedford**
Charles Pittle and Co., 79 Beetle St.
- Springfield**
Wm. P. Kelley, 2299 Columbus Ave.
- Webster**
Royal Music Co., 76 Main St.
- MICHIGAN**
- Detroit**
American Novelty Co., 3155 Grand River Ave.
Angott Dist. Co., 2616 Puritan Ave.
Ashlev Dist. Co., 3161 Grand River Ave.

- Brilliant Music Co., 4606 Cass Ave.
Gay-Coin Distributors, 4866 Woodward Ave.
Joy Novelty Co., 8642 Linwood Ave.
King-Pin Dist. Co., 3004 Grand River Ave.
Lemke Coin Machine Exch., 135 W. Vernor Highway
Marquette Dist. Co., 8020 W. McNichols
Miller-Newmark Dist. Co., 5743 Grand River
Music Systems, Inc., 10217 Linwood
A. P. Sauve Co., 7525 Grand River Rd.
Weidman Nat'l. Sales Co., 5911 Fourth Ave.
- Flint**
Flint Novelty Co., 1125 N. Linden
General Amusement Co., 915 N. Saginaw St.
- Grand Rapids**
Bill Doyle & Co., 330 Bond Ave., N. W.
E. & R. Sales Co., 813 College, N. E.
The Miller-Newmark Dist. Co., 42 Fairbanks, N. W.
Music Systems, Inc., 245 N. Division
Wolverine Sales Co., 154 Indiana Ave.
- Kalamazoo**
King-Pin Equipment Co., 826 Mills St.
- Pontiac**
Fowler Coin Machine & Dist. Co., 3030 Crooks Rd.
Wolverine Entertainers, Inc., 88 Newberry St.
- MINNESOTA**
- Blue Earth**
De Luxe Sales Co., 210 E. 6th St.

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Twin Ports Sales Co., 101 W. 1st St.
Zenith Dist. Co., 310 W. Michigan St.

Faribault

Gopher Sales Co., 601-603 Central Ave.

Minneapolis

Automatic Sales Co., 56 E. Hennepin Ave.
Gopher Novelty Co., 1235 N. Upton Ave.
Ideal Sales Co., 5912 W. 35th St.
Lieberman Music Co., 257 Plymouth Ave., N.
S. L. London Music Co., Inc., 2605 Hennepin
Sandler Dist. Co.

St. Paul

Automatic Games Supply Co., 302 University Ave.
LaBeau Novelty Sales Co., 1946 University Ave.
Midwest Coin Machine Co., 777 University Ave.
Midwest Novelty Sales Co., 791 University Ave.

MISSISSIPPI

Biloxi

United Novelty Co., Inc., 111 W. Division St.

Jackson

United Dixie Co., Inc., 106 Minerva St.

MISSOURI

Kansas City

Advance Music Co., 1606 Grand Ave.
Automatic Coin Machine Co., 13 W. Linwood
Central Music Dist. Co., Inc., 1523 Grand Ave.
Fairway Dist. Co., 19 W. Linwood
Uni-Con Dist. Co., 3410 Main St.
Western Specialty Co., 4028 Broadway

St. Joseph

Star Dist. Co., 1904 Jones St.

St. Louis

Ace Dist. Co., 7232 Dartmouth Ave.
Brandt Dist. Co., Inc., 1809-11 Olive
Central Dist., 2315 Olive St.
Commercial Dist. Co., 2640 Olive St.
Ideal Novelty Co., 2823 Locust St.
McCall Novelty Co., 3147 Locust St.
J. S. Morris & Sons Novelty Co., 4722 Delmar
Morris Novelty Co., Inc., 3007-09 Olive St.
Musical Sales, Inc., 2332 Olive
Premier Dist. Corp., 1700 N. Garrison Ave.
Reel Dist. Co., 4539 St. Louis Ave.
J. Rosenfeld Co., 3220 Olive St.
Star Novelty Co., 4151 Delmar Bl.
Universal Dist. Co., 2905 N. Kings Highway
W. B. Dists., Inc., 1012 Market St.

Springfield

C. Charle and Co., Box 1303

Washington

Buescher's Wholesale Co., Coin Machine Div.,
Main and Elm Sts.

MONTANA

Butte

H. B. Brinck, 825 E. Front St.

Helena

Capitol Music Co., 102 E. 6th Ave.

Missoula

W. R. Olney Sales Co., 225 E. Beverley Ave.

NEBRASKA

Columbus

Kellogg Sales Co., 2915 13th St.

Omaha

Central Music Dist. Co., 2562-64 Harney St.
H. Z. Vending & Sales Co., 1205 Douglas St.
Mayflower Dist. Co., 1209 Douglas St.
Nebraska Music Dist. Co., 404 N. 16th St.

NEVADA

Reno

Nevada Coin Machine Exchange, 211 N. Virginia St.
Western Coin Machine Co., 219 Lake St.

NEW HAMPSHIRE

Berlin

Berlin Specialty House, 73 Willard St.

NEW JERSEY

Atlantic City

Music Box Corp., 10 S. Virginia Ave.

Cliffside Park

Palisades Specialties Co., 498 Anderson Ave.

Elizabeth

Atlas Vending Co., 410 N. Broad St.
Seacoast Dists., Inc., 1200 North Ave.

Newark

Ajax Dist. Co., 55 Branford St.
Atlantic New York Corp., 772 High St.
Dierickx Vending Co., 107 Cedar Ave.
Irving Morris, Inc., 47 Stanton St.
Runyon Sales Co., Runyon St. & Freling-
huysen Ave.

Union City

H. Betti & Sons, Inc., 1706 Manhattan Ave.

NEW MEXICO

Raton

Southwest Vending Co., P. O. Box 1058

Roswell

Ginsberg Music Co., 205 N. Main

NEW YORK

Albany

Bilotta Dist. Co., 1120 Broadway
Olshein Dist. Co., 1100-02 Broadway
Universal Vendors, 788 Broadway

Binghamton

Binghamton Amusement Co., Inc., 221 Main St.
George R. Thayer Co., 47 State St.

Brooklyn

American Vending Co., 2359 Coney Island Ave.
Northwestern Sales & Service, 4105 Sixteenth Ave.
Pioneer Vending Service, 461 Sackman St.
J. Schoenbach, 1647 Bedford Ave.
Unecda Vending Service, 166 Clymer St.

Buffalo

Century Distributors, Inc., 1221-23 Main St.
Davis Dist. Corp., 875 Main St.
Hacola Dist. Co., 265 Franklin
Sheldon Sales, Inc., 881 Main St.

Elmira

Joy Automatic Phonograph Co., 108 E. Church St.

Glen Falls

Witham Enterprises & Asso., 20 Cunningham Ave.

Merrick

Nat'l Novelty Co., 183 E. Merrick Rd.

Newark

Bilotta Dist. Co., 224 N. Main

New York

Acme Sales Co., 505 W. 42nd St.
Albert Simon, Inc., 587 Tenth Ave.
Atlantic New York Corp., 583 Tenth Ave.
Cameo Vending Service, 432 W. 42nd St.
Conat Sales Co., 631 Tenth Ave.
Herman Distributing Co., 615 Tenth Ave.
Koepfel Dist. Co., 629 Tenth Ave.
Dave Lowy & Co., 594 Tenth Ave.
Mike Munves Corp., 577 Tenth Ave.
Natco Sales Co., 631 Tenth Ave.
National Kiddie Rides, Inc., 580 Tenth Ave.
Northwestern Sales & Service Co., 446 W. 36th St.
Runyon Sales Co., 593 Tenth Ave.
Seaboard New York Corp., 583 Tenth Ave.
Simon Sales, Inc., 627 Tenth Ave.
United Play Machines Corp., 578 Tenth Ave.
West Side Dist. Corp., 612 Tenth Ave.
Young Dist., Inc., 599 Tenth Ave.

Poughkeepsie

Square Amusement Co., 88 Main St.

Rochester

A-1 Amusement Co., 219 Pennsylvania Ave.
Davis Dist. Corp., 2011 E. Main St.
Globe Amusement Co., 357 Pelham Rd.
Kertman Sales Corp., 555 Clinton Ave., N.
Nat'l Coin Machine Exch., 85 Avenue E

Scotia

Mohawk Skill Games Co., 67 Swaggertown Rd.

Syracuse

Davis Dist. Corp., 738 Erie Blvd.
Rex-Bilotta Corp., 821 S. Salina St.

NORTH CAROLINA

Charlotte

Brady Dist. Co., 522 E. Trade St.
A. R. Kiser & Co., 125-127 N. Brevard St.
Kostakes Novelty Co., 209 E. Park Ave.

Utica

E. A. Hanna, Inc., 50 Emerson Ave.
Hanna Dist. Co., 408 First St.

Durham

Steel Music Co., 218 E. Parrish St.

Fayetteville

Cumberland Coin Machine Exch., 207 Frank-
lin St. (rear)
Music Dists., Inc., 213 Franklin St.

Greensboro

W. R. Deaton, 2204 W. Market St.
R. E. Nolen, 911 Fairground Ave.

Hickory

Jones Sales Co., 1330 Trade Ave.

Raleigh

Bishop Music Co., 117-19 E. Morgan St.
Pioneer Dist. Co., 422 S. McDowell St.

Wilmington

Whitehead Music Co., 109 Princess St.

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Stark Novelty Co., 2429 7th N. W.

Cheviot

Westerhaus Amuse Co., 3726 Kessen Ave.

Cincinnati

Esquire Dist. Co., Inc., 3418 Harrison Ave.
Globe Games Co., 1230 Walnut St.
Marmar Dist. Co., 300 W. Court St.
Miami Coin Machine Exch., 200 W. Court St.
Ohio Specialty Co., 29 W. Court St.
Royal Dist. Co., Inc., 3726 Kessen Ave.,
Cheviot
Shaffer Music Co., 2333 Gilbert Ave.
Sicking, Inc., 1401 Central Parkway
Southern Automatic Music Co., Inc., 1000
Broadway
T & L Dist. Co., 1663 Central Parkway
United Dist. Co., 1412 Central Parkway

Cleveland

Ace Phonograph Co., 6118 Carnegie Ave.
Acme Phonograph Co., 2600 Euclid Ave.
L. H. Cantor, Inc., 11219 Superior Ave.
Cleveland Coin Machine Exch., Inc., 2029
Prospect Ave.
Lake City Amusement Co., 4533 Payne
Lief Music Dist. Co., 1640 Payne Ave.
The Markepp Co., 4310 Carnegie Ave.
Monroe Coin Machine Dist., Inc., 2423 Payne
Ave.
Music Systems, Inc., 2600 Euclid
Northern Music, Inc., 8307 Euclid Ave.

Columbus

American Vending Co., 518 S. High St.
Central Ohio Coin Machine Exch., 525 S. High
St.
Columbus Coin Machine Co., 1085 Westwood
Ave.
Northern Music, Inc., 327 E. Long St.
Ohio Amusement Co., 119 W. Goodale St.
Shaffer Music Co., 606 S. High St.
Superior Coin Machine Co., 1257 W. Broad St.
University C. M. Exch., 854 N. High St.

Galion

Warren C. Deaton, 437 Harding Way

Portsmouth

K. T. Enterprises, 514 Second St.

Toledo

Monroe Novelty Co., 1417-19 Monroe St.
Music Systems, Inc., 1302 Jackson Ave.
Toledo Coin Machine Exch., 814 Summit St.
Toledo G. I. Music, 514 Front St.

OKLAHOMA

Oklahoma City

Boyle Amusement Co., 522 N. W. Third St.
Burns Dist Co., 828 N. Walnut
Copeland Dist., Inc., 900 N. Western
Culp Dist. Co., Inc., 614 W. Grand
H. W. Dolph Dist. Co., 625 N. Broadway
Rice Music Co., 24 W. California

Tulsa

Culp Dist. Co., 1405 E. First St.
H. W. Dolph Dist. Co., 2239 E. 6th St.

OREGON

Portland

A. and B. Dist. Corp., 1537 N. E. Union Ave.
Allied Dist., 417 S. 12th Ave.
Dunis Dist. Co., 217 N.W. Davis St.
R. F. Jones Co., 1515 N. E. Broadway
Jack R. Moore Co., 1615 S. W. 14th Ave.
Western Dist., 1226 S. W. 16th St.

PENNSYLVANIA

Chester

S. & S. Wholesale Co., 3rd & Parker Sts.

Erie

Mickey Anderson, 314 E. 11th St.

Harrishurg

Sam Spurrier, 318 Hamilton St.

Havertown

Bobby Klein, 1739 Academy Lane

Johnstown

W. L. Krieger, 709 Sherman St.

Kingston

West Side Novelty Co., 100 S. Wyoming Ave.

Lansdowne

Roy Torr, 30 Runnemede Ave.

McKeesport

Apter Brothers & Co., 705 Fifth Ave.

Moosic

Sterling Service, Rocky Glen Park

Philadelphia

Active Amusement Machine Co., 666 N. Broad
St.
Atlantic Pa. Corp., 919 N. Broad St.
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St.

K. C. Novelty Co., 410 Market St.

Keystone Panoram Co., 2540 W. Huntingdon
St.

Lehigh Specialty Co., 826 N. Broad St.

Nat'l. Vending Machine Co., 4243 Sansome St.

Phila. Coin Machine Exch., Inc., 844 N. Broad
St.

Rake Coin Machine Exch., 609 Spring Garden
St.

David Rosen, Inc., 855 N. Broad St.

Scott-Crosse Co., 1423 Spring Garden St.

S & K Dist. Co., 2014 Fairmount Ave.

Veedco Sales Co., 2124 Market St.

Pittsburgh

Abco, Inc., 1901 Fifth Ave.

American Dist., 2033 Fifth Ave.

Atlas Novelty Co., 2217-2219 Fifth Ave.

Banner Specialty Co., 1508 Fifth Ave.

Coin Machine Dist. Co., 500 N. Craig St.

B. D. Lazar Co., 1635 Fifth Ave.

Music Dist. Co., 420 N. Craig St.

Oak Sales Co., 2033 Fifth Ave.

Pittsburgh Coin Machine Exch., 2203 Fifth
Ave.

Scranton

Basch Novelty Co., 136 Franklin Ave.

Scranton Coin Machine Exch., 1830 Prospect
Ave.

Sterling Service, 109 Franklin St.

Sharon

Mulligan Dist., Inc., 1262 E. State St.

Wilkes-Barre

Roth Novelty Co., 54 N. Pennsylvania Ave.

Williamsport

Williamsport Electronics and Television Co.,
233-35 W. Third St.

York

York Vending Co., 208 W. Market St.

RHODE ISLAND

Providence

Coin-O Matic Dist. Co., 168 Atwells Ave.
Triangle Dist., Inc., 29 Fenner St.

SOUTH CAROLINA

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Active Amusement Co., 501 N. Gossett St.

Charleston

Gem Amusement Co., 87 Market St.

Columbia

F. A. B. Dist. Co., 1727 Harden
T. B. Holliday Co., 727 Main St.
Sparks Specialty Co., 2608 Main St.

Darlington

Darlington Music Co.

Greenwood

Greenwood Music Co., 220 N. Main St.

Matthews

Whipple Novelty Co.

Spartanburg

Amusu Novelty Co., 129 N. Spring St.

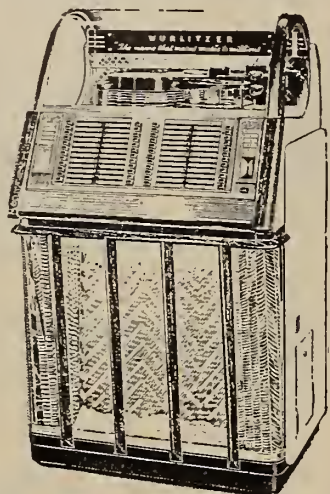
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- Rapid City**
 Koers Dist. Co., 613 Eighth St.
- Sioux Falls**
 United Novelty Co., Inc., 110 S. Main St.

TENNESSEE

- Chattanooga**
 Cole Products Corp., 247 E. 11th St.
 Dixie Amusement Co., 912 Houston St.
 Kelley Amusement Co., 711 Central Ave.
 Shearer Amusement Co., 140 N. Market St.
- Johnson City**
 Coin Automatic Music Co., 241 W. Main St.
- Knoxville**
 C. & W. Dist. Co., 524 E. Magnolia Ave.
 H. & D. Sales Co., Inc., 404 W. Gay St.
- Memphis**
 Atlas Amusement Co., 1078 Union Ave.
 C. & P. Sales Co., 407 Madison Ave.
 Central Amusement Co., 1144 Union Ave.
 Heinz Novelty Co., 620 Marshal Ave.
 S. H. Lynch & Co., 1049 Union Ave.
 Music Sales Co., 1117 Union Ave.
 S. & M. Sales Co., 1074 Union Ave.
 Southern Amusement Co., 628 Madison Ave.
 Tri State Amusement Co., 272 Poplar Ave.
 Williams Dist. Co., 1117 Union Ave.
- Nashville**
 Automatic Sales Co., 421 Broad St., N.
 Cain Caillouette, Inc., 1500 Broadway
 G & S Dist. Co., 5200 Centennial Blvd.
 Hermitage Music Co., 423 Broad St.
 Parker Dist. Co., 311 Eighth Ave. S.
 H. G. Payne Co., 312-14 Broadway
 Rock City Amusement Co., 125 Sixth Ave., N.
 Sanders Dist. Co., 529 Fourth Ave.
 S. L. Stiebel Co., 425 Broad St.
 Frank Swartz Sales Co., 515-A Fourth Ave., S.
 Williams Dist. Co., 108 Lafayette St.

TEXAS

- Amarillo**
 Rutherford Enterprises, 608 Johnson
- Austin**
 Texas Novelty Co., 1724 S. Congress
- Beaumont**
 South Coast Amusement Co., 2564 College St.
- Dallas**
 Ed Brown, Inc., 2808 McKinney
 Dallas Coin Machine Co., 617 S. Akard
 General Dist. Co., 2814 Main St.
 S. H. Lynch & Co., 2900 Gaston Ave.
 National Sales & Dist. Co., 416 S. St. Paul
 Southwest Amusement Co., 2916 Main
 State Music Dist., 3100 Main St.
 Wallbox Sales Co., Inc., 3909 Main St.
- El Paso**
 Richel Dist. Co., 3211 Douglas St.
- Fort Worth**
 Big State Coin Machine Co., 1603 Houston St.
 Fort Worth Amusement Co., 100-104 S. Main
 Southwest Amusement Co., 301 E. 15th St.
- Houston**
 Amusement Enterprises, 1001 Louisiana St.
 Austin Phonograph Co., 108 E. Fifth St.
 Big State Amusement Co., 1515 Louisiana St.
 Coin Machine Sales Co., Inc., 3804 Travis
 General Dist. Co., 1906 Leeland Ave.
 Harrington Amusement Co., 1218 Leeland Ave.
 Houston Amusement Co., 1815 Congress
 S. H. Lynch & Co., 910 Calhoun St.
 South Coast Amusement Co., 314 E. 11th St.
 Southern Dist. Co., 1010 Leeland
 Standard Music Dists., 1913 Leeland St.
 Steele Dist. Co., 3300 La. St.
 R. Warncke Co., 3445 Leeland Ave.
 Williams Novelty Co., 1906 Leeland
- Mineral Wells**
 Wallace Dist. Co., 205 N. E. First Ave.
- San Antonio**
 A. B. C. Novelty Co., 2509 S. Presa St.
 American Dist. Co., 325 E. Hueva St.
 American Machine Co., 508 Seventh St.
 Bergel Dist. Co., 406 Brady Bldg.
 Coin Operating Sales Co., 1524 Main Ave.
 Commercial Music Co., Inc., 901 E. Houston St.
 Crowe-Martin Dist. Co., 1228 E. Commerce
 De Barro's Dist. Co., 432 N. Main Ave.
 S. H. Lynch & Co., 241 Broadway
 C. M. McDaniel Dist. Co., 851 N. Flores St.
 Pan American Sales Co., Inc., 323 S. Alamo
 R. Warncke Co., 121 Navarro Ave.

UTAH

- Provo**
 Knudsen Music Co., Inc., 287 North 3E
- Salt Lake City**
 Carroll Dist. Co., 167 S. W. Temple St.
 Coin Machine Sales Co., 156 E. Third St. S.
 Draco-Sales Co., 201 E. Second St., S.
 R. J. Jones Co., 127 E. Second, S.
 Rainbow Dist. Co., 1475 S. Main
 Dan Stewart Co., 140 E. Second St.
 Western States Dists., 177 E. 2nd So. St.

VIRGINIA

- Bristol**
 Roanoke Vending Machine Exch., Inc., 63
 Commonwealth Ave.
- Fredericksburg**
 O'Connor Vending Machine Co., 1806 Princess
 Anne St.
- Petersburg**
 Southside Vending, 308 N. Sycamore St.
- Portsmouth**
 O'Connor Vending Machine Co., 400 Water St.
 Virginia Novelty Co., 400 Water St.
- Richmond**
 Automatic Music System, 306 W. Broad St.
 L. M. Kidd Automatic Amusement Co., 400
 N. Second St.
 Musical Sales Co., 415 W. Broad St.
 O'Connor Vending Machine Co., 2318 W. Main
 St.
 Oley Brothers Amusement Co., 422 W. Broad
 St.
 Richmond Amusement Sales Co., 803 Broad
 St., W.
 Wertz Music Supply Co., 1013 E. Cary St.
- Roanoke**
 Roanoke Vending Machine Exch., Inc., 3110
 Williamson Rd., N. W.

WASHINGTON

- Seattle**
 Acme Amusement Co., 211 2nd Ave., S.
 Century Dists, 401 W. Galer
 Dunis Dist. Co., 100 Elliott Ave.
 Bert Farmer Dist., 1435 23rd Ave., S.
 Fields Dist. Co., 1001 Westlake, N.
 R. F. Jones Co., 2208 Fourth Ave.
 Jack R. Moore Co., 100 Elliott Ave., W.
 Northwest Sales Co., 3150 Elliott Ave.
 Puget Sound Novelty Co., 114 Elliott Ave., W.
 Western Dists., 3126 Elliott Ave.

- Spokane**
 Dunis Dist. Co., West 906 Second Ave.
 Interstate Novelty Co., 14 Sprague St.
 Jack R. Moore Co., E. 237 Sprague Ave.
 Pedicord & Moore, 309 W. Sprague Ave.
 A. C. Rud Co., 12 Bernard St.

- Tacoma**
 Stanley Amusement Co., 5225 S. Tacoma Way

WEST VIRGINIA

- Charleston**
 Cruze Dist. Co., Inc., 105 Virginia St., W.
- Fairmont**
 Mid State Dist. of W. Va., 1122 Fairmont
- Wheeling**
 Allan Sales, Inc., 928 Market St.
 Shaffer Music Co., 2129 Main St.
 Tri-State Amusement, 149 18th St.
 Wheeling Coin Machine Exch., 2916 Eoff
 Wheeling Novelty Co., Inc., 57 14th St.

WISCONSIN

- Brodhead**
 C. S. Pierce Dist. Co., 602 W. Third Ave.
- Chippewa Falls**
 Chippewa Valley Amusement Co., 304 Gover-
 nor St.
- Kenosha**
 Wis. Novelty Co., 5033 Sixth Ave.
- Milwaukee**
 Badger Novelty Co., 2546 N. 30th St.
 General Novelty Co., 521 N. 16th St.
 General Sales Corp., 233 E. Erie St.
 S. L. London Music Co., Inc., 3130 W. Lisbon
 Ave
 Vic Manhardt Co., Inc., 1709 W. Clybourn St.
 Mitchell Novelty Co., 3506 W. National Ave.
 Paster Dist. Co., 2606 W. Fond du lac.
 United, Inc., 4227 W. Vliet St.
 Wis. Novelty Co., 3733 N. 7th St.
 Zak, Donald, 3017 S. 14th St.

WYOMING

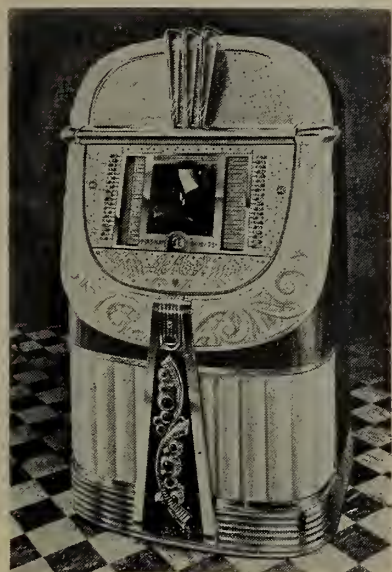
- Douglas**
 Edwards Dist. Service, Box 400

NOTICE: JOBBERS and DISTRIBUTORS

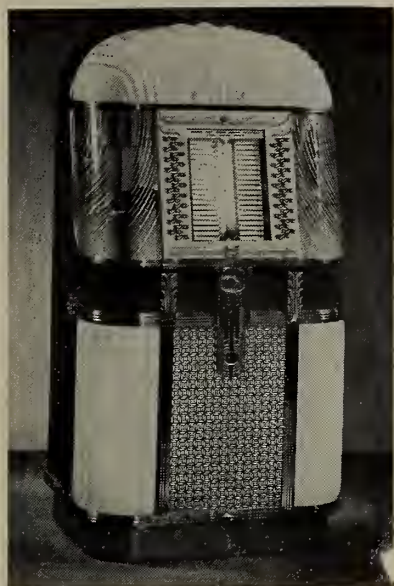
If your name has not been included in these lists, it is unintentional. Please forgive us. If you will notify us, we shall list it in the next issue.

AMI Post-War Phonographs

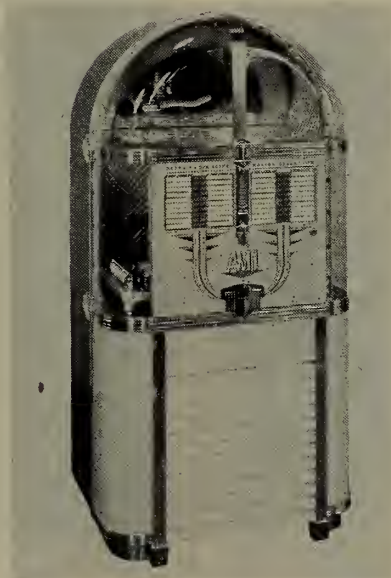
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To Help Identify Each Model



Model "A"



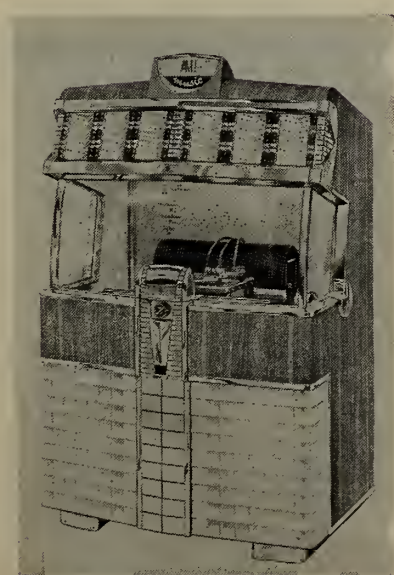
Model "B"



Model "C"



Model "D"

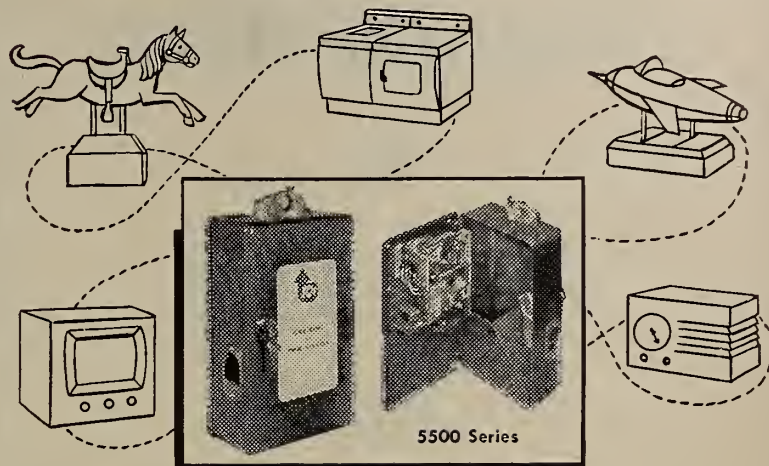


Model "E"

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

Perfect Timing Control
Profit in CASH...not SLUGS
when your machines are protected

with
NATIONAL EQUIPMENT



There's a
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For all machines, games and appliances, National supplies the right equipment to do the most efficient job. Completely interchangeable, easy to connect, requires little service. Don't let poor timing controls and faulty rejectors rob you of sales and profits. Protect with National. Write today for information.

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ROCK-OLA Post-War Phonographs

(Published As A Service To The Trade)
To Help Identify Each Model

★ ★
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to
Bill Gersh
and
The Cash Box

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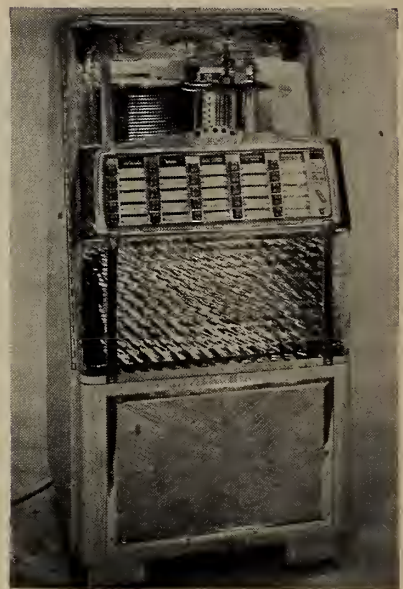
Model 1422



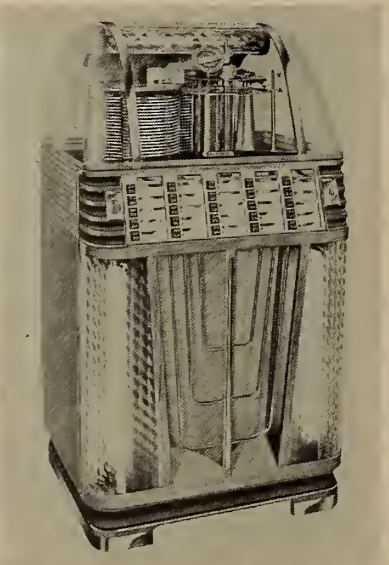
Model 1426



Model 1428
(Magic-Glo)



Model 1432
('51-50 Rocket)



Model 1434
(Super Rocket '52-50)



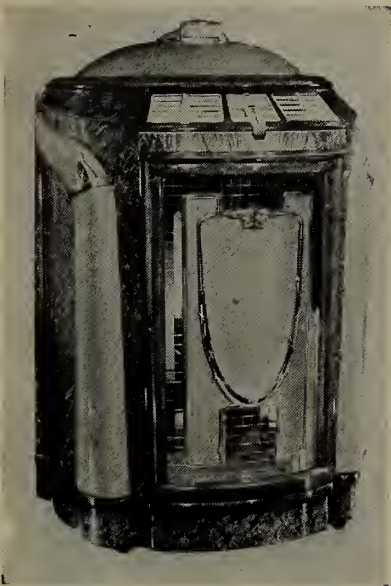
Model 1436
(Fireball)

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

SEEBURG

Post-War Phonographs

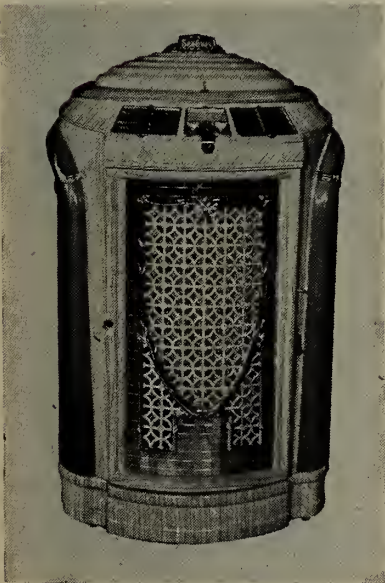
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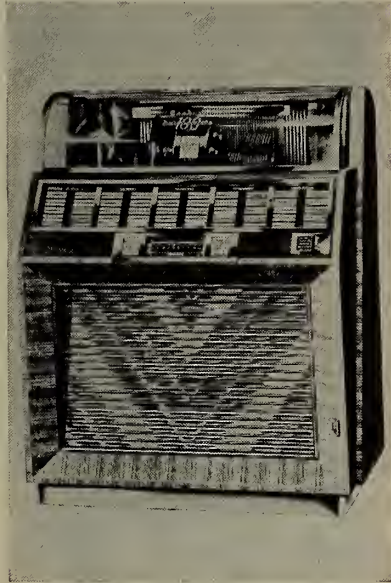
Model 146



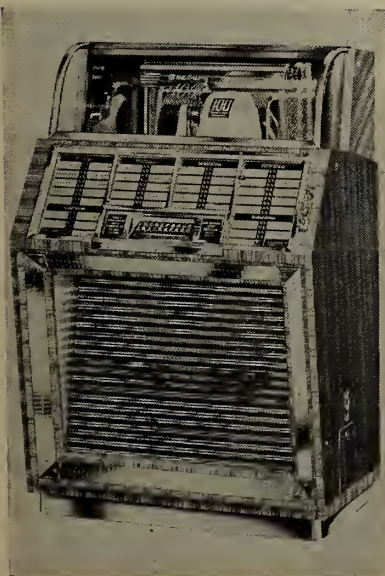
Model 147



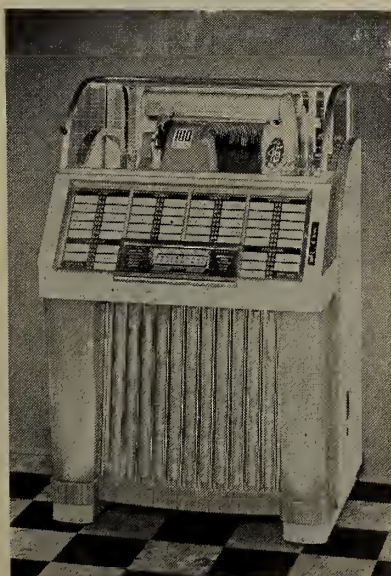
Model 148



Model M100A



Model M100B



Model M100C

Best

Wishes

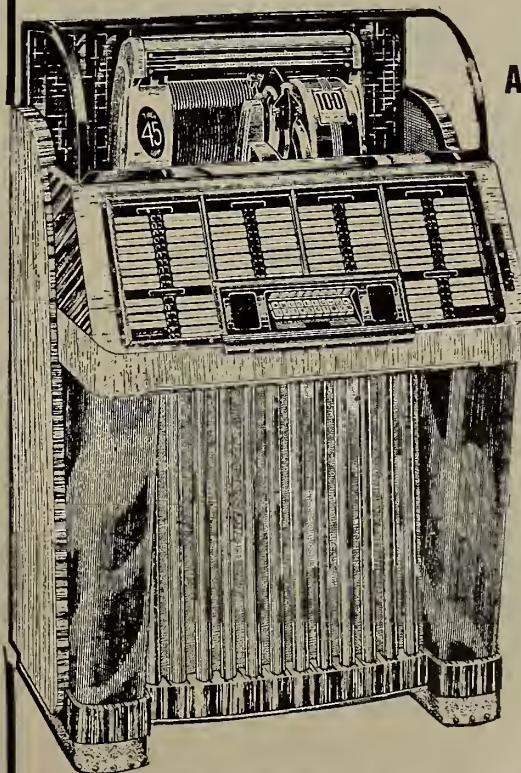
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 to
Bill Gersh
 on the
11th Anniversary
 of
The Cash Box

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WURLITZER

Post-War Phonographs

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 To Help Identify Each Model



Model 1015



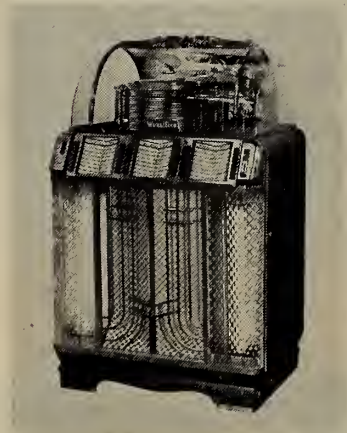
Model 1080



Model 1100



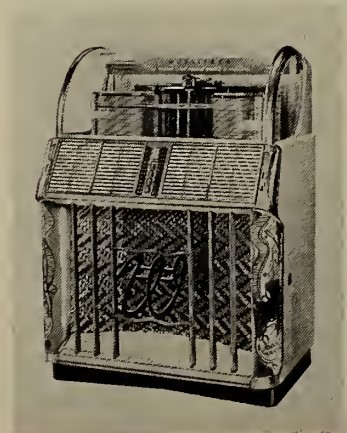
Model 1250



Model 1400



Model 1500

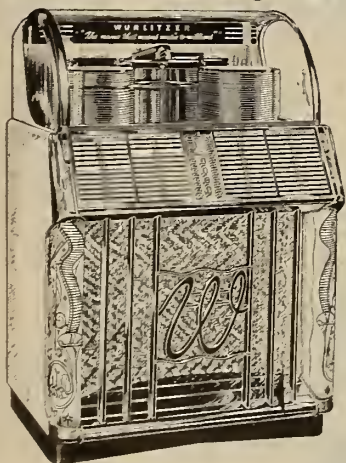


Model 1500-A



Model 1600-1650

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104 SELECTIONS

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48 SELECTIONS

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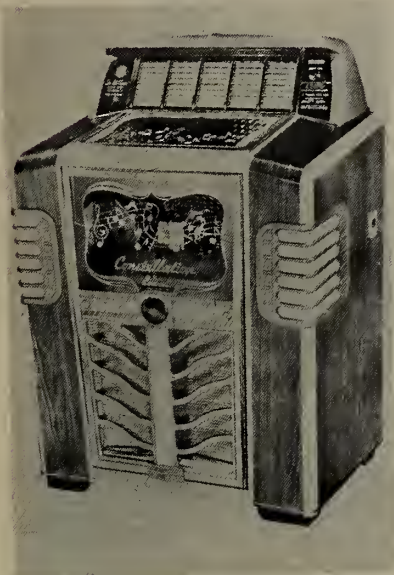
614 WEST GRAND STREET, OKLAHOMA CITY, OKLAHOMA

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

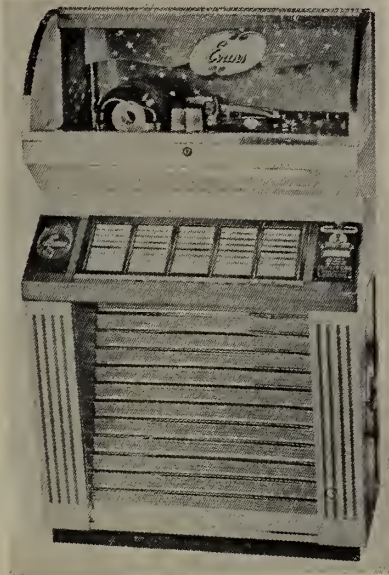
EVANS

Post-War Phonographs

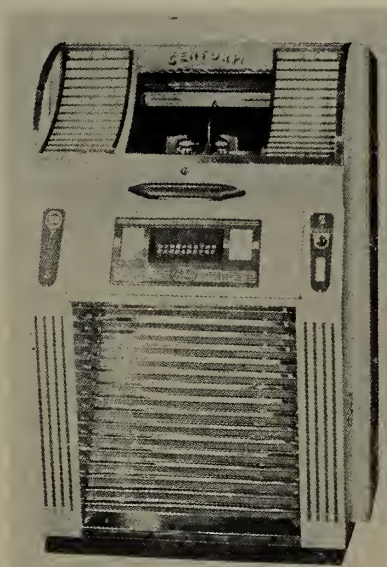
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CONSTELLATION



JUBILEE



CENTURY

Congratulations on your Eleventh Anniversary

May you continue to enjoy many, many more glorious and prosperous anniversaries. Your diligent efforts for the entire automatic music industry are to be congratulated and your tireless efforts in behalf of the automatic music operators will always be remembered.

MRS. M. ROBINSON, Pres.

M. J. PROFFIT, Sect'y.

SOUTH CENTRAL NOVELTY CO.

357 EAST 43rd STREET

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Our Sincerest Congratulations

... to *The Cash Box* for the great work that it has done in behalf of the nation's automatic music operators. There are no greater words of praise we can offer than to tell you that, "As far as we are concerned, *The Cash Box* is the 'Bible' of the Industry" ...

LES MONTOOTH, President

CENTRAL STATES MUSIC GUILD

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CONGRATULATIONS

on your
continued

GROWTH and SUCCESS

on your

11th ANNIVERSARY

We are
growing too ...

- we have increased our facilities to serve you better
- we carry the largest stock of used equipment in the world
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- we represent the finest manufacturers including Bally, Williams, Gottlieb, Keeney and Evans
- we know how to solve the problems of foreign buyers from personal experience. Know what equipment you need and how to get it to you on time and in working order.
- we have just completed an exceptional Parts and Service Manual for your convenience.
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It's smart to do business with **THE** firm that does the most for **YOU**

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MOST LOCATION-DEMANDED

Electro, with its handsome, compact console cabinet and its smooth, silent delivery cinches that top location and stays there year after year doing its job efficiently and profitably.

Electro, increases sales volume, too! Time and again, operators report that by spotting Electro in those up-front plus sales positions, they have boosted their sales 10% and more!

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Bill Bye

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Manufacturers of vendors listed under the type of machine they produce.

- BULK**
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 - Atlas Mfg. & Sales Corp.**
12220 Triskett Rd. Cleveland, O.
 - Belvend Mfg. Co., Inc.**
122 S. Michigan Ave. Chicago, Ill.
 - Blloyd Mfg. Co.**
Valley Station, Ky.
 - Columbus Vending Co.**
2005 E. Main St. Columbus, O.
 - Ford Gum & Machine Corp.**
P. O. Box 510 Lockport, N. Y.
 - Northwestern Corp.**
900 Armstrong St. Morris, Ill.
 - Oak Mfg. Co.**
11411 Knightsbridge Ave. Culver City, Calif.
 - W. G. Parrish, Inc.**
822 W. Ohio St., Chicago, Ill.
 - Silver King Corp.**
622 Diversey Pkway. Chicago, Ill.
 - Victor Vend. Mach. Co.**
5701 Grand Ave. Chicago, Ill.
- CANDY BAR**
- Advance Machine Co.**
4645 N. Ravenswood Ave. Chicago, Ill.
 - Atlas Tool & Mfg. Co.**
5147 Natural Bridge St. Louis, Mo.
 - Belvend Mfg. Co., Inc.**
122 S. Michigan Ave. Chicago, Ill.
 - Coan Mfg. Co.**
2070 Helena St. Madison, Wis.
 - Arthur DuGrenier, Inc.**
15 Hale St. Haverhill, Mass.
 - Mills Industries, Inc.**
4100 W. Fullerton Ave. Chicago, Ill.
 - National Vendors, Inc.**
5055 Natural Bridge Ave. St. Louis, Mo.
 - Shipman Mfg. Co.**
1326 S. Lorena St. Los Angeles, Calif.
 - Silver King Corp.**
622 Diversey Pkway. Chicago, Ill.
 - Stoner Mfg. Corp.**
328 Gale St. Aurora, Ill.
 - Vendall Company**
2323 Wolfram St. Chicago, Ill.
- CIGAR**
- Cigaromat Corp. of America**
1315 Walnut St. Philadelphia, Pa.
 - Malkin-Illion Co.**
396 Colt St. Irvington, N. J.
- CIGARETTE**
- Automatic Products Co.**
250 W. 37th St. New York, N. Y.
 - Coan Mfg. Co.**
2070 Helena St. Madison, Wis.
 - Arthur H. DuGrenier, Inc.**
15 Hale St. Haverhill, Mass.
 - Eastern Electric, Inc.**
70 Prospect St. New Bedford, Mass.
 - J. H. Keeney & Co.**
2600 W. 50th St. Chicago, Ill.
 - Lehigh Foundries, Inc.**
1500 Lehigh Drive. Easton, Pa.
 - Maple-Leaf Enterprises**
4030 Marlowe Ave. Montreal, Canada
 - National Vendors, Inc.**
5055 Natural Bridge Ave. St. Louis, Mo.
- FRUIT (refrigerated)**
- Fruit-O-Matic Mfg. Co.**
5225 Wilshire Blvd. Los Angeles, Calif.
- GUM (1c stick)**
- Advance Machine Co.**
4645 N. Ravenswood Ave. Chicago, Ill.
 - Arthur H. DuGrenier, Inc.**
15 Hale St. Haverhill, Mass.
 - Mills Industries, Inc.**
4100 W. Fullerton Ave. Chicago, Ill.
 - Northwestern Corp.**
900 Armstrong St. Morris, Ill.
 - Pulver Co.**
53 Canal St. Rochester, N. Y.
 - Stoner Mfg. Corp.**
328 Gale St. Aurora, Ill.
- GUM (5c package)**
- Advance Machine Co.**
4645 N. Ravenswood Ave. Chicago, Ill.
 - W. G. Parrish, Inc.**
822 West Ohio St. Chicago, Ill.
 - Shipman Mfg. Co.**
1326 S. Lorena St. Los Angeles, Calif.
 - Stoner Mfg. Co.**
328 Gale St. Aurora, Ill.
- HOSIERY**
- Lehigh Foundries, Inc.**
1500 Lehigh Drive Easton, Pa.
 - Rowe Mfg. Co.**
31 E. 17th St. New York, N. Y.
 - Vendomatic Machine Corp.**
34 W. 33rd St. New York, N. Y.
- HOT NUT**
- Silver King Corp.**
622 Diversey Pkway. Chicago, Ill.
 - Tropical Trading Co.**
5 South Wabash Ave. Chicago, Ill.
- COFFEE**
- American National Dispensing Co. (powder)**
4th St. & Cannon Ave. Lansdale, Pa.
 - Automatic Products Co.**
250 W. 37th St. New York, N. Y.
 - Chef-Way, Inc.**
527 Southwest Blvd. Kansas City, Mo.
 - Coan Mfg. Co.**
2070 Helena St. Madison, Wis.
 - Harmon Enterprises**
30 N. La Salle St. Chicago, Ill.
 - Indevco, Inc.**
806 E. 141st St. Bronx, N. Y.
 - Bert Mills Corp.**
400 Crescent Blvd. Lombard, Ill.
 - Rudd-Melikian, Inc.**
1919 N. Howard St. Philadelphia, Pa.
- COOKIE**
- Wm. F. Shepherd, Inc.**
2604 Woodburn Ave. Cincinnati, O.
 - Statler Mfg. Co.**
2112 Broadway New York, N. Y.
 - Stoner Mfg. Corp.**
328 Gale St. Aurora, Ill.
 - Vend-Rite Mfg. Co.**
1536 N. Halsted St. Chicago, Ill.
- FRUIT**
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 - Stoner Mfg. Corp.**
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 On Your 11th Anniversary

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5-10-25c COIN COUNTING MACHINE
 SEEBURG 100 SELECTION BOXES AND
 BRACKETS
 SCOOPY BALL GUM VENDORS
Supreme Distributors, Inc.
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you've been looking for it!
 you've been demanding it!
here it is!

SMOKESHOP LO-BOY

is the only standard cigarette vendor
 on the market that vends

PARLIAMENT

AMERICA'S FASTEST SELLING FILTER MOUTHPIECE CIGARETTE
 at its premium price, and regular size brands at their
 standard prices — using a SINGLE COIN ENTRY! Your
 first chance to handle a high profit brand in the same
 vendor with regular brands.



Remember--

the filtered cigarette market has been growing at an even higher
 rate than king-size cigarettes. Keep your locations, by providing
 brands that consumers demand — all in one machine!

THE SMOKESHOP LO-BOY

With the new Parliament column casts no more!

NOW YOU HAVE EVERYTHING IN ONE GREAT SERVICE-FREE MACHINE!

SMOKESHOP LO-BOY gives you . . .

- LARGEST CAPACITY OF ANY CIGARETTE MACHINE!
- Regular Size — King Size — Flat Pack (Parliament)!
- One Coin Acceptor For All Different Prices!

PLUS

ALL ITS OTHER FAMOUS FEATURES:

- Service-free mechanism
- Exclusive Eye-level Selectivity
- Lowest Price Lo-Boy
- Fully Illuminated-fluorescent lighting
- Accepts Nickels, Dimes and Quarters
- Small Floor Space 17" x 32"
- Can be set to vend at anywhere from 5c to \$1.50

**NO MORE SPECIAL
 HANDLING FOR
 Parliaments!**

Now you don't have to give Parliaments
 special handling by leaving them with
 the bartender or cashier — and lose that
 extra profit in your best locations.
 Don't undermine the very basis on
 which your cigarette vending machine
 route depends for its existence. And
 you know that locations don't like to
 have loose cigarette packs lying around
 where they can be damaged or stolen.

Do yourself and your location a favor
 . . . install the SMOKESHOP LO-BOY
 (with the Parliament column) that
 handles all brands with the same coin
 acceptor. You'll like the extra profit
 too! And you'll still have the high capa-
 city machine that permits less servicing
 and more machines per route.

NO MORE SIAMESE TWINS FOR YOU!

No more hooking an extra machine on
 to your regular cigarette vendor to
 take care of your *Parliament* trade —
 which always means extra equipment
 to service, to collect from, to pay for!
Smokeshop Lo-Boy carries *Parliaments*
in the machine!

Sam Kresberg, Pres. of Apca, Inc.
 is happy to take this opportunity to congratulate
THE CASH BOX on its 11th Anniversary!

WRITE, WIRE OR PHONE TODAY
 FOR FULL PARTICULARS!

Smokeshop corp.

(AUTOMATIC PRODUCTS CO.)

Smokeshop, Corp. is a division of APCO, INC.,
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 dispensers.

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SELL MORE CIGARETTES -- SELL THEM FASTER -- GET SMOKESHOP LO-BOY!

Congratulations

to

THE CASH BOX

from

One Old-Timer To Another

Al Schlesinger

SQUARE AMUSEMENT CO.

88 MAIN STREET

POUGHKEEPSIE, NEW YORK

• ESTABLISHED 1919 •

SILVER-KING "GIANT ACE"



AT LAST—a vendor that permits easy placement of charms! It's the new SILVER KING "GIANT ACE" BALL GUM AND CHARM VENDOR—with 7 lb. globe and extra large top. Offers greater earnings and simplified operation. (Giant Ace conversion sets available to convert all standard 5-Lb. tapered globe vendors—\$3.00 per set.)

- 1c CHLOROPHYLL BALL GUM VENDOR—TODAY'S SENSATION (Vends 210 Count)
- 1c "CHARM KING"—BALL GUM & CHARMS (Time-tested and proved)
- 5c PISTACHIO or MIXED NUTS (The busiest nickel snatcher)
- 1c "SUPER-VENDOR" KING-SIZE BALL GUM (To wake up "sleepy" locations)
- 1c CANDY BAKED BEANS VENDOR (Fine companion for ball gum machines)
- 5c SILVER-KING "HOT NUT" (For that "Extra-Special" spot)
- 1c or 5c SILVER-KING NUT VENDORS (Best bet for bars)

VENDORS FOR ALL FOREIGN COINS

IMMEDIATE DELIVERY AT BEST DEALERS EVERYWHERE

SILVER-KING CORP.

622 DIVERSEY PARKWAY

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NOTICE —

If your name was omitted from this list it was unintentional. Please let us know, and we'll print it in our next issue.

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

Manufacturers of vendors listed under the type of machine they produce.

(continued)

ICE CREAM

- Arctic Vendor Sales Co.
300 Sanford St.
Menasha, Wis.
- Atlas Tool & Mfg. Co.
517 Natural Bridge Ave.
St. Louis, Mo.
- Barth Eng. & Mfg. Corp.
Milldale, Conn.
- Belvend Mfg. Co.
122 S. Michigan Ave.
Chicago, Ill.
- Fred Hebel Corp.
126 N. Union Ave.
Chicago, Ill.
- Rowe Mfg. Co.
31 E. 17th St.
New York, N. Y.
- Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

JUICE

- American Citrus Corp.
333 N. Michigan Ave.
Chicago, Ill.
- Cedar Hill Farms
6980 Wooster Pike
Cincinnati, O.
- Juice Bar Corp.
12 East 44th St.
New York, N. Y.
- Minute Maid Corp.
488 Madison Ave.
New York, N. Y.
- Welch Grape Juice Co.
55 Fifth Ave.
New York, N. Y.

MILK

- Automatic Products Co.
250 W. 57th St.
New York, N. Y.
- Cedar Hill Farms, Inc.
6980 Wooster Pike
Cincinnati, O.
- Food Engineering Corp.
179 Elm St.
P. O. Box 1026
Manchester, N. H.
- Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.
- Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.

PENCIL

- Empire Pencil Co.
Shelbyville, Tenn.
- Kaye & Co.
2532 West High Ave.
Philadelphia, Pa.

POSTAGE STAMP

- Flatto Mfg. Co.
Box 305
Miami, Fla.
- Northwestern Corp.
900 Armstrong St.
Morris, Ill.
- Schermack Products Corp.
1164 W. Baltimore
Detroit, Mich.
- J. Schoenbach Co.
1645 Bedford Ave.
Brooklyn, N. Y.
- Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.

POST CARD

- Exhibit Supply Co.
4218 W. Lake St.
Chicago, Ill.
- International Mutoscope Corp.
44-02 11th St.
Long Island, N. Y.
- Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.

SANDWICH

- J. H. Keeney & Co.
2600 W. 50th St.
Chicago, Ill.
- Rowe Mfg. Co., Inc.
31 East 17th St.
New York, N. Y.
- Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
- Timm Industries
5245 W. San Fernando Rd.
Los Angeles, Calif.

SANITARY NAPKIN

- Advance Machine Co.
4645 North Ravenswood Ave.
Chicago, Ill.
- Hospital Specialty Co.
1991 E. 66th St.
Cleveland, O.

Sanitex Co.

- 14182 Meyers Rd.
Detroit, Mich.
- Twin-Tex Vendors Mfg. Co.
12653 S. Irving St.
Blue Island, Ill.
- Vend-Rite Mfg. Co.
1536 N. Halsted St.
Chicago, Ill.

SCALES

- A. B. T. Mfg. Co.
715 N. Kedzie Ave.
Chicago, Ill.
- American Scale Mfg. Co.
3206 Grace St., N. W.
Washington, D. C.
- J. F. Frantz Mfg. Co.
13140 Rexford St.
Blue Island, Ill.
- Hamilton Scale Co.
1702 Summit St.
Toledo, O.
- Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago, Ill.
- Peerless Weighing & Vending Machine Corp.
29-28 41st St.
Long Island City, N. Y.
- Rock-Ola Mfg. Corp.
800 N. Kedzie Ave.
Chicago, Ill.
- Sparks Specialty Co.
Soperton, Ga.
- Watling Mfg. Co.
4640 W. Fulton St.
Chicago, Ill.

DRINK

- (bottle)
- Atlas Metal Works
P. O. Box 5208
Dallas, Tex.
- Atlas Tool & Mfg. Co.
2125 Indiana Ave.
Kansas City, Mo.
- General Vending Machine Corp.
549 W. Washington Blvd.
Chicago, Ill.
- Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.
- Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago, Ill.
- S & S Products Co.
P. O. Box 1047
Lima, O.
- The Selectivend Corp.
1820 Wyandotte
Kansas City, Mo.
- Vendo Co.
7400 E. 12th St.
Kansas City, Mo.
- Vendorlator Mfg. Co.
4000 Railroad Ave.
Fresno, Calif.

DRINK

- (cup)
- Automatic Products Co.
250 W. 57th St.
New York, N. Y.
- Cole Products Corp.
39 S. La Salle St.
Chicago, Ill.
- Hupp Corp.
1250 W. 76th St.
Cleveland, O.
- Lyon Industries, Inc.
373 4th Ave.
New York, N. Y.
- Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago, Ill.
- Navenco Mfg. Co.
5608 E. Mockingbird Lane
Dallas, Tex.
- Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
- Square Mfg. Co.
3259 Broadway
Chicago, Ill.

DRINK

- (hot and cold)
- Cole Products Corp.
39 S. La Salle St.
Chicago, Ill.
- Indevco, Inc.
806 E. 141st St.
Bronx, N. Y.
- Rudd, Melikian, Inc.
1949 N. Howard St.
Philadelphia, Pa.
- Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

AND THEIR PRODUCTS

(Listed Alphabetically)

A

Abbey Mfg. Co.
5553 Easton Ave., St. Louis, Mo.
(Bulk Vendors)

A. B. C. Popcorn Co.
3441 W. North Ave., Chicago, Ill.
(Popcorn Vendor)

A. B. T. Mfg. Co.
715 N. Kedzie Ave., Chicago, Ill.
(Coin Mechanisms, Pistol Mach.)

Advance Machine Co.
4641 N. Ravenswood Ave., Chicago, Ill.
(Bulk, Gum, Candy Vendors)

Alkuno & Co., Inc.
408 Concord Ave., New York, N. Y.
(Candy and Gum Vendors)

Ald, Inc.
3406 N. Lincoln Ave., Chicago, Ill.
(Laundry)

American Citrus Corp.
333 N. Michigan Ave., Chicago, Ill.
(Juice Vendor — Cans; Sandwich Vendor [Hot])

American National Dispensing Co.
Lansdale, Pa.
(Coffee Vendor)

American Scale Mfg. Co.
3206 Grace St., N. W., Washington, D. C.
(Scale)

American Simplex Co.
167 S. Vermont Ave., Los Angeles, Calif.
(Soft Drink Vendor—bottle)

Andrew Mfg. Co., Inc.
660 S. Rochester Rd., Clawson, Mich.
(Bulk Vendors & Comb Vendors)

Arctic Vendor Sales Co., Inc.
300 Sanford St., Menasha, Wis.
(Ice Cream Vendor)

Aspir-Vend Co.
328 S. Beverly Dr., Beverly Hills, Calif.
(Aspirin Vendor)

Atlas Mfg. & Sales Corp.
12220 Triskett Rd., Cleveland, O.
(Bulk and Popcorn Vendors)

Atlas Tool & Mfg. Co.
5147 Natural Bridge, St. Louis, Mo.
(Candy Bar, Ice Cream, and Soft Drink Bottle Vendors)

Automatic Products Co.
250 W. 57th St., New York, N. Y.
(Cigarette, Milk, Hot Drink and Soft Drink Vendors)

Auto-Photo Co.
1444 S. San Pedro St., Los Angeles, Calif.
(Photograph Machine)

B

Barth Eng. & Mfg. Corp.
Milldale, Conn.
(Ice Cream Vendor)

Belvend Mfg. Co., Inc.
122 S. Michigan Ave., Chicago, Ill.
(Bulk, Candy Bar and Ice Cream Vendors)

Bernitz Mfg. Co.
2125 Indiana Ave., Kansas City, Mo.
(Soft Drink [bottle] Vendor)

Brevco Co., Inc.
3316 S. Broadway, St. Louis, Mo.
(Soft Drink [bottle] Vendor)

Bloyd Mfg. Co.
Valley Station, Ky.
(Bulk Vendors)

C. C. Bradley & Son
N. Franklin & Goodwin Sts., Syracuse, N. Y.
(Soft Drink Vendor)

C

Cigaromat Corp. of America
114 E. 32nd St., New York, N. Y.
(Cigar Vendor)

Coan Mfg. Co.
2070 Helena St., Madison, Wis.
(Candy Bar, Cigarette, Soft Drink Vendors)

Cole Products Corp.
39 S. La Salle St., Chicago, Ill.
(Soft Drink [cup] Vendor)

Columbus Vending Co.
2005 E. Main St., Columbus, O.
(Bulk Vendor)

D

F. B. Dickinson & Co.
Des Moines, Ia.
(Ice Vendor)

Arthur H. DuGrenier, Inc.
Haverhill, Mass.
(Candy and Cigarette Vendors)

E

Easton Electric, Inc.
70 Prospect St., New Bedford, Mass.
(Cigarette Vendor)

Electronic Devices
1120 S. Michigan Ave., Chicago, Ill.
(Telescope Machine)

F

Federal Dispenser Corp.
6305 Yucca St., Los Angeles, Calif.
(Stamp Vendor)

Fielding Mfg. Co.
258 W. Pearl St., Jackson, Mich.
(Bulk Vendor)

Flatto Mfg. Co.
17 W. 60th St., New York, N. Y.
(Stamp Vendor)

Food Engineering Corp.
Manchester, N. H.
(Milk Vendor)

Ford Gum & Machine Co., Inc.
Lockport, N. Y.
(Ball Gum Vendor)

J. F. Franz Mfg. Co.
1946 W. Lake St., Chicago, Ill.
(Scales)

Fremont Co.
313 S. Western Ave., Los Angeles, Cal.
(Bulk Vendor)

Fruit-O-Matic Mfg. Co.
5225 Wilshire Blvd., Los Angeles, Cal.

G

Gaylord Mfg. Co.
606 Michigan Ave., Detroit, Mich.
(Bulk Vendors)

General Electric Co.
Lamp Division, Nela Park, Cleveland, O.
(Lamps)

General Vending Corp.
549 W. Washington Blvd., Chicago, Ill.
(Soft Drink [bottle] Vendor)

Guardian Electric Mfg. Co.
1621 W. Walnut St., Chicago, Ill.
(Coin mechanisms, vending machine parts)

H

Hamilton Scale Co.
214 Oliver St., Toledo, O.
(Scales)

Harmon Enterprises, Inc.
30 N. LaSalle St., Chicago, Ill.
(Coffee and Combination Hot Beverage Vendor)

Hawkeye Novelty Co.
1754 E. Grand Ave., Des Moines, Ia.
(Bulk and Popcorn Vendors)

Fred Hebel Corp.
126 N. Union Ave., Chicago, Ill.
(Ice Cream Vendor)

Highway Steel Products Co.
1326 McKinley Ave., Chicago Heights, Ill.
(Soft Drink [bottle] Vendor)

Hospital Specialty Co.
1991 E. 66th St., Cleveland, O.
(Sanitary Napkin Vendor)

Hultz Vendors, Inc.
1108 E. Jackson St., Springfield, Ill.
(Coin Conversion Units)

Hupp Corp.
1250 W. 76th St., Cleveland, O.
(Soft Drink [cup] Vendor)

I

Ideal Dispenser Co.
Bloomington, Ill.
(Soft Drink and Milk Vendors)

Ideal Weighing Machine Co.
1501 DeLong St., Los Angeles, Cal.
(Scales)

Indevco, Inc.
101 Park Ave., New York, N. Y.
(Coffee Vendor)

International Mutoscope Corp.
44-02 Eleventh St., Long Island City, N. Y.
(Book, Magazine, Post Card Vendors—Photograph and Voice Recording Machines)

J

F. L. Jacobs Co.
1043 S. Spruce St., Detroit, Mich.
(Soft Drink [bottle] Vendor)

Jo-Lo Perfumatic
328 Stevens Ave., Jersey City, N. J.

Juice Bar Sales Corp.
12 E. 44th St., New York, N. Y.
(Juice [can] Vendor)

K

J. H. Keeney Co.
2600 W. 50th St., Chicago, Ill.
(Cigarette, Candy and Sandwich Vendors)

L

Lehigh Foundries, Inc.
1500 Lehigh Drive, Easton, Pa.
(Cigarette and Hoisery Vendors)

Lincoln-Boyle Co.
4628 N. Greenview, Chicago, Ill.
(Ice Vendor)

Lyon Industries, Inc.
342 Madison Ave., New York, N. Y.
(Soft Drink [cup] Vendor)

M

Marion Machine Tool Co.
Marion, O.
(Scale)

Mercury Scale Co.
3830 Holbrook Ave., Detroit, Mich.
(Scale)

Metal Products Co.
1135 Third St., Oakland, Calif.
(Juice [can] Vendor)

Bert Mills Corp.
400 Crescent Blvd., Lombard, Ill.
(Coffee and Tea Vendors)

Mills Industries, Inc.
4100 Fullerton Ave., Chicago, Ill.
(Candy, Gum, Soft Drink [cup], Juice Vendors and Scales)

Minute Maid Corp.
445 Park Ave., New York, N. Y.
(Juice [cup] Vendor)

Monroe-Matlock Co.
Euclid Bldg., Cleveland, O.
(Bulk, Hot Nut and Stamp Vendors)

N

National Rejectors, Inc.
5100 San Francisco Ave., St. Louis, Mo.
(Coin Mechanisms)

National Vendors, Inc.
5055 Natural Bridge, St. Louis, Mo.
(Candy and Cigarette Vendors)

Navenco Mfg. Co.
5608 E. Mockingbird Lane, Dallas, Tex.

Norris Mfg. Co.
553 Wager St., Columbus, O.
(Bulk Vendors)

Nortwestern Corp.
1007 E. Armstrong St., Morris, Ill.
(Bulk, Gum and Stamp Vendors)

Oak Mfg. Co.
11411 Knightsbridge Ave., Culver City, Cal.
(Bulk Vendor)

Oregon
Box 8161, Portland, Ore.
(Cigarette Vendor)

P

W. G. Parrish, Inc.
822 W. Ohio St., Chicago, Ill.
(Bulk Vendor)

Perfumatic of Canada, Ltd.
561 Eglinton Ave., W., Toronto, Canada
(Perfume Spray Vendor)

Postage Stamp Machine Co.
33 W. 60th St., New York, N. Y.
(Stamp Vendor)

R

Rec-O-Mat Co.
4532 Ben Ave., N. Hollywood, Cal.
(Phono Record Vendor)

Refrigerated Equipment Sales Corp.
19 W. 44th St., New York, N. Y.
(Packaged Ice Cube Vendor)

Revco, Inc.
1412 E. Church St., Deerfield, Mich.
(Ice Cream Vendor)

Rowe Mfg. Co., Inc.
31 E. 17th St., New York, N. Y.
(Cigarette, Candy, Milk, Sandwich and Cake Vendors)

Rudd-Melikian, Inc.
1949 N. Howard St., Philadelphia, Pa.
(Coffee Vendor)

RX Scale Mfg. Co.
57 St. Mary's Rd., Buffalo, N. Y.
(Scale)

Roover Bros., Inc.
23601 14th Ave., Brooklyn, N. Y.
(Name Plate Machine)

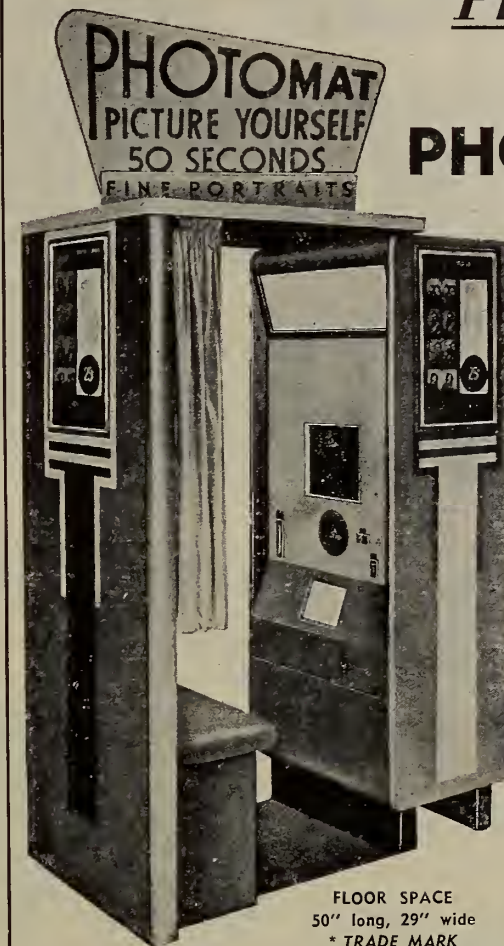
S

Sanitex Co.
14182 Meyers Rd., Detroit, Mich.
(Sanitary Napkin Vendor)

Sattley Co.
677 Mt. Elliott Ave., Detroit, Mich.
(Coin Mechanisms)

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William Rabkin, President
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Stillwell 4-3800

Selectivend Corp.
1820 Wvandotte Ave., Kansas City, Mo.
(Soft Drink [bottle] Vendor)

Shipman Mfg. Co.
1326 S. Lorena St., Los Angeles, Cal.
(Candy, Cookie, Gum, Hot Nut, Card and Stamp Vendors)

Silver King Corp.
622 Diversey Parkway, Chicago, Ill.
(Bulk and Hot Nut Vendors)

Sparks Specialty Co.
Soperton, Ga.
(Scales)

Spacarb, Inc.
375 Fairfield Ave., Stamford, Conn.
(Soft Drink [cup] Vendor)

Statler Mfg. Co.
2112 Broadway, New York, N. Y.
(Cookie Vendor)

Steel Products Co.
40 8th Ave., S.W., Cedar Rapids, Iowa
(Non-coin operated coffee machines)

Stoner Mfg. Corp.
328 Gale St., Aurora, Ill.
(Candy and Gum Vendors)

T

Telecoin Corp.
12 E. 44th St., New York, N. Y.
(Laundry Machine and Juice Vendor)

Thermo-Cuber, Inc.
4124 N. Southport St., Chicago, Ill.
(Ice Vendor)

Timm Industries
5245 W. San Fernando Rd., Los Angeles, Cal.
(Sandwich Vendor)

Tropical Trading Co.
5 S. Wabash Ave., Chicago, Ill.
(Hot Nut Vendor)

V

Veeder-Root, Inc.
70 Sargeant St., Hartford, Conn.
(Coin Mechanisms)

Vendall Co.
2323 Wolfram St., Chicago, Ill.
(Candy Vendor)

Vend-Ice Corp.
2165 Newton Ave., San Diego, Cal.
(Ice Vendor)

Vendo Co.
7400 E. 12th St., Kansas City, Mo.
(Soft Drink [bottle], Ice Cream and Coin Changers)

Vendomatic Machine Corp.
34 W. 33rd St., New York, N. Y.
(Hoisery Vendor)

Vend-Rite Mfg. Co.
1536 N. Halsted St., Chicago, Ill.
(Cookie and Kleenex Vendors)

Victor Vending Machine Corp.
5701 Grand Ave., Chicago, Ill.
(Bulk Vendors)

W

Watling Mfg. Co.
4650 W. Fulton St., Chicago, Ill.
(Scales)

Westinghouse Electric Corp.
306 Fourth Ave., Pittsburgh, Pa.
(Soft Drink Vendor)

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

JUKE BOX MANUFACTURERS FOLLOW COURSE URGED ON INDUSTRY BY "THE CASH BOX"

Last Minute Letters, Wires, Phone Calls by Mfrs Urge All in Juke Box Biz to Deluge Senate Sub-Committee With Letters and Wires. Mfrs Give Juke Box Ops 9 Reasons for Urgency in Rushing Wires and Letters

CHICAGO—Immediately on appearance of the notice that the ASCAP-sponsored McCarran Bill hearings were on again, and that they would be held on Wednesday and Thursday, July 15 and 16, 1953, in Washington, D.C., before the Senate's Sub-Committee-On-The-Judiciary, the manufacturers rushed wires, letters and phone calls to their distributors, so that these distributors could immediately contact all operators in their territories, to deluge the Senate's Judiciary Sub-Committee with wires and airmail letters.

This is exactly the same plan which was proposed by *The Cash Box* from the very moment that the McCarran Bill (S.1106) was introduced.

The Cash Box not only then urged that operators (as well as their location owners, clergymen, friends, and city fathers) write and wire their Senators and Congressmen, but continued to pound home this same thought week after week.

This is the very last second. The hearings are on this week. The Senate's Judiciary Sub-Committee is composed of: Sen. Alexander M. Wiley (R., Wis.) Chairman; Sen. Wm. E. Jenner (R., Ind.) and Sen. James O. Eastland (D., Miss.).

The manufacturers presented nine reasons called: "Points For Operators", why the juke box operator simply must instantly jump into this effort to deluge the Senate's Judiciary Sub-Committee with letters and wires.

"Points For Operators" follows:

Here are some reasons why you should write, wire or call your Senators and your Congressman and send copies of your communications to Senators Alexander Wiley, William Jenner, and James O. Eastland at the Senate Office Building, Washington, D. C. The Senators just named are the members of a Senate Judiciary Sub-Committee which is going to hold hearings on the McCarran Bill, S. 1106.

The McCarran Bill threatens your very existence as an operator because it would allow the individual owner of a single machine such as a drugstore or restaurant to operate its machine without payment of royalties or a license fee to ASCAP or anyone

else. We have listed below some points which you may want to use in your letter to your Senators and Congressman. If any of these points is used, *remember, it is more effective if you use your own words and not just copy the language in this letter.*

1. If the McCarran Bill is enacted into law, it will impose an enormous financial burden on the operators. (In last year's Congressional hearings before the Bryson sub-committee of the House, it was revealed that the license fees contemplated could amount to a 50% tax on the net profit of the operators. The McCarran Bill contains no limitation on the amount of license fee which may be charged by ASCAP or any copyright owner.)

2. Jukebox operators are more than paying their way under the present law through their purchase of upwards 50,000,000 records every year. Out of the purchase price of those records some \$2,000,000 in royalties is paid *directly* to composers and publishers. (These royalty payments are not handled by ASCAP or other performance societies.)

3. If you use in your juke box, whether innocently or not, a tune which has been copyrighted but for which you have not obtained a license to perform, you are subject to heavy penalties under the Copyright Act. For each performance of the tune you could be subject to a minimum judgment of \$250.00 and a maximum judgment of \$5,000.00, plus counsel fees.

4. Although this bill is supported primarily by ASCAP, the operators will be forced to obtain performance licenses not only from ASCAP but from BMI, SESAC and countless individual copyright owners, should their music be used in juke boxes.

5. The bill gives unlimited authority to performance rights societies and individual copyright owner to charge as much as the traffic will bear for performance licenses. In other words, ASCAP and BMI and copyright owners in general are given the power of life and death over the juke box industry. (The industry numbers many thousands of people, including 10,000 operators and their thousands of employees, as well as the thousands of employees of the manufacturers and distributors.)

6. The bill is specifically aimed at the operators and can be interpreted to favor the individual ownership of juke boxes by proprietors of drugstores, etc. (Such individual owners of single juke boxes would not be required to pay performance license fees under the bill.)

7. Not only does the juke box operator more than pay his way by purchasing records which increases royalties to authors and composers, but in addition the performance of music in the some 400,000 juke boxes in the nation is one of the largest factors in popularizing music and making hit tunes.

8. As was demonstrated to the Bryson Committee last year, the juke box operator is a small businessman dependent for his livelihood on his route. (A survey conducted by Price Waterhouse & Company, a leading accounting firm, showed that the average operator had a net income of about \$3,125.00.)

9. If ASCAP and other performing rights societies are given the right to license juke boxes, they will constantly be harassing location owners who will refuse to use juke boxes for fear of damage suits, (the loss of a few choice locations could well ruin a juke box route.)

JUKE BOX OPERATORS

WRITE OR WIRE IMMEDIATELY!! YOUR BUSINESS IS IN DANGER!



**Definitely
Tops!**
Gottlieb's

A WONDERFUL ARRAY
of STAR STUDDED FEATURES
with FABULOUS SNAPPY ACTION!

G U Y S D O L L S



PLAY THAT SPARKLES
WITH SPECTACULAR
THRILLS!

RESETTING SEQUENCE FROM 1 TO 9—

ADVANCES BONUS for high score . . . INCREASES VALUE of
point lanes . . . LIGHTS ROLL-OVERS at bottom for replays
. . . AWARDS REPLAYS for spelling out "DOLLS" . . . EACH
RE-SET lights one letter . . . MYSTERY "SPOT-EM" spots one
letter intermittently at start of game.

A - B - C - D SEQUENCE

Lights bonus holes
for replays.

4
POP
BUMPERS

BRAND NEW!
6 HIGH POWERED
POP-UP
POSTS

creates dazzling ball
action . . . marvelous
recovery shots . . .
induces repeat play.

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PLANT NOW CLOSED FOR ANNUAL 2 WEEK VACATION

Witsen-Groentemann European Junkets Solidify Int'l. Amuse. As Top Coin Machine Exporters



ABE WITSEN



SAL GROENTEMANN

PHILADELPHIA, PA.—International Amusement Company—Scott-Crosse Company, this city, whose claim to "World's Largest Exporter of Coin Machines" is quite established at this time, has taken several steps to solidify and embellish its top standing.

During the past months, measures have been taken to increase its facilities in Philadelphia by adding more office, storage and shipping space, as well as personnel.

The final step this summer was a personal trip to Europe by Abe Wit-

sen and Sal Groentemann. Witsen, now in Europe, returns shortly, and Groentemann will leave August 2.

Witsen reports that his tour through the European cities was most successful. He saw many of the firm's customers, whom he had met previously, and in addition many others with whom the firm was dealing and whom he had never met before. By personal contact with these firms, he was able to solidify International's position, discuss many matters which would be impossible otherwise, and happily sent

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For Wurlitzer and Seeburg Phonographs
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(Tel.: Circle 6-8939)

Report Genco "Sky Gunner" Going Big In New Locations

CHICAGO—Sam Lewis and Avron Gensburg, of Genco Manufacturing & Sales Company, this city, report the company's newest, "Sky Gunner," is racking up a terrific placement in variety stores, 5 and 10c stores, super

markets, and other new types of locations.

According to Lewis and Gensburg, "Store owners and managers find in almost every case that youngsters give this new gun game a big play, producing good profits and greatly increasing store traffic.

home any number of substantial orders.

Before leaving for home, Witsen spent a week vacationing at the French Riviera.

Sal Groentemann, who will tour Europe, expects to visit some of the places Witsen covered, and many others that he didn't.

One of the factors that makes it possible for International to lead the field in export is that it has branch offices in most of the important European cities.

In addition to the large export business done, the firm represents some of the leading manufacturing firms in this country, and has also built an enviable reputation for itself for its domestic trade.

"The hot idea started in New York and is now taking hold all over the country. Some on-the-ball ops are even mounting their machines on wheels and putting them out in front of the store during the day, rolling them inside at night.

"'Sky Gunner' is also going great in the export field—principally because of the compact, weight saving construction and 'knock-down' packing."

The gun and light rack are packed inside the cabinet for shipping, so that the complete unit measures only 34 by 19 by 44 inches, and weighs only 205 pounds.

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

WHAT IS THE ASCAP-SPONSORED MC CARRAN BILL ALL ABOUT?

The ASCAP-Sponsored McCarran Bill (S.1106) on Which Open Public Hearings Will Be Held, July 15 and 16, 1953, in Washington, D. C., Before the Senate's Judiciary Sub-Committee [Composed of Sen. Alexander M. Wiley, (R., Wis.) Chairman; Sen. Wm. E. Jenner, (R., Ind.) and Sen. James O. Eastland (Dem., Miss.)] Contains the Statement That the Owner of but One Juke Box Will be Excepted From Paying Royalties Direct to ASCAP, and/or Similar Organizations, Provided That the McCarran Bill (S.1106) Should be Successful in Its Intentions, Which is to Amend That Section of the "Copyright Act" Whereby Juke Boxes Would No Longer (Openly, that is) be Excepted From Paying Royalties for Copyrighted Music.

These "Owners of One Juke Box", These Mythical Leprechauns, as Contained in the McCarran Bill (S.1106) are Not Excepted at This Time, Nor Will They be Excepted at Anytime in the Future, Regardless of Whether the McCarran Bill (S.1106) Should Ever be Successful in Its Intentions, From Paying Royalties to ASCAP Publishers and Composers, Because for Each and Every Recording These Little Leprechauns Purchase, Which Features ASCAP Copyrighted Music, They Already Pay Royalties to the ASCAP Publisher and the ASCAP Composer of the ASCAP Copyrighted Music. These Royalties are Added Onto the Price They Pay for the Recordings by the Record Manufacturers.

Therefore, All That Can be Assumed by the Inclusion of This Statement in the McCarran Bill (S.1106) is That: IT IS BUT A SMOKE-SCREEN TO COVER THE FACT THAT THIS BILL IS BUT ANOTHER ATTEMPT ON THE PART OF ASCAP TO OBTAIN A TAX ON TOP OF AN ALREADY PAID TAX FROM THE NATION'S JUKE BOX OWNERS.

SHOULD ASCAP WIN IT WOULD MEAN "POLICE" ACTION BY ASCAP'S OWN "POLICE" TO FORCE OPS TO REVEAL THEIR BOOKS FOR TAX PAYMENT

The above statements are the truth.

Every ASCAP music publisher and every ASCAP music composer gets paid the royalties he demands from each and every recording featuring his tunes.

This royalty is paid to him everytime the juke box owner purchases a recording featuring those very tunes, regardless of whether he owns one juke box or a zillion juke boxes.

The royalties are added onto the price the juke box owner pays for the recordings by the record manufacturers.

ASCAP's claim is that it does not get paid "directly" for the use of this music.

Who is ASCAP? ASCAP is the ASCAP music publisher and the ASCAP music composer. They are the members of this collective collection agency. They are the officers. They are the Board of Directors. They split up whatever ASCAP collects in royalties.

The fact that they now want ASCAP, directly, to be paid royalties by the juke box owners, means that THEY WANT TO BE PAID TWICE FOR THE SAME TUNE.

In short, the ASCAP publisher and the ASCAP composer want to continue to collect royalties from the record manufacturers and, at the same time, also now want the juke box owner to again pay them, via their collective collection agency, ASCAP.

In this way the ASCAP publisher and the ASCAP composer get PAID TWICE—OBTAINING A TAX ON TOP OF AN ALREADY PAID TAX—for the very same tune.

In the McCarran Bill (S.1106) ASCAP does not state what it wants as payment from the nation's juke box owners.

But the nation's juke box owners already know what ASCAP wants.

Because, just a few years ago, ASCAP published a booklet wherein it stated that it would "police" the juke box industry.

Meaning, of course, that it would open the books of all juke box owners and check to see what their earnings are as well as how many phonographs they have.

Then, there is no doubt, as ASCAP does in other cases, it would decide what each individual juke box owner would have to pay.

In short, the nation's juke box owners would be living in a "police state", policed by ASCAP, should the McCarran Bill (S.1106) ever be successful in its intent.

THAT'S WHY EVERY SINGLE JUKE BOX OWNER IN THE NATION MUST CONTACT HIS SENATOR AND CONGRESSMAN AND MUST, RIGHT THIS VERY SECOND, WIRE OR AIRMAIL A LETTER TO: *Senator Alexander M. Wiley, Chairman, Committee-On-The-Judiciary, The Senate, Washington, D.C.*



2 FLIPPERS

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- features:**
- HIGH SCORES plus STROKES SCORES!**
 - 4 TRAP HOLES** each good for 500,000 plus 5 strokes each!
 - 5 KICKOUT HOLES** and **ALL (6) ROLLOVERS** score 1 stroke each!
 - MAKING 1 to 7** lites 2 top rollovers and 2 center rollovers for replays!
 - MAKING 4-5-6 and 7** lites up 2 "special" (Top at side) bumpers for replays!
 - MAKING A-B-C and D ROLLOVERS** lites 2 bottom rollovers for replays!
 - MAKING HOLES 1 to 9** in "par" strokes, or under, scores 5 replays!
 - MAKING 9 HOLES OVER "PAR"** scores 1 replay!



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

Boasbergs Visit Eiffel Tower



NEW ORLEANS, LA.—Louis Boasberg, general manager of the New Orleans Novelty Company, this city, who recently returned from a trip to Europe, is shown above with Mrs. Boasberg, atop the Eiffel Tower, Paris, France.
Boasberg advised that whatever city he visited, he found The Cash Box very much in evidence.

Heat Pays Off

CHICAGO—Resorts are one place where the heat pays off. Though many were suffering from the humid and torrid weather which blanketed the country this past week, the resort ops enjoyed its results immensely.
As one of these men, who had to make a quick visit here to pick up more equipment said:
"It sure is hot and humid. But the heat's paying off up in the resort

country.
"The resorts are jammed," he continued, "and action is better than it's ever been."
During the holiday weekend, many grabbed their families and dashed for the cool lake and resort country.
They joined the throngs who were already there to give operators of resort equipment one of the best weeks they've ever yet enjoyed.

Lane Ships Carloads Of Kiddie Rides



MIAMI, FLA.—Justin Goldsmith, chief of sales of The Berth Lane Company, Inc., this city, is also "Commander In Chief of the Hammer" as he happily supervises the nailing up of a carload of "Musical Merry-Go-Rounds" and "Zoo Kiddie Rides" for shipment all over America.
The Bert Lane "Musical Merry-Go-Round" features colorful hobby horses set to music.
The "Zoo Kiddie Rides" feature gay pastel colored animals such as Giraffes, Camels, Zebras, Reindeer, Horses, Rabbits, Dogs and Cats. Both the "Musical Merry-Go-Round" and the "Zoo Ride" are twin rides—two children can ride for the price of one. The family appeal is terrific.

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Sound System thoroughly tested
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Looks and Operates like new **\$595.00**

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Congratulations

to

The Cash Box

on

11 Years

of Service

To The Industry



Bally

Manufacturing Company

As I See It

A Weekly Column
by
AL SCHLESINGER



Another year, another milestone has been reached in the life of the Cash Box. As we look back, it seems so short, yet the past year has recorded on the pages of this journal the pulse beat of this industry. Manufacturers, Distributors, Jobbers and Operators have read each week about the news, the trends, the new machines, the dynamic editorials on the future. Operators have seen a definite complete change take place in the manufacture of phonographs. Every manufacturer is now producing a 45 R.P.M. model from 40 to 120 selections. The complete change in the past year from 78 R.P.M. to 45 R.P.M. has been going along at a fast pace. Operators have been setting these phonographs in their top locations as fast as their financial ability permitted. The approximately 8000 phonograph operators of America will one day be operating 45 R.P.M. exclusively. For years the Cash Box has been fighting for 10c play. While I advocated that the manufacturers put 10c coin chutes on phonographs before they left the factory, the trend in the past year for dime play has gained steady ground. The operator must be kept happy! How do you go about making an operator happy? Since he has a sizable investment, he is entitled to make a fair profit. Operating on nickel play, with present costs of phonographs, is only a rat race. When you consider the high costs of labor, parts and maintenance, the operator is not happy. Dime play can help. Getting front money can help. Taking out the cost of records before the split can help. Putting these altogether you can make an operator feel he is on the right road to make a profit. If the operator can incorporate these methods of doing business he can be reasonably happy. Particularly so, if he can get a little help from the manufacturers. This would in my opinion complete the cycle: Manufacturer, Distributors, Operators, insuring for a healthy industry: all earning a profit.

KIDDIE RIDES

An entire new field has been opened up in the past year with Kiddie Rides. Some manufacturers never before connected with the coin machine business have invaded this field. They have opened up the field to a new class of operators. Locations that once were taboo to coin machines are now setting up complete sections in their stores to accommodate group rides. Paying a commission to the location that is within reason, and at dime play Kiddie Rides have been phenomenal moneymakers. This new idea for children must eventually broaden out into other segments of the coin operated field. It seems that the new type of men entering the Kiddie Ride business are going to open up new outlets for other types of products. Their approach and their manner of conducting business is one of the healthiest signs we have had in a long time. The next year or two will give them stability. After that every giant food market and department store in America will be their outlets! Will it be all types of vending machines like the Automat? Will it be Junior Arcades? Time will tell the story!

SHUFFLE ALLEYS

The shuffle alley has become a standard piece of equipment in almost every tavern in America. Like sugar in a grocery store, it has become a staple piece of equipment. The past year has seen the shuffle alley with its formica top, 7-10 split, along with the players many ways of double scoring become the leading amusement game of the year. The 10c coin chute has enabled operators to keep the factories busy producing these moneymakers. It is too soon for operators to hope that an amusement game of similar nature, and player appeal will soon be surpassed or equaled by anything the manufacturers have in store for us in the immediate future. Every decade sees one outstanding game that revolutionizes the trade. This is the decade for the shuffle alleys. They have supplied the lift that operators needed so badly. These games came out at a time when the morale of the operator was very low. Manufacturers should be congratulated for having the foresight, courage and wisdom in incorporating the 10c chute on these games. It has been a salvation for operators.

ASSOCIATIONS

There has been some small progress in the past year in operators joining their fellow operators in city and state associations. The banding together of operators for their mutual good has been a slow process over the years. The nature of the business along with individualistic tendencies of most operators years ago made this a lone wolf business. That doesn't apply today. Unless an operator is also a good business man he has little assurance of success. Associations take most of the grief out of operating. It is no cure-all. But, they do try to eliminate the abuses, so that the operator can conduct his business on a better plane and also get a better return on his investment. If the operator today still believes in that old theory of dog eat dog, he will some day be eaten himself. I cannot too strongly urge operators to either form or join an association. Protect your investment through an association!

ANNIVERSARY

As I see it, The Cash Box in celebrating its ELEVENTH ANNIVERSARY has much to be proud of. Every week it has given to the operators of America its honest opinions on what would make this business a better business. Its advertising has never sold pink pills, nor mystic nostrums. Yet there are many who are asking advertising to carry a load it was never designed to carry. Advertising never was intended to persuade or fool people into buying things they do not want, need or desire. Advertising is neither a circus pitchman, a huckster nor a phony blandishment. Advertising's value is in proportion to the respect and faith that operators have in its integrity. That is why The Cash Box justly deserves the title of OPERATORS BIBLE and every operator in America extends to The Cash Box its best wishes for continued growth and prosperity.

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Dallas Coin Machine Ops Assn. Formed By Texas Coinmen

E. L. Certain, Jr., Pres., W. R. Williford, V-P.
Fine Start Made. Next Meeting July 27

DALLAS, TEX.—The newly organized Dallas Coin Machines Operators Association issued invitations to every coin machine operator, juke box distributor and record distributor in the Dallas County area. The occasion was a steak dinner and the purpose was to announce the formation of the association and to formally invite one and all to join. The operators will be regular members and the distributors will be associate members.

Arthur Hughes, S. H. Lynch & Company gave a talk of the necessity of an association. He pointed out that most of the major industries and businesses over the country have associations. He emphasized that an association such as the one just organized works for the welfare of everyone.

"It promotes the industry as a whole, gives the individual members an opportunity to help each other with new ideas and methods of operation and it gives strength to the industry when various forms of legislation affecting the coin machines business come up," he said.

Tillman Babb, speaking for the board of directors of the association, outlined what had gone into the or-

ganization. "The groundwork has been set. The association is incorporated as a non profit organization, and has a charter from the state." He invited all those present to submit applications for membership to any member of the board of directors so that the board may pass on them. He stated clearly the objectives of the association—to publicize the juke box business, giving it the dignity to which it is entitled and to work closely with the national organization, Music Operators of America, on important matters concerning legislation. It is in no way a protective organization, no business agreements are made with the members and no attempt will be made to interfere with the normal competition among the members.

There will be a regular dinner meeting the fourth Monday of each month. The next meeting will be July 27. In the absence of E. L. Certain Jr., president, W. R. Williford, vice-president, took charge of the meeting. Members of the board of directors are James M. Browning, Certain, Tommy Collum, Leonard Kollman, G. C. McGibboney, Albert McKool, Don Morris, Dewey Parsons, Frank Sachse, C. A. Taylor, T. A. Webb and Williford.

Will Show "E"



BARNEY SUGERMAN

NEW YORK—Invitations to attend the Runyon Sales Company showing of the model "E" phonographs at both the New York and Newark, N. J. offices have been sent out to operators in the New York, New Jersey and Connecticut territories serviced by this firm, according to Barney Sugerman.

Showing will take place July 20 to 25, at which time Abe Green in Newark, and Sugerman in New York will take the visitors on a "Cook's Tour" of their newly renovated quarters in both cities (Newark quarters in new location at corner of Frelinghuysen Avenue and W. Runyon Street).

"Altho we are quite sure that our invitations have been sent to all our customers" stated Shugy. "It's always possible someone may have been overlooked. We want every operator in our area to be sure to visit with us." As Runyon is also distributor for

BINGO BARGAINS

BEACH CLUB, Bally	\$494.50
FROLICS, Bally	354.50
PALM BEACH, Bally	334.50
ATLANTIC CITY, Bally	324.50
BRIGHT SPOT, Bally	224.50
SPOT LIGHT, Bally	174.50
BRIGHT LIGHT, Bally	144.50
CABANA, United	454.50
LEADER, United	169.50
BOLERO, United	144.50
3-4-5, United	79.50

MISCELLANEOUS

FUTURITY, Bally	\$124.50
TURF KING, Bally	49.00
WINNER, Universal	44.50
WURLITZER 1015 Phonograph	117.50
WURLITZER 750	77.50
SEEBURG 147 Phonograph	117.50
SEEBURG 146	97.50
Seeburg Shoot The Bear Gun	189.50
Genco Gold Nugget	179.50
Chi Coin 6-Player Bowler	154.50
United 6-Player Bowler	154.50
United 4-Player Bowler	114.50

Send 1/3 deposit.
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Bally, Keeney and Permo, the products of these companies will also be on display.

MEMBERSHIP OF THE 20 YEAR CLUB

(As Of June 30, 1953)

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- ADAMS, EDWARD Elizabeth, N. J.
- ALBERG, WILLIAM Brooklyn, N. Y.
- ALEXANDER, ELIAS Youngstown, O.
- ALEXANDER, JOSEPH Youngstown, O.
- ALEXANDER, N. Youngstown, O.
- ALLBRITTEN, V. N. Murray, Ky.
- ALLEN, JAMES Grand Rapids, Mich.
- ALLUVOT, FRANK Detroit, Mich.
- AMBROSE, DOMINIC Patchogue, L.I., N.Y.
- ANDERSON, EUGENE F. Monterey, Calif.
- ANGOTT, CARL Detroit, Mich.
- APNSBERG, HARRY Portland, Ore.
- ARONSON, CHARLES Brooklyn, N. Y.
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- BAILIE, CLIFF F. Syracuse, N. Y.
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- BENNETT, PAUL Chicago, Ill.
- BERGMAN, ALFRED Buffalo, N. Y.
- BERN, DEL Fresno, Calif.
- BERSON, DAVID Harrisburg, Pa.
- BERUBE, ANTHONY Hartford, Conn.
- BESS, JACK G. Roanoke, Va.
- BETTI, HUMBERT Union City, N. J.
- BETZ, WILLIAM St. Louis, Mo.
- BIDERMAN, HORACE Washington, D. C.
- BILOTTA, JOHN Newark, N. Y.
- BLALOCK, FLETCHER New Orleans, La.
- BLATT, THEODORE Brooklyn, N. Y.
- BLATT, WILLIAM Miami, Fla.
- BLENDOW, AL Brooklyn, N. Y.
- BLUM, M. Y. Wichita, Kan.
- BLUMENFELD, IRVIN Baltimore, Md.
- BOASBERG, LOUIS New Orleans, La.
- BODKIN, AL Forest Hills, L.I., N.Y.
- BOND DAVID Boston, Mass.
- BOSCHE, W. E. Raton, N. M.
- BOWEN, CARL Grand Rapids, Mich.
- BOYD, LESLIE C. New York, N. Y.
- BRADISH, JOSEPH Freeland, Pa.
- BRAGG, R. C. Danville, Va.
- BRANDT, PETE St. Louis, Mo.
- BRAY, VINCENT J. Miami, Fla.
- BREITENSTEIN, CHAS Chicago, Ill.
- BREITHER, ROBERT Chicago, Ill.
- BRIILLIANT, JOSEPH Detroit, Mich.
- BROWER, O. A. "REP" Aberdeen, Wash.
- BRUINGTON, E. J. Onamia, Minn.
- BUCKLEY, LOUIS Nashville, Tenn.
- BUCKLEY, PATRICK J. Chicago, Ill.
- BULLOCK, JOHN Lock Sheldrake, N.Y.
- BURKE, PALMER F. Youngstown, Ohio
- BURKE, TOM Elizabeth, N. J.
- BURKE, WILLIAM J.** Baltimore, Md.
- BURT, H. F. Chicago, Ill.
- BUSH, TED Miami, Fla.
- BUSHDID, MICHAEL Washington, D. C.
- BUTLER, RAYMOND B. Haverhill, Mass.
- BYE, BILL Kansas City, Kans.
- C**
- CAMP, CLARENCE Memphis, Tenn.
- CARLYLE, ROBERT Grand Rapids, Mich.
- CARPENTER, RUSS Chester, N. Y.
- CARSLY, GEORGE Montreal, Canada
- CASHION, E. H. Nashville, Tenn.
- CASOLA, LOU Rockford, Ill.
- CHAPMAN, ABE Los Angeles, Calif.
- CHARLE, C. S. Springfield, Mo.
- CHRISTOPHER, VIRGIL Baltimore, Md.
- CISEK, STEPHEN Chicago, Ill.
- CLARK, SAM W. Benton Harbor, Mich.
- COHEN, AL S. Newark, N. J.
- COHEN, MRS. SAM Atlanta, Ga.
- COHN, NAT New York, N. Y.
- COLUCCI, JOHN S. Waterbury, Conn.
- COLUCCI, RALPH Hartford, Conn.
- CONNORS, JOSEPH Long Island, N. Y.
- CORRISTEN, EDDIE Cliffside Park, N. J.
- COULTER, ALBERT Worcester, Mass.
- COULTER, MAXWELL Worcester, Mass.
- D**
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- DADDIS, GENE Pequanock, N. J.
- DAUL, HARRY Green Bay Wts. Chicago, Ill.
- DAVIDSON, BERT B. Spooner, Wis.
- DAVIES, H. W. St. Louis, Mo.
- DAVIS, W. H. Nashville, Tenn.
- DELAPORT, ANGELO Syracuse, N. Y.
- DE MARE, JAMES Highland, Ulster County, N. Y.
- DENVER, ALBERT Brooklyn, N. Y.
- DE SELM, BILL Chicago, Ill.
- DICHTER, SAMUEL S. Ft Wayne, Ind.
- DICICCO, DICK Yonkers, N. Y.
- DINWIDDIE, C. P. Atlanta, Ga.
- DIXON, LEO Youngstown, Ohio
- DIXON, S. H. Johnson City, Tenn.
- DOLINS, AL Boston, Mass.
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- DOYLE, FRANK Q. Chicago, Ill.
- DURANT, LYN Chicago, Ill.
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- ECKHARDT, GEORGE Alma, Neb.
- EHRENFELD, EMANUEL Passaic, N. J.
- ELLIS, EDDIE New York, N. Y.
- ELLIS, HOWARD N. Omaha, Neb.
- ELMS, JOHN New Orleans, La.
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- FESDJIAN, SUREN D. New York, N. Y.
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- GILBERT, AL New York, N. Y.
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- GLASS, LOUIS S. Madison, Wis.
- GLUTH, OTTO J., Jr. Birmingham, Ala.
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- GOLDSTEIN, LENNY Cincinnati, Ohio
- GORE, EARL P. New Orleans, La.
- GOTTLIEB, DAVID Chicago, Ill.
- GOTTLIEB, MORRIS Dallas, Tex.
- GOTTLIEB, NATE Chicago, Ill.
- GOTTLIEB, SOL Chicago, Ill.
- GREEN, HARRY New York, N. Y.
- GREEN, MILTON Brooklyn, N. Y.
- GROOVER, W. L. Atlanta, Ga.
- GROSS, WILLIAM Philadelphia, Pa.
- GUTSHALL, JACK Corona, Calif.
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- HAGGERTY, JAMES Chicago, Ill.
- HAHNEN, JOSEPH New York, N. Y.
- HALEY, GERALD Chicago, Ill.
- HALPERIN, HERMAN Elizabeth, N. J.
- HANKIN, MRS. M. Atlanta, Ga.
- HAPPEL, CARL Milwaukee, Wis.
- HAPPEL, WILLIAM R. Los Angeles, Calif.
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- HARWITZ, MORRIS B. Miami, Fla.
- HASKIN, HARRY Yonkers, N. Y.
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- HAWK, TED Ft. Wayne, Ind.
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- HILLMAN, MYRON S. Fall River, Mass.
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- HOFFMAN, HARRY Baltimore, Md.
- HOOD, RICHARD Chicago, Ill.
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- HUNTER, MRS. AUDREY Dallas, Tex.
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- HURVICH, HARRY Birmingham, Ala.
- HURVICH, MAX Birmingham, Ala.
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- JENKINS, GEORGE Chicago, Ill.
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- JOHNS, JAS. MILTON Chicago, Ill.
- JOHNSON, CHARLES Chicago, Ill.
- JOHNSON, DAVID H. Sioux City, Iowa
- JOHNSON, O. K. Aberdeen, Wash.
- JOHNSTON, HOWARD Montgomery, Ala.
- JONES, HERB Chicago, Ill.
- K**
- KAPILLA, MIKE Staunton, Ill.
- KAUFFMAN, JACK Philadelphia, Pa.
- KAUFMAN, BABE Atlantic High'ds, N.J.
- KELLY, HARRY L. Rochester, N. Y.
- KELLY, WILLIAM P. W. Springfield, Mass.
- KELNER, JACK Chicago, Ill.
- KING, R. C. Scottsbluff, Neb.
- KIRBY, FRANK G. Bowling Green, Miss.
- KIRBY, HOUSTON, M. Bowling Green, Miss.
- KIRSCHENBAUM IRV. New York, N. Y.
- KNIEREM, GUS Cumberland, Md.
- KOCHANSKY, JOE Brooklyn, N. Y.
- KOEPPEL, HARRY New York, N. Y.
- KOEPPEL, HYMIE New York, N. Y.
- KOLITZOFF, STANLEY Tacoma, Wash.
- KONWINSKI, LEO Iron River, Mich.
- KOREN, LOU Miami Beach, Fla.
- KRAUTER, ERNEST Maplewood, N. J.
- KRESBERG, SAMUEL New York, N. Y.
- KROPP, A. L., Sr. Tuscaloosa, Ala.
- KYNION, CLARENCE St. Louis, Mo.
- L**
- LA BEAU, ARCHIE St. Paul, Minn.
- LANDT, LESLIE A. Chicago, Ill.
- LAPORTER, AL Ottawa, Ont., Can.
- LATOWSKI, JOE Chicago, Ill.
- LA VENE, JOE P. Clarksdale, Miss.
- LA VIEZ, HIRSH de Washington, D. C.
- LAYOIE, ARTHUR Fall River, Mass.
- LAYMON, LUCILLE Los Angeles, Calif.
- LAYMON, PAUL Los Angeles, Calif.
- LAZZARESCI, ANDY Stockton, Calif.
- LEMKE, HENRY Detroit, Mich.
- LESCHIN, MURRAY L. I. C., N. Y.
- LESNICK, MAC Baltimore, Md.
- LEVEY, WILLIAM Miami Beach, Fla.
- LEVIN, ED E. Chicago, Ill.
- LEVINE, MAX Brooklyn, N. Y.
- LEVINE, SIDNEY New York, N. Y.
- LEVY, AL Dayton, Ohio
- LIBBEY, JR., THOMAS Haverhill, Mass.
- LIGHTMAN, CHARLES New York, N. Y.
- LIEBERMAN, HAROLD Minneapolis, Minn.
- LIEBOWITZ, MARVIN New York, N. Y.
- LEITGEB, RUDY Cliffside Park, N. J.
- LONDON, SAM Milwaukee, Wis.
- LUCAS, VICTOR J. Chicago, Ill.
- LYNCH, SI Dallas, Tex.
- M**
- MABS, HARRY J. Chicago, Ill.
- MACKLER, MR. Hartford, Conn.
- MANGAN, JAMES T. Chicago, Ill.
- MANGONE, JOE Miami, Fla.
- MARCH, HAL L. Brattleboro, Vt.
- MARDER, MORRIS Miami Beach, Fla.
- MARKLIN, JOHN Detroit, Mich.
- MARMER, WILLIAM Cincinnati, Ohio
- MARON, CHARLES Bridgeport, Ohio
- MARTIN, WARRICK N. Miami, Fla.
- MARVEL, BILL Poplar Bluff, Mo.
- MASON, ALBERT St. Louis, Mo.
- MASON, PHIL Washington, D. C.
- MATTHEWS, L. E. Nashville, Tenn.
- McCALL, ANDY St. Louis, Mo.
- McCORMACK, JACK Elizabeth, N. J.
- McCORMICK, DAVID Goldsboro, N. C.
- McCORMICK, JR., C. G. Goldsboro, N. C.
- McCORMICK, J. W. Chambersburg, Pa.
- McDONALD, BEN Ft. Worth, Tex.
- McGINNIS, ROY Chicago, Ill.
- McKEE, C. R. Grand Island, Neb.
- McKELVEY, E. S. Edwardsville, Ill.
- McLAIN, WILLIAM A. Los Angeles, Calif.
- MEALE, MAXINE R. Cincinnati, O.
- MILLER, BILL L. Grand Rapids, Mich.
- MILLER, GEORGE A. Oakland, Calif.
- MILLER, HAROLD Cedar Falls, Iowa
- MILLER, SAM L. Bowling Green, Miss.
- MILLER SAMUEL W. Archbold, Ohio
- MILLER, WILLIAM C. Plant City, Fla.
- MILLS, MRS. GEORGE Huntington, W. Va.
- MINERO, JOHN Haledon, N. J.
- MINTHORNE, DOLORES Los Angeles, Calif.
- MINTHORNE, JEAN Los Angeles, Calif.
- MITNICK, JACK New York, N. Y.
- MITTLEBERG, SIDNEY Queens Village, N. Y.
- MITTLEMAN, SIDNEY Elizabeth, N. J.
- MOHILL, JULIUS Chicago, Ill.
- MOLONEY, RAY T. Chicago, Ill.
- MORRIS, IRVING Newark, N. J.
- MULLIGAN, JACK Sharon, Pa.
- MULLINIX, JR., O. J. Savannah, Ga.
- MUNVES, JOE New York, N. Y.
- MUNVES, MIKE New York, N. Y.
- N**
- NACLERIO, JOSEPH J. Waterbury, Conn.
- NAGLER, MILTON New York, N. Y.
- NELSON, JACK Chicago, Ill.
- NEMIROW, MR. Hartford, Conn.
- NEW, GEORGE L. Hobbs, N. M.
- NIGRO, ANTHONY Huntington Station, L. I., N. Y.
- NIGRO, CARMINE Huntington Station, L. I., N. Y.
- NIGRO, MUNZIE J. Huntington Station, L. I., N. Y.
- NOMDEN, SR., JACOB Oak Park, Ill.
- NOTO, CARL San Francisco, Calif.
- NOTO, JOE San Francisco, Calif.
- O**
- O'BRIEN, JOHN Chicago, Ill.
- O'CONNOR, KEN Richmond, Va.
- OETTINGER, HERB L. Chicago, Ill.
- OLSHINE, JULES Albany, N. Y.
- ORENSTEIN, SAMUEL Providence, R. I.
- ORLECK, JOE New York, N. Y.
- P**
- PAGE, FRANK Roanoke, Va.
- PALASTRANT, BEN D. Boston, Mass.
- PARLNEE, EARL F. Chicago, Ill.
- PARKER, S. J. Nashville, Tenn.
- PARKOFF, MEYER New York, N. Y.
- PASSANANTE, JAS. A. Detroit, Mich.
- PAULSON, LARRY Grand Rapids, Mich.
- PELL, FRANK M. Orlando, Fla.
- PERLMAN, MAC Hartford, Conn.
- PETERFESA, VICTOR New York, N. Y.
- PETROCINE, EDMUND Miami, Fla.
- PHILIPS, LOUIS New Orleans, La.
- PIERCE, C. S. Broadhead, Wisc.
- PIERCE, MRS. MARIE Broadhead, Wisc.
- PIETERS, J. R. "PETE" Kalamazoo, Mich.
- POLLAK, SEYMOUR No. Tarrytown, N. Y.
- PONSER, GEORGE New York, N. Y.
- POOLE, HARRY Boston, Mass.
- PORTA, CHARLES L. Pittsburgh, Pa.
- POTTER, CLARENCE E. O'Neill, Neb.
- PRIOR, HOMER F. Cedar Falls, Ia.
- PROCK, GEORGE Dallas, Tex.
- PROTIN, EMILE L. Detroit, Mich.
- R**
- RABKIN, WILLIAM L. I. C., N. Y.
- RADE, ALFRED New Brunswick, N. J.
- RADFORD, B. M. Louisville, Ky.
- RAMSDALL, RUSS G. Linthicum, Md.
- RAYREBY, ED Boston, Mass.
- RECHTSCHAFER, ABE Hartford, Conn.
- REDD, SI Allston, Mass.
- REISSNER, CHARLES Elizabeth, N. J.
- RESNICK, MAX West Hartford, Conn.
- RESNICK, IZZY Hartford, Conn.
- RICE, MIKE Oklahoma City, Okla.
- RIECK, LESTER C. Chicago, Ill.
- ROBILLARD, JIMMY Montreal, Que., Can.
- ROBINSON, PHIL Los Angeles, Calif.
- ROCKOLA, DAVID C. Chicago, Ill.
- RODINS, BEN Miami Beach, Fla.
- ROOD, RON W. Orlando, Fla.
- ROSE, R. D. Marietta, O.
- ROSE, H. W. O. Columbus, O.
- ROSEN, DAVID Philadelphia, Pa.
- ROSEN, HARRY New York, N. Y.
- ROSEN, MARTIN New York, N. Y.
- ROSENBERG, HYMIE New York, N. Y.
- ROSENTHAL, HARRY Pittsburgh, Pa.
- ROSS, HARRY New York, N. Y.
- ROTH, MAX Wilkes-Barre, Pa.
- ROTHSTEIN, I. H. Philadelphia, Pa.
- RUGINIS, JOHN Mt. Carmel, Pa.
- RUGINIS, PETER Mt. Carmel, Pa.
- RYAN, B. H. Nashville, Tenn.
- RYMER, DALE St. Louis, Mo.
- S**
- SAGER, WILLIAM C. Detroit, Mich.
- SALYER, W. H. St. Louis, Mo.
- SAMUELSON, RAY T. Salt Lake City, Utah
- SANDLER, IRV Des Moines, Ia.
- SAUVE, ART Detroit, Mich.
- SCHATZ, EDDIE Austin, Tex.
- SCHLESINGER, AL Poughkeepsie, N. Y.
- SCHLESINGER, HARRY Poughkeepsie, N. Y.
- SCHLESINGER, SAM Poughkeepsie, N. Y.
- SCHNELLER, LENNY Philadelphia, Pa.
- SCHNELLER, NATE Philadelphia, Pa.
- SCHROEDER, SAM Hartford, Conn.
- SCHULTZ, OSCAR Chicago, Ill.
- SCHWARTZ, HARRY S Miami, Fla.
- SEEBURG, MARSHALL Chicago, Ill.
- SEROKA, ED Bloomsburg, N. J.
- SHANNON, A. H. Houston, Tex.
- SHARP, HOMER R. Lexington, Ky.
- SHAY, VINCE Chicago, Ill.
- SHRIVER, REX Chicago, Ill.
- SILBERMAN, AL Los Angeles, Calif.
- SILVERSTEIN, HYMAN Cleveland, O.
- SILVERSTEIN, SOL Baltimore, Md.
- SIMON, ALBERT New York, N. Y.
- SIMON, JACK Los Angeles, Calif.
- SIRACUSE, ANTHONY Dearborn, Mich.
- SISKIND, HARRY Brooklyn, N. Y.
- SLIFER, O. L. (Bob) Elizabeth, N. J.
- SMITH, BEN New York, N. Y.
- SMITH, RALPH New Orleans, La.
- SNEARLY, TED Marietta, O.
- SOLOMON, WOOLF Columbus, O.
- SPARKS, R. M. Soperton, Ga.
- SPINACOP, FELICE Beacon, N. Y.
- STAMBAUGH, G. N. W. Palm Beach, Fla.
- STAMBAUGH, M. H. W. Palm Beach, Fla.
- STEED, F. H. Clarksdale, Miss.
- STEINBERG, DAVID M. Newark, N. J.
- STEINBERG, HARRY Miami Beach, Fla.
- STEINBERG, MORRIS Miami Beach, Fla.
- STERLING, BENJ., Jr. Moosic, Pa.
- STERN, DAVE Elizabeth, N. J.
- STERN, HARRY Philadelphia, Pa.
- STERN, SAM Chicago, Ill.
- STEWART, SID Salt Lake City, Utah
- STYERS, T. R. Winston-Salem, N. C.
- SWARTZ, FRANK Nashville, Tenn.
- SYDAH, GEORGE Akron, Ohio
- T**
- TAKSEN, LEON Harrisburg, Pa.
- TARAN, SAM Miami, Fla.
- TARTAGLIA, PAUL Portchester, N. Y.
- TAYLOR, HERSCHEL Belleville, Ill.
- THURKETTLE, P. A. Toledo, O.
- TOLISANO, JAMES Hartford, Conn.
- TRATSCH, WALTER Chicago, Ill.
- TRIPPE, CARL St. Louis, Mo.
- TRUCANO, TONY Deadwood, S. D.
- TRUPPMAN, OZZIE Miami, Fla.
- TURCOTTE, JOHN B. Williamsport, Pa.
- TUREK, FRED Pontiac, Mich.
- V**
- VARTEN, ASPET L. New York, N. Y.
- W**
- WALDOR, LEO Newark, N. J.
- WALDOR, SAM Newark, N. J.
- WEAVER, HERB Baltimore, Md.
- WEDEKIND, W. H. W. Palm Beach, Fla.
- WEDEWEN, H. E. Cleveland, O.
- WEILER, IRVIN Kansas City, Mo.
- WEINBERGER, JOE Cincinnati, O.
- WEINBERGER, LEO Louisville, Ky.
- WEINBERGER, SAM Indianapolis, Ind.
- WEISMAN, SAMUEL A. Baltimore, Md.
- WELSH, T. M. New Orleans, La.
- WESTERHAUS, JOE Cheviot, O.
- WHITCOMB, W. L. Jacksonville, Fla.
- WILLENS, LEO New York, N. Y.
- WILLIE, HENRY Kansas City, Kans.
- WILLIS, KEN C. Miami, Fla.
- WILSON, K. Shreveport, La.
- WOLBERG, SAMUEL Chicago, Ill.
- WOLBURST, SIDNEY A. Newton, Mass.
- WOODS, W. M. (BILL) Boise, Idaho
- WRENN, GEORGE Dallas, Tex.
- WRIGHT, BUDGE Portland, Ore.
- WURGLER, ED R. Buffalo, N. Y.
- Y**
- YEO, P. M. Grand Rapids, Mich.
- YOUNG, JOE New York, N. Y.
- Z**
- ZAMORE, MORTON M. Brooklyn, N. Y.
- ZORNISKY, HYMIE Omaha, Neb.

NEW YORK, NEW JERSEY, CONNECTICUT OPERATORS!

You're Invited To Attend Our Showing

of the

NEW AMI Model "E" PHONOS

ENTIRE WEEK

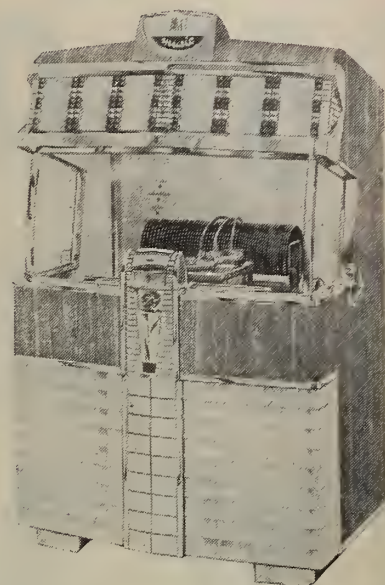
JULY 20 TO 25

- IN OUR NEWLY RENOVATED QUARTERS IN NEW YORK •
- IN OUR NEW OFFICE and SHOWROOM LOCATION IN NEWARK, N. J. •

ON DISPLAY
AT
BOTH OFFICES

EXCLUSIVE
DISTRIBUTORS
FOR

BALLY - KEENEY - PERMO



RUNYON SALES CO.

**593 TENTH AVENUE
NEW YORK, N. Y.**

**221 FRELINGHUYSEN AVENUE
(Corner W. Runyon Street)
NEWARK, NEW JERSEY**



Now that the Fourth of July holiday is over, the operators are back to business as usual. Many of the juke box men took advantage of the long weekend for short vacations, fishing trips, back yard suppers and catching up on yard work. . . . Some of the local record distributors are getting ready to attend the music convention in Chicago beginning July 13. We hear that Bob Dunbar, his wife and Everett and Helen DeGoyler Jr. are going to represent Gramophone. . . . Bud Dailey of South Coast Amusement Company in Houston is going and Steve Poncio, representing his own Houston distributing company, will make the trip. . . . Paul Glass from Big State Distributing Company will be on hand. . . . The Mercury people are sending their representative, H. C. Townsley to the Mercury convention in Miami. Most are making their trips by air. . . . Vacations have begun for the folks over at Commercial Music Company. Jack Eskew is Mexico bound and F. M. Autry has just returned from New Braunfels. Tommy Chatten says he will take his vacation in about a week. He is going to Mexico for some fishing. To Tommy a vacation and fishing are synonymous. He spent the Fourth of July at Lake Texoma. Catching lots of fish. Said it was awfully crowded. . . . Jake Morehead of Arlington was in town this week doing some buying. . . . Mr. Lilly of Lamb Music Company in Cleburn was in Dallas too. . . . Saw C. L. Ford of St. Augustine and W. B. Moseley of Paris. . . . Jimmy Bounds of Mexia is increasing his route. . . . Ditto Vincent Lopez of Fort Worth. . . . J. B. Jones of Fort Worth was making the rounds of distributors this week as was A. L. Harcrow of Fort Worth. . . . The bosses over at Commercial say that business is the best it has been in three years. Out of everything and still taking orders.

How About Coin-Operated "Deck Shuffle?"

NEW YORK—Remember when the shuffle game was only a long non-coin operated game being used in taverns for the enjoyment of the customers, with the idea to stimulate sales at the bar? How limited its play was? And now, thru the ingenuity of the coin machine factories, we now have one of the most popular amusement games, with factories busy turning them out in large quantities, distributors and jobbers selling them as fast as they are received, and operators getting

a wonderful play. In addition, the game made it possible for many new territories to be opened. There's a similar type skill game—non-coin operated that is steadily becoming more and more popular. It's called "Deck Shuffle." It is reported that many resort hotels in upper New York State have built courts for their patrons. Why not some eagle-eyed, future looking coin factory study this game for manufacture for the coin machine operator?

— ATTENTION — KIDDIE RIDE OPERATORS

Distributors and Jobbers

I have made an extensive survey and study of the KIDDIE RIDE Business, as regard to securing the greatest profits out of the various types of locations—be it Independent or Chain Stores.

I can also furnish you with the best prices for new and used equipment.

For Information: Write or Call

EDWARD M. RAVREBY

Either Address

ASSOCIATED AMUSEMENTS, INC.
75 DORTMOUTH ST., BOSTON, MASS.
(Phone: KEnmore 6-9749)

CAPITOL PROJECTORS
556 W. 52nd St., NEW YORK
(Phone: PLaza 7-8725)

Elson And Ergang Appointed To Exec Positions At Mills

CHICAGO—B. E. Elson has been appointed Factory Manager, and George K. Ergang has been named as Manager of Industrial Relations for Mills Industries, Incorporated, this city, according to an announcement by Walter F. Hermann, vice-president in Charge of Manufacturing. Both Elson and Ergang were formerly management consultants. Mills manufactures beverage coolers and dispensers, ice cream and frozen custard equipment, and other related products.

Congratulations
to
Bill Gersh



**Wally Finke
Joe Kline**

**FIRST
DISTRIBUTORS**
1748 WEST NORTH AVENUE
CHICAGO 22, ILLINOIS

HERE'S WHAT THE JUKE BOX OWNER CAN DO TO RETALIATE IN KIND IF THE ASCAP-SPONSORED McCARRAN BILL WINS

If the McCarran Bill is Successful in Its Intent and Amends That Section of the "Copyright Act" Which Excepts Juke Boxes From (Openly) Paying Royalty Direct to the ASCAP Collection Agency for Using its Copyrighted Music, Thereby Proclaiming the Juke Box a Commercial Music Instrument, Then the Nation's Juke Box Owners Can Adopt the Very Same Collection Agency Methods as ASCAP and: *MAKE A PROMOTION CHARGE FOR EACH RECORD WITH ASCAP TUNES ON IT THEY FEATURE IN THEIR JUKE BOXES.* This is Accepted Merchandising Practise Among All the Nation's Retailers.

Every druggist, every grocer, every super-market, every dry goods store, every department store, makes a charge for window or other display of any special merchandise, based on the importance of the store and the traffic attention which that display gets, sometimes in advertising discount, sometimes in cash for promotion, sometimes in other manner. But, what is important, is that a charge, whatever method is used, is made for the use of the merchant's display space.

There is no reason, then, why the juke box operator, too, shouldn't make a charge for the display space (title strips) on his juke box which has been proved, time and time again, to have helped popularize and make mediocre songs great. The Juke box operator would simply be merchandising his display space no different than any other retail merchandiser.

This has, today, become accepted merchandising practise. Nationally known brands pay for the display space the retailers grant them in one or an-

other fashion. They pay big where the space gets big attention. They pay less where the display gets less attention. They pay on traffic, in some instances, and in others, they pay because they want to get into that "store."

The juke box, if the McCarran Bill (S.1106), or any other bill in the future, should be successful in amending that section of the "Copyright Act" which excepts juke boxes from paying royalty for the use of copyrighted music (which the juke box owners are now paying anyway in hidden tax fashion) then the juke box owner can consider each and every juke box he owns as a "store," and charge ASCAP, and/or any other copyright collection agency, or the individual publisher and/or composer, whatever he feels the display of that certain tune in his "store" (juke box) is worth, from the standpoint of the attention it will get, from the standpoint of the advertising promotion it will mean, from the standpoint of the popularity it will gain, or from any other standpoint which is fac-

tual and reasonable in its essence.

Too much trouble? Too complicated? Too radical? Remember, then, that all these were the very same statements The Cash Box heard over ten years ago when it first proposed 10c phono play.

And 10c play is THE answer today. No different, no more complicated, no more radical than the idea of CHARGING ASCAP OR ANY OTHER COPYRIGHT AGENCY OR THE PUBLISHERS OR COMPOSERS FOR THE USE OF DISPLAY IN JUKE BOXES.

Nor is this a NEW IDEA. It is already accepted merchandising practise among all dealers and retail merchants everywhere in the nation. This is just cashing in on something which is ALREADY ACCEPTED. Only, of course, if the juke box is proclaimed a definite commercial music instrument, should that section of the "Copyright Act" be changed, which would then place the juke box in the class of "commercial" instruments.

THINK IT OVER—CAREFULLY!!

NEW for 300 years!



The MERRY-GO-ROUND has been the basic kiddie attraction for 300 years . . .
NOW FOR THE 1st TIME WE'VE MADE IT COIN OPERATED!

the sensational **MUSICAL MERRY-GO-ROUND**
 the ONE and ONLY ride featuring Hobby Horses Set To Music
 and made EXCLUSIVELY by the BERT LANE COMPANY, INC.!

There is only ONE GENUINE and ORIGINAL MUSICAL MERRY-GO-ROUND
 Designed, Produced and Delivered
 SOLELY by the BERT LANE COMPANY, INC.

ITS EARNINGS ARE FABULOUS! ITS APPEAL IS TERRIFIC! ITS GROSSES ARE HUGE!

There Is No Other Ride Like It!

This is YOUR OPPORTUNITY to get in on the ground floor of the ride that's sweeping the country — proving itself THE GREATEST MONEY MAKER OF THEM ALL!

300 YEAR GUARANTEE!

It's a terrific investment! A piece of basic equipment that has never lost its appeal — that is good for a lifetime of assured revenue!

The MUSICAL MERRY-GO-ROUND is the FIRST!

The MUSICAL MERRY-GO-ROUND is the BEST! And ONLY FROM THE BERT LANE COMPANY are you GUARANTEED DELIVERY!



Don't Delay—Order Your Sure-Fire Income Producer Now!
 The Bert Lane Company will put you into

MONEY MAKING OPERATION AT ONCE!

Montreal Ops See AMI "E" Phonos



MONTREAL, QUE., CANADA — Romeo Laniel and his staff of Laniel Amusement, Inc., this city, played hosts to large numbers of music machine operators during their recent showing of the AMI model "E" phonographs.

Pictured above, top, surrounding the 120 selection phono, are: (1 to r) Mr. and Mrs. Edouard Laniel and Gaetan Laniel; Mr. and Mrs. Romeo Laniel and Jean Coutu. Bottom, left: Mr. and Mrs. Conrad Drouin, Drouin Amusement Co. Bottom right: Mr. and Mrs. Marcel Desruisseaux, Social Amusement, Cowansville and Mr. and Mrs. Albert Boudreau, Royal Amusement, Limoilou.

"The Cash Box" "Essential" Says Coinman

BOSTON, MASS.—Ed Ravreby, nationally known coinman, 33 years in the coin machine business, and now specializing in Kiddie Rides, sent along a note of congratulations (together with his ad for the 11th Anniversary Issue) which read: "The Cash Box is an essential part of the coin machine industry—to be without it is like being without an essential part of a coin machine."

Yes We Have 45's

BELMONT-CENTRAL RECORD SHOP OPERATORS' ONE-STOP RECORD SERVICE

"BUY 'EM BY THE BOX!"

B. C. 'N U. AT

BELMONT-CENTRAL RECORD SHOP

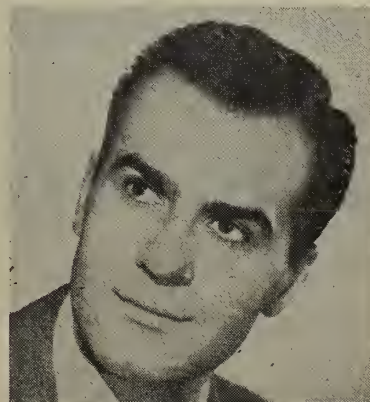
"On Record to Serve You"

5607 W. BELMONT AVENUE, CHICAGO 34, ILLINOIS

M. H. GILLETTE

Berkshire 7-7247

R. F. Jones Names Sales Rep For "200"



R. P. deROMANETT

SAN FRANCISCO, CALIF.—R. F. Jones, president of R. F. Jones Com-

pany, this city, this week announced the appointment of Raymond P. deRomanett as sales representative. deRomanett will concentrate on the new Seeburg Select-O-Matic "200" (non-coin-operated) line in the Northern California area.

"Soon after the '200' units were first presented last spring, it became apparent that our company would need the services of at least one man to handle this line exclusively. With the addition of deRomanett to the sales staff, music operators and the general public will be given much better service with '200' installations", said Jones.

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

Illinois' Gov. Stratton Signs Pinball Tax Bill

New Law (JULY 8, 1953) Gives State \$50 Pinball License Fee Per Year. Shuffle Games To Pay State \$25 Annually. Ray Guns Taxed at \$10 Per Year by State. Food and Service Vendors Excluded From New Law. Estimate State Will Obtain Over \$3 Million Revenue Yearly. Law Gives Municipalities Right to Also Tax Machines.

CHICAGO—News of the signing of the pinball tax bill into law by Governor Stratton of this State came to this city late Wednesday afternoon, July 8, and caused much conjecture as to what rules and regulations this new law would contain.

It is understood that the State will tax all pinball machines at the rate of \$50 per year.

Lawmakers estimate that the state will realize over \$3,000,000.00 in revenue from this law.

Also taxed in this new law are shuffle games and shuffle-boards which will pay the state \$25 per year. (Shuffle games are already paying \$25 per year license fee in the City of Chicago).

Ray guns will pay \$10 per year to the state.

Food and service vendors were excluded from this law.

Now that the pinball bill, which has been in process of introduction for over four years, has been signed into law by Governor Stratton, all municipalities in the State of Illinois also have the right to tax the three categories of machines listed in this new law. These are: pinball games, shuffle games and ray guns.

It is also estimated that if the City of Chicago adopts the same licensing tax for these three categories of amusements that this city will obtain over \$1,500,000.00 in yearly revenue.

Revenue Director Richard J. Lyons

was authorized to issue licenses to all operators for the three classes of amusements.

Each machine requires a separate tax payment but licenses will be transferable from one machine to another after replacement. The State Revenue Department must be notified of the transfer of any license.

Operators who will be caught without licenses for machines (they have 10 days from installation of the machine to obtain a license) will be subject to the following penalties:

1) A \$200 fine on a charge of a misdemeanor for failing to obtain a license.

2) Payment of the license fee plus a 20 per cent increase as a penalty charge.

The State's Revenue Department is also authorized to "make, promulgate and enforce reasonable rules and regulations" in the administration of this new law.

A companion measure is reported to exclude any machines which reward players with tokens, coins or merchandise.

The law, which calls the levy a "privilege tax", requires all operators to obtain licenses within 10 days after the machine is installed.

Distributors here were deluged instantly for more details and information. Many are arranging to obtain numbers of copies of the new law for distribution to operators here.

See Export Biz Revival

CHICAGO—Tho there has been quite a furor stirred up by some very aggressive wholesalers in the industry in regard to export business, the fact remains that export business of such a nature as to command special production attention, is as yet some years off, according to leaders of the industry.

No manufacturer has as yet set up any special production schedule to take care of export orders. There has been no need for this sort of special production since prior to World War II.

There have been some very fine shipments made, at almost regular intervals, by leading distributors to many foreign countries. These are shipments of used machines reconditioned in most cases, which have been sold at bargain prices to importers in many countries around the globe. At least those countries which allow importation of coin operated machines at this time.

Many distributors have done a very marvelous job in shipping to some of the smaller countries, such as the Central and South American nations, and to those European nations permitting imports that they have opened the way to mass use and, therefore, mass understanding of coin operated machines, where such use and understanding never existed before.

This has created new operators and, likewise, new businesses. The resultant effect has been to bring about a more generalized business in coin machines with such countries.

Many are of the belief that shipments of this kind, by the distributors who are intensively interested in export, are paving the way for the eventual opening of larger and better markets for new machines.

The distributors have brought about an educational program of their own by such export shipping. By educating these foreign markets to coin operated machines, they have paved the way for sales of new machines, many believe, when these older, used machines wear out in a few years.

Many of the factories executives, who have carefully watched this gradual development of export markets by distributors, who are shipping used machines to these countries at bargain prices, believe that within a few years there may open a boom business in these same countries for new equipment.

As one executive stated, "We are too busy at the present time with our domestic business to concern ourselves too much with exporting. We are, though, enjoying orders regularly from many foreign countries. But these aren't as yet of such quantity as to cause us to believe that the export markets are big enough for greater promotion of our products.

"We do believe, though", this same executive said, "that these markets are being opened for the manufacturers by those who are shipping used machines into these countries.

"It is well known", he continued, "that the used machines have only so many years of life left in them. When they begin to give such mechanical trouble that they become burdensome, these buyers will then begin to seek new equipment.

"Possibly", he concluded, "within a few years we will then see something of a foreign business revival."

Whether this revival will ever become of the size enjoyed by the field just prior to World War II is questionable at this time. This could only come about if all the nations opened their doors wide to shipments of coin operated equipment without placing excessive duties on such equipment.

As yet the largest importer of coin operated machines, prior to War II, the British Isles, hasn't opened its doors to importation of coin operated equipment. Some of the other European countries are also holding back any good business revival in this direction by enforcing excessive duties on coin operated machines shipped to their shores by the United States manufacturers.

One of the real pioneers in the manufacture of coin operated equipment of all kinds, Germany, is now a strong contender for the continental market. Western German manufacturers are not only aggressive, but also have a better understanding of European requirements.

The average manufacturer of coin operated machines believes there is still some long path to travel before there is a return to anything like the international sales enjoyed prior to War II. This is much involved with international politics, as well as with reciprocal trade agreements, and elimination of much of the customs charges and duties now in effect.

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

Juke Box Ops' Letters To Flood Legislators

CHICAGO—As this past week got under way, reports began to arrive here that juke box operators were beginning to flood Washington legislators with letters, protesting the McCarran Bill (S.1106), explaining how this bill would hurt the entire music industry.

From Cleveland, Detroit, Toledo, and other surrounding midwestern cities, came news that, "Letters are on the way. Operators have taken time off to write and wire their Congressmen and Senators, as well as members of the Senate's Judiciary Committee. They are telling these legislators what a terrible blow the McCarran Bill will be to their livelihood."

For example, Ray Cunliffe, president of the Recorded Music Service Assn. here, called a special meeting for Thursday of this past week. He advised that even though many here had already written letters, the organization would drive for even more letters to be written once again to the members of the Senate's Judiciary Sub-Committee, as well as copies of these letters to go to Congressmen and Senators from this area.

Juke box distributors in all the midwestern cities have joined in the program. They, too, are calling on operators, suppliers, and all allied to the industry, to write and wire to Washington and explain how the McCarran Bill (S.1106) would put the juke box operators out of business.

Operators are reported to have called on their location owners, and all with whom they do business, to also rush letters and wires to Congressmen and Senators in Washington to halt the McCarran Bill.

This flood of letters is expected to have a very sharp effect on the three Senators who are members of the Judiciary Sub-Committee and who will preside at the Open Public Hearings of the McCarran Bill (S.1106) on Wednesday and Thursday, July 15 and 16, this week.

The three Senators are: Sen. Alexander M. Wiley (R., Wis.) Chairman; Sen. Wm. E. Jenner (R., Ind.) and Sen. James O. Eastland (Dem., Miss.).

It is also rumored that Sen. Estes Kefauver has again asked to speak on the McCarran Bill, just as he spoke on his own bill, the Bryson-Kefauver Bill, in March, 1952.

In the meantime, it is reported, these first two days' hearings will be occupied with the proponents of the McCarran Bill, namely the American Society of Composers, Authors and Publishers (ASCAP) the organization that sponsored the McCarran Bill.

They will probably be present in force with their attorneys to give their side of the reason why the McCarran Bill (S.1106) should be passed.

Juke box industry hearings are expected to come about later in the year, after the Congressional vacations.

In the meantime, manufacturers

and distributors are urging every juke box operator to write to his Senator and Congressman, and especially write to the three members of the Senate's Judiciary Sub-Committee (care of: The Senate, Washington, D.C.).

Most of the operators are being urged to wire these members of the Judiciary Sub-Committee, because time is so short, and the hearings will practically be under way as most of the ops get notification.

"The Cash Box" "20 Year Club"

NEW YORK—Complete list of members of The Cash Box "20 Year Club" is published in this issue on Page 48 of Part II. Due to our early deadline, only names received up thru June 30 are listed. Those received after that date will receive their membership cards, and will be included in a future listing.

All coinmen and coinwomen who have been associated with the industry for 20 years or more are eligible for membership. There are no obligations, dues or regulations. It's just a big family of the old-timers, who in many instances have been responsible for the industry as we know it today.

If you have been associated with the coin machine industry for 20 years or more, just send in your name to Joe Orleck, The Cash Box, 26 W. 47th Street, New York, N. Y., and you'll get your membership card.



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BLIZZARD OF MAIL IN JULY ON 11th ANNIVERSARY

THEY came scrawled in pencil, neatly lettered in ink, typed, teletyped and on telegraph blanks. Some were on scraps of paper. Others were on the finest highly finished letter head bond. But, they came, and continued to come all during the period since the first announcement of "The Cash Box'" 11th Anniversary.

Each letter contained words of praise . . . of commendation . . . of compliment . . . to "The Cash Box." For what "The Cash Box" had done over these past eleven years to help this industry to progress. To obtain better public understanding of the field. For what "The Cash Box" had accomplished. For its constant, hard-driving effort to help place every member of the industry on a more solid basis. For the growth of the publication itself. And how important "The Cash Box" had become to everyone in the industry.

Thousands of letters, wires, (and phone calls which naturally can't be shown here) have created an actual blizzard . . . in July . . . as "The Cash Box'" presses started to roll to produce this, its 11th Anniversary Issue. And for all these letters and wires and phone calls of commendation . . . "The Cash Box" . . . its entire staff all over the nation . . . all of its correspondents everywhere . . . can only say, very humbly, "THANKS."

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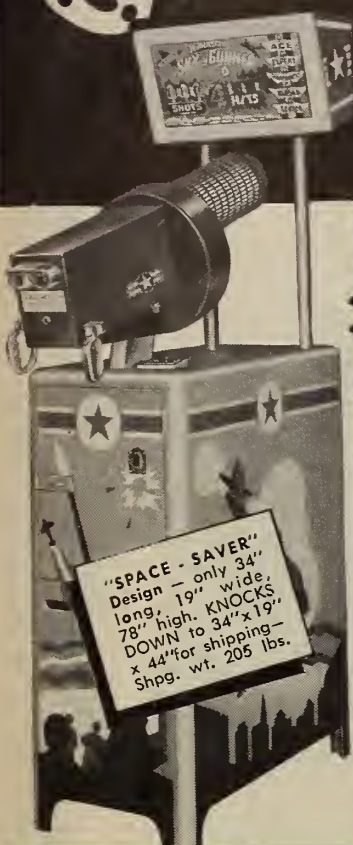
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THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS LOS ANGELES

Local coin men sweltering in the midst of some real hot weather with temperatures ranging in the mid 90's throughout the week . . . and speaking of things that are hot, here's a note of caution to any and all who read us. That horrible forest fire raging through Angeles National Forest has already cost taxpayers millions of dollars and has burned through enough timber to supply every newspaper in the country with enough pulp for a full year's supply. . . . Coin biz mourning the passing of veteran operator Henry Faust of Orange County this past Tuesday. Faust was a very colorful figure in this area and one of the real Southern California pioneers. . . . Stuart Metz just back from a fishing trip down through Mexico, where the fish ran heavy and luck was good. . . . Jimmy Wilkens, Paul Laymon Co., back from a week's vacation with Charlie Daniels taking his turn now. Charlie plans on a two week trip up around the lake country near Bishop, then on to Yosemite and Sequoia. With the Angeles Crest Highway cut off due to the forest fire, Charlie may have to arrange a detour . . . thousands upon thousands of Fourth of July vacationers had to change their plans because of the fire. . . . Charlie Cahoon, of Long Beach back from a trip up through Detroit, where he picked up a new Nash, and then on home through Las Vegas. Charlie's luck ran true to form—he picked up enough to more than pay for his trip. Charlie's charming wife off to the mid-west to attend a sorority convention. . . . Entire gang over at Badger Sales Co. get a bit of a rest as the office closed early for the July 4 holiday. Bill Happel and Ray Powers still busy as ever, with both just about getting out from under all those orders Bill brought back with him from Europe. Bill reports that the demand for AMI's brand new Model "E" is increasing, with the firm shipping every phono they can get their hands on. . . . Al Silberman licked it—yessir! And as Al puts it, "once you've licked a bout with ulcers, ya' gotta feel twenty years younger." We know that Al follows the Pacific Coast League fairly closely, but if he's interested in the big-boy's league, we're willing to risk a coupla old hats on the Yankees. . . . Fred Gaunt looking mucho better these days—and also quite dapper too. Wonder if a new wardrobe went along when he changed positions recently? . . . One thing ya' gotta say for those new Badger showrooms—they're the lightest and brightest in town.

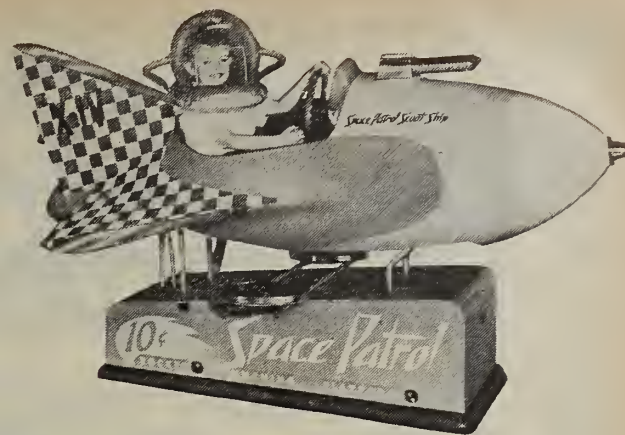
Lyn Brown, Exhibit Supply's regional rep out thisaway, up and at 'em again. Beat Lyn to the draw this week, when we popped in at his office in the wee hours of the morning. And we're gonna take Lyn up on that swimming invite too. . . . Lyn, by the way, has a surprise in store for the coin biz skedded to come off in the not too distant future. . . . Sorry we erred in reporting Bob Webber's appointment as ad and publicity chief over Minthorne Music. The name is Bob—not Ben as reported. Latter doing a socko job by the way in handling the promotion of the firm's home phono line. Bob reports the firm is still flooded with orders following their recent exhibition at the Los Angeles Home Show, and they're planning on a follow up in Arizona shortly. . . . Hank Tronick tells us he'll tip us off next time Clyde Demlinger comes up from Balboa, so that we too can get us some "store-bought" clothes ala Hank. Firm has just about completed the finishing touches to the complete redecoration. Noticed a coupla pieces of new furniture sittin' around, so it looks like they'll be spilling champagne before too long. . . . Members of the coin machine biz represented at the recent Shiner's Ceremonial here last week included Jack Mallett of Claremont; George Warner and Fred Shuey of Los Angeles and Jack Neel of Riverside. . . . Ed Wilkes of Paul Laymon Co. was supposed to have made it, but that cold of his had him a bit under the weather. . . . Walter Keene and family down to Balboa for a vacation. . . . Jack Simon, Simon Sales Co., looking better than ever these days, and also reports that his business has really been sprouting of late with the firm moving many bowlers. Jack's place becoming a gathering place for those ops who wanna cool off. . . . Milt Oriega and Lawrence Raya of Colton, in town this past week visiting along coin row. . . . Also Frank Tabata who hasn't been around in some time. . . . Mary and Kay Solle over at Bill Leuenhagen's Record Bar taking a back seat these days, as more 'n more ops wanna be served by pretty little Barbara. And that lass really knows her music too.

Gang over at Dan Stewart Company keeping pace with an ever increasing demand for phonos and bowlers these days, and as Pete Ley puts it, "we're so busy, that we even sold the same piece of equipment twice this past week." Latter represents a problem, but we're sure Jack Dolan and Pete worked it out. Jack by the way, back from one of his now frequent "quick-trips" up through Bakersfield and adjoining territory with a fist-full of business. Proof that a little hustle comes in handy in this coin biz has been aptly demonstrated by Jack Dolan and his boys, with the firm rapidly winning a wide circle of friends throughout the Southland. Job that Jack has done with Chicago Coin's great line of bowlers is phenomenal, with Chi Coin's "Crown Bowler" easily out-distancing any and all competition in this area. . . . Johnny Kaiger keeping busy putting all that equipment in top shape prior to shipment. . . . Jeff Cooper keeping quite busy these days with his new club recently opened up at Lake Tahoe. Many coin men planning on taking their vacations at the famed resort spot. . . . Lots 'n lots of ops greeted the news of the postponement of the McCarren-Dirksen bills with a sigh of relief, but take it from here, there's still no reason to sit back. Bills are still in committee, so keep a watchful eye. . . . That new "Speed Boat" of Bally's is one of the most beautiful pieces of workmanship we've seen in a kiddie ride. And ops throughout the area agree most wholeheartedly too.

ZOOMING INTO THE FUTURE!

EXHIBIT'S

SPACE PATROL SCOUT SHIP



New—revolutionary—exciting Kiddie Ride—roll-dip-zoom action completely controlled by young pilot. Revolving colored wheel inside translucent nose of ship attracts more customers—more profits.

LET US TELL YOU ABOUT EXHIBIT'S LIBERAL FINANCE PLAN.

EXHIBIT SUPPLY

4218-30 W. Lake St.
Chicago 24, Ill.

Exhibit has been successful in building amusement devices for children for over half a century. Our reputation was built on mechanical perfection, design, know-how and constant research and development.

Now featuring the following mechanically perfect Kiddie attractions:

- Big Bronco
- Trigger
- Space Patrol
- Sea Skate
- El Toro
- Rudolph the Red Nosed Reindeer
- Pete the Rabbit
- Rawhide
- Ferdy
- Space Gun

Established
1901

Taran Distrib, Miami, Shows "E"



MIAMI, FLA. —Taran Distributing, Inc., this city, was host to approximately 600 guests over a period of two days, June 16 and 17 at a combination Grand Opening and showing of the new AMI "E" phonographs.

Seen above are some of the photos taken at the party. 1—Sam Taran, president of the Taran Distributing. 2—Eli Ross, manager of Taran and Sam Taran. 3—(l.to.r.) Marvin Lieber, Joe Mangone, Eli Ross, Sam Marino. 4—(l. to r.) Keith Nelson, M & N Amusement; Al Albertelli, Sr., Super Vending Corp.; Al Albertelli, Jr., Super Vending Corp.; 5—Jose Romero Hernandez from San Juan, Puerto Rico (Hernandez represents AMI in Puerto Rico) and Eli Ross. 6—(l. to r.) Morrie Horwitz, local operator and Eli Ross.

Max Brown says:

"You'll Like The Way We Do Business"

DISTRIBUTOR OF LEADING COIN OPERATED MACHINES

PHILADELPHIA COIN MACHINE EXCHANGE

844 N. BROAD ST., PHILADELPHIA 30, PA.

(Phone: STEvenson 2-2576)

Central States Music Guild Elects Officers

PEORIA, ILL.—Central States Music Guild met here (June 29) and elected officers for the forthcoming fiscal year.

Re-elected as president was Les Montooth of this city. Montooth is also a member of the board of Music Operators of America.

He is well known for his public relations efforts in behalf of all the operators. Montooth is considered one of the most popular men, as well as one of the hardest workers, in the central states area.

Bill Fleming was elected vice-president and Chuck Sisney secretary-treasurer. Board of Directors elected were: Merle Davis, Don Knott and John Bush.

After the elections came a general discussion. The meat of all subjects discussed was dime play. The operators in this area are anxious to get 100 per cent into 10c play.

The majority feel that dime play is the one and only thing which will bring them back to former standards. There has been an on-again, off-again, dime play going on here for sometime.

With the new officers that were elected, it is now hoped by all the music operators in this area, that the dime play problem will be most completely settled, and that it will be put into immediate effect completely over the area of the Guild's membership.

Paducah Op Dies

LOUISVILLE, KY. — James Harvey Hudson, Paducah coin machine operator and Hereford cattle breeder, died this morning in Norton's Infirmary, this city at the age of 38. He had been ill for the last two and a half years of a brain ailment.

Hudson operated Hudson Music Co. of Paducah, a coin operated music machine and pinball concern. He also ran a large farm in Hickman County near Columbus, and resided at 3519 Forest Circle.

Survivors include the widow, Billie Hudson; a son, James H. Hudson, Jr.; a daughter, Pamela Hudson and a brother, Febbie Hudson of Columbus.

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

CHICAGO COIN'S *New*
**Gold Cup
Bowler**
with **REPLAY** feature

*More Features!
More Action!*

- 1** Match A Number!
- 2** Match A Number and Star!
- 3** Match A Number—Star and Gold Cup!
- 4** Replay Given Player Matching A Number!
- 5** Any One or Six Players can get Replays!
- 6** Gold Cup Bowler can also be operated as Straight Match Bowler!

Plus

5th and 10th Frame
TRIPLE Score Feature . . .
Player in 10th Frame
can Add up to 270
Points to Total Score!

**chicago
coin**

MACHINE COMPANY

1725 W. Diversey • Chicago 14

THRU THE COIN CHUTE
EASTERN FLASHES

Before we get going with this column we want to express our heartfelt thanks to our many friends, not only for their ads in this, our 11th Anniversary Issue, but also for their verbal and written good wishes. It's nice to know that so many people wish us well.

Down on coinrow this week, both operators and wholesalers seemed in good spirits. Business, while not sensational, was considered good, and everyone was happy and smiling. . . . Bill Bolles, former Credit Manager for The Rudolph Wurlitzer Co., and for the past several years a resident of Miami, Fla., was visiting on the street, advising all that he had just joined Dave Simon's Simon Sales Co. as a traveling representative. Bill has a host of friends, and we wish him well. . . . Hymie Koeppel, Koeppel Distributing Co., away on a vacation, and brother Harry really sweating it out—particularly with a new export order. . . . Mannie Ehrenfeld, Passaic, N. J., visits the wholesalers. Mannie, one of the most progressive of music ops, relates some of his experiences in changing over to dime play. Seems that a phono, already on dime play, was changed back to nickel play through a mistake of the mechanic. The location immediately raised a rucuous, demanding that the dime play be put back right away. "As long as we get away from the nickel coin chute," says Mannie, "no matter how many for a quarter, we're making strides. First step is get the dime. From then on in there's no trouble, and the locations love it." . . . Joe Young and Abe Lipsky, Young Distributing, busy with export orders of reconditioned music machines. . . . Art Weinand, newly appointed sales manager for Exhibit Supply, visits his distrib Mike Munves. Art expects to fly to Boston, Mass., and then to Montreal, Canada, before returning to the plant.

Barney (Shugy) Sugerman, Runyon Sales, views his newly renovated offices and showrooms with great pride. Everything is now ready for the AMI "E" showing on July 20 to 25. Shugy states that the music ops are very enthusiastic in their praise of these new phonos, and are placing orders for considerable equipment. His friends are still telling him how much they enjoyed his testimonial dinner. . . . Bert Lane, The Bert Lane Co., Miami, Fla., in town for a short visit. Bert came up to see his brother Eddie, who is recuperating from a serious auto accident. Fortunately, Eddie escaped with only a broken leg and face lacerations. All because he tried to avoid hitting a dog on a Long Island highway. . . . Harry Pearl, Newark, N. J., and close friend of Bert Lane's accompanied him on his coinrow travels. . . . Al Simon, Albert Simon, Inc., displays ChiCoin's latest shuffle "Triple Score Bowler," on his floors. . . . Nat Cohn, Riteway Mfg. & Sales, reports requests for his "Trixie" circus horse have picked up, while sales of the "Atomic Jet" and "Aqua Jet" keep on a level. . . . Two of the busiest men in our town—Harry Rosen and Meyer Parkoff of Atlantic-New York Corp. Regardless of the popularity of the Seeburg phono, these men keep everlastingly at it—giving service and cooperation to the music op. Nothing is too difficult for them to accomplish. . . . Ray Knoss, music op, leaves this week-end for a six-week vacation in the mountains. Eighteen holes of golf every morning, and swimming in the Delaware River every PM. That's living! . . . Milty Green, American Vending, commuter between Miami and Brooklyn, now relaxing a bit in Miami Beach. . . . Marvin Liebowitz, heat or no heat, hustles along coinrow, with only time to shout "Everything fine." . . . Bally's new kiddie ride "Speed-Boat" attracts a great deal of attention on Runyon's showroom floors. . . . Abe Witsen, International Amusement Co.—Scott-Crosse Co., Philadelphia, Pa., finishing up his European trip with a week's vacation on the French Riviera. Sal Groentemann leaves on August 2 for his coverage of Europe. By that time Abe will have returned. . . . Dave Rosen, Philadelphia, got quite a bad break when that terrible fire destroyed his offices and showrooms—just when he was getting ready to show his music op friends the new AMI "E" phonos. However, he's doing the best he can, which we understand is quite good.

THRU THE COIN CHUTE
UPPER MID-WEST MUSINGS

Ted Heil, veteran operator from Gaylord, Minn., sold out his coin machine operation to the C & N Sales Company of Mankato. Ted's plans are to take a short trip out West and see a little bit of that country. . . . Tom Kady of Grand Forks, N. D., managed to take some time off to take the trip in to the Twin Cities to see what was new. While Tom was in the Twin Cities, his son, Norman, was taking care of things back home. . . . Bill Gummow of Hopkins, Minn., besides being kept busy with his route activities, still manages to fill in as a stalwart member of the Hopkins volunteer Fire Department. . . . Mrs. Sidney Levin presented her husband with an eight pound baby boy, Friday nite, July 3rd, at Mt. Sinai Hospital, Minneapolis. Sid is with the Lieberman Music Company. . . . The operators around Winona, Minn., are making preparations for the big Water Carnival which will be held there July 11 and 12, which means that such operators as Ray Kohner, Don Ehman, Jim Stansfield and Frank Phillips will be busy.

Charles Sersen of St. Cloud, Minn., has his son, Tommy, and daughter-in-law visiting him. His son is a mining engineer in Utah. . . . O. L. Coefield of Annandale, Minn., Glen Bishel of Chippewa Falls, Wisc., Gordon Dunn of Moose Lake, Minn., Jerry Hardwick of St. Cloud, Minn., Andrew Markfelder of Staples, Minn., Leo De Mars of Ashland, Wisc., T. J. Fischer of Waconia, Minn., Stan Woznak of Little Falls, Minn., August Quade of Rochester, Minn., Fred Kovanen of Moose Lake, Minn., Ben Kragtorp of Tracy, Minn., T. P. Clifford of Gilbert, Minn., and Frank Coubal of Bloomer, Wisc., were some of the operators who were seen in the Twin Cities the past week. . . . Al Eggermont of Marshall, Minn., made the trip in to town last week by car, instead of by plane as he usually does. His plane was tied up for engine over-haul.

Congratulations
to **BILL GERSH** and Staff

of

THE CASH BOX

On Your 11th Anniversary

CHICAGO COIN

Machine Company

Congratulations to "The Cash Box"

**CONTACT
US
BEFORE
YOU BUY**

FOR THEIR SPLENDID
WORK IN THE COIN
MACHINE INDUSTRY

Williamsport Electronic & Television Co.

(Formerly: Williamsport Amusement Company)

233 W. 3RD STREET
WILLIAMSPORT, PA.
Phone: 2-3326-2-1648

"Central Pennsylvania's Largest Distributors"

NEW PIN GAMES AT A SACRIFICE PRICE
IT'S A CLEAN UP SALE
ALSO A SPECIAL PRICE ON USED GAMES

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

THRU THE COIN CHUTE CHICAGO CHATTER

Before this column proceeds one paragraph further, we want to, very humbly, and most sincerely, thank every one of the people here in Chicago who came thru so marvelously to help make this, The Cash Box' 11th Anniversary, so brilliant an issue and so outstanding an event in the annals of the coin machines industry.

First and foremost, thanks to Bob Gnarro of A.B.C. Music Service Corp., who was the very first to come in with an ad for the 11th Anniversary Issue. . . . Col. Lew Lewis of Merit Industries, Inc. . . . Andy Oomens of Walter Oomens Sons. . . . Dom Pigati, Highwood, Ill. . . . Bob Lindelof and the Music Operators of Northern Illinois. . . . Jack Fagman, the noted haberdasher to so many of the nation's coinmen. . . . Vince Shay, well known to everyone in the industry. . . . Mike Dale of Commercial Phonograph Survey & Service. . . . Frank LaMaskin and Al Tigerman of the Hollywood Arcade. . . . Phil Weisman of Universal Automatic Music. . . . Mike Spagnola, Joe Glimco and Phil Weisman of Automatic Phonograph Distributors. . . . Clayton Nemeroff and Charley Pieri of Monarch. . . . Earl Kies of Apex Cigarette Service. . . . Bert Bondioli of B & B Novelty. . . . Vic Comforte, Lou Koren and Don Koren of Distributing Corp of Illinois. . . . Ed Holstein of Ace Music Service. . . . Gil Kitt of Empire Coin Machine Exchange. . . . Ray Cunliffe. . . . Charles (Jimmy) Johnson of Globe Distributing. . . . Mrs. M. Robinson and M. L. Proffit of South Central Novelty. . . . Adman Ed Kennedy. . . . Harry Wiczor of Wico Corp. . . . Ben Coven of Coven Distributing Co. . . . Don Moloney of Donan Distributing. . . . Wally Finke and Joe Kline of First Distributors. . . . Morris and Eddie Ginsberg of Atlas Music Co. . . . Adman Bill Kennedy. . . . To all the members of the Recorded Music Service Assn.

And to all the Chicago manufacturers who joined in to make The Cash Box' 11th Anniversary so sparkling a year book for the industry. . . . Marvel Mfg. Co. . . . United Manufacturing Co. . . . Silver King Mfg. Co. . . . J. P. Seeburg Corp. . . . Bally Manufacturing Co. . . . Rock-Ola Manufacturing Corp. . . . D. Gottlieb & Co. . . . J. H. Keeney & Co., Inc. . . . Williams Manufacturing Co. . . . Genco Mfg. & Sales Co. . . . Exhibit Supply. . . . A. B. T. Mfg. Corp. . . . Chicago Coin Machine Co.

This column could go on and on and on, telling about the very grand people of this industry, from all over the nation, who also came in to make this the one YEAR BOOK of the industry. . . . But that would take much, much more space than is allotted this column each week. . . . So to all of these peoples, everywhere in the nation, and in the world, our sincerest, heartfelt thanks. . . . And to any we might have missed, who came in at the very last minute, as this column was already on the presses, our sincerest apologies, but due to closer closing time, we were forced to push this column in as fast as we could.

Even after all left, George A Miller remained for a few more days as a "rumor" came thru that the McCarran Bill hearings would get under way. George was much upset. Didn't know whether to take the long train ride home or go back to Washington. When the rumor was verified and all knew that the hearings would be on as of July 11 and 16 (at least that would be ASCAP's lawyers' opportunity to shoot at the juke box industry) George continued on home in the hope that the juke box industry would have the opportunity to state its side of the case after the Congressional vacations.

Ray Cunliffe, Phil Levin, Les Monooth, Clint Pierce and others met with George A. Miller at the Palmer House and, after two days, the news came thru that MOA's 5th Annual Convention would take place on March 8, 9, 10, '54 at the Palmer House. There was much talk about this in George's big suite there with the men all putting in their own views as to how the convention should run. Convention committee: Albert S. Denver, New York; Clinton S. Pierce, Brodhead, Wis.; Les Contooth, Peoria, Ill.; Ray Cunliffe, Chicago; George A. Miller, Oakland, Calif. . . . There will also be some women music operators named later for the Entertainment Committee.

Had to dig them out, but, they are now members of The Cash Box' "20 Year Club". Have been in the business much longer than 20 years: Frank LaMaskin and Al Tigerman of the Hollywood Arcade here. . . . (If you've been in the business 20 years or longer join The Cash Box' "20 Year Club" today. There's a big surprise on the way this Fall with all members waiting for the news.)

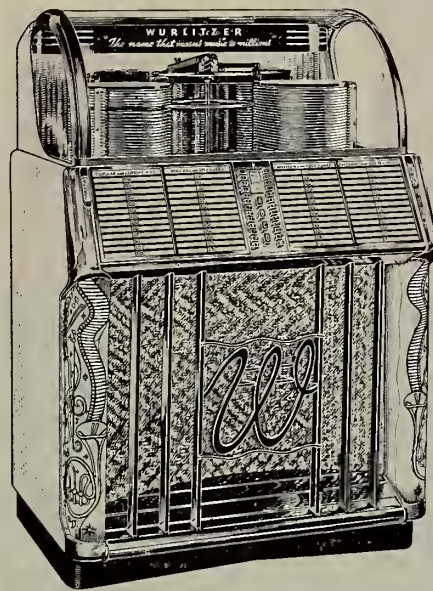
With their experience on profitable parking meters, City fathers have been paying closer attention to vendors and service machines of all kinds. So when bids started at the pace of \$65,000 bonus plus \$35,000 for the concession to operate the insurance vendors at the Midway Airport, Alderman Nicholas J. Bohling let out a yell that the city has been losing \$100,000 per year. (Ooh! what too much yakety-yak can do). . . . Some of the big factories here shut down for the next two weeks to clear off the vacation periods. Many of these plants being cleaned up and machinery being gone over carefully by maintenance crews to get everything ship-shape for the return of production crews and bigger production than ever.

Les Montooth of Peoria, Ill. was re-elected President of the Central States Music Guild. Bill Fleming was elected Veepee. Chuck Sisney, Sect'y-Treas., Merle Davis, Don Knott and John Bush elected Board of Directors. . . . There's always a silver lining in every dark cloud. At least according to the resort ops. Who report that, as far as they're concerned, the terrible heat wave paid off. Resorts are jammed. Play action very grand. . . . Roy Monroe and Geo. George of Monroe Coin Mach. Exch., Cleveland, paid The Cash Box a very fine compliment. Stated that their last ad just simply jammed 'em with great business.

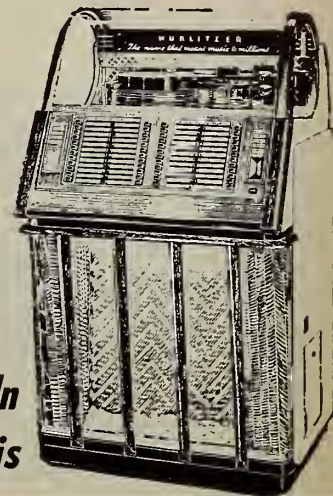
That nautical gal on the front cover of this last issue of "Bally-Who" will probably be pinned up by all the nation's mechanics. And the marvelous and concise explanation of the game which follows is a masterpiece of good writing. For which we offer orchids to Herb Jones of Bally. . . . All the furore about "export biz" should be taken with a couple of grains of salt (and maybe some pepper, too). Fact remains that no factory has as yet had to set up a "special production schedule" to handle such biz. It's far, far away from anything like the international sales enjoyed prior to World War II. "But", as some leaders here state, "maybe in a few more years, due to so many used machines being sold, we may enjoy some new machines business that will make it profitable to expand promotional and production operation for export fields."

Just a line here for an "apology"—if you are a Chicagoan who advertised in this issue and your name hasn't been mentioned in this column—we apologize—for we had to rush this column in far ahead of schedule—because of mechanical requirements of this big YEAR BOOK issue. . . . That story of a juke box mfr. in England who set up a dead disk to play for 3 minutes of "silence" is only a publicity grabbing gag. But it worked. Got himself front pages as well as mention by almost every radio and TV commentator. Can never tell what the press will grab onto.

Wurlitzer



"THE NAME THAT MEANS MUSIC TO MILLIONS"



Direct Factory Distributor In Indiana And North. Illinois

COVEN distributing company
3181 Elston Chicago 18, Ill.
INdependence 3-2210

The Firm That Service Built ALLAN SALES, INC.

Invites You To Visit Its New 6 Story Building At

937 MARKET ST. WHEELING, W. VA.

(All Phones: WHEELING 5472; 5473)

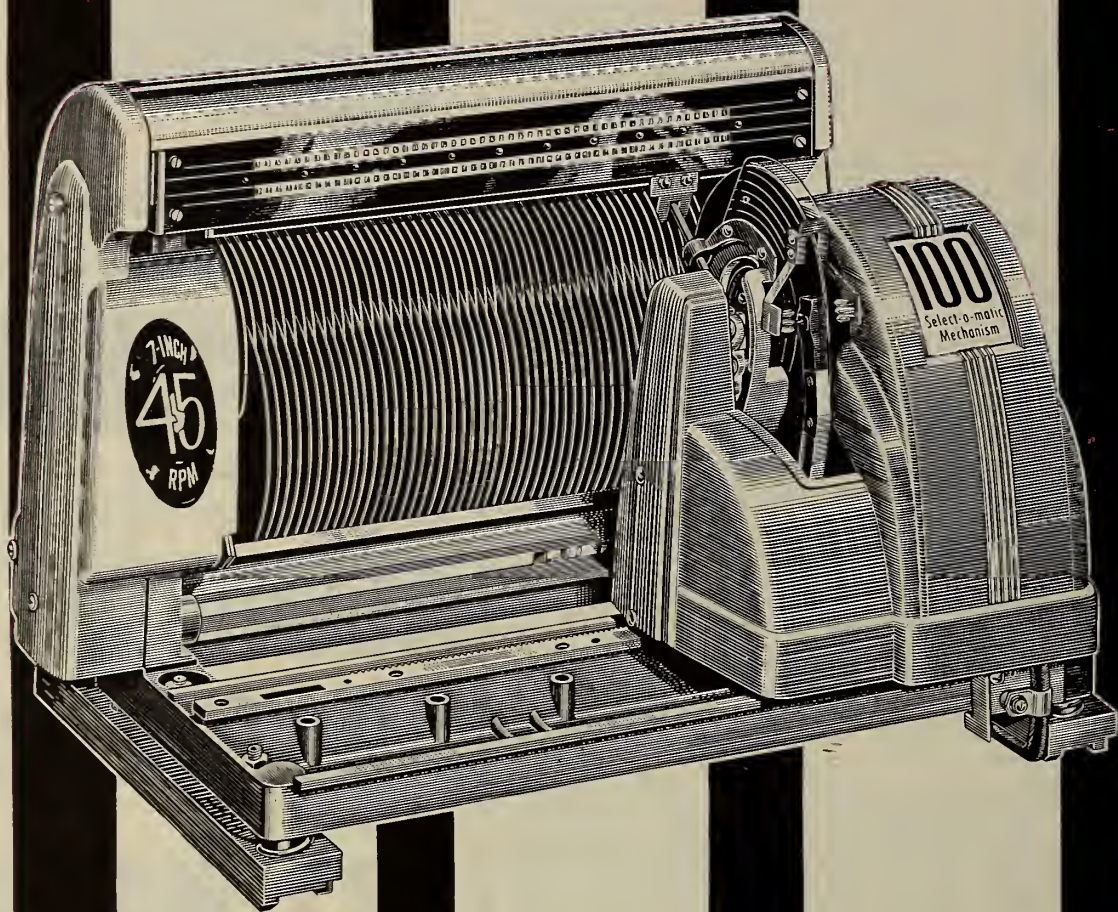
GRAND OPENING SPECIAL BINGO GAMES

BIG STOCK NOW ON HAND

EVERY GAME GUARANTEED TO BE PERFECTLY RECONDITIONED REGARDLESS OF PRICE

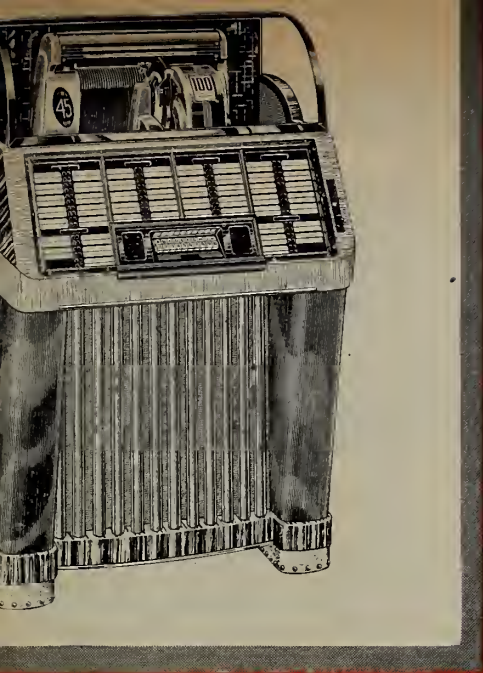
WRITE!! WIRE!! PHONE!!

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

AMERICA'S FINEST AND MOST



*100 Selections
at the phonograph*



*100 Selections
anywhere in
the location*



The story of 100 is the success story of an industry.

Progressive operators — the backbone of the coin-operated music industry — readily recognized the value of offering a broader music service to locations and the public. We at Seeburg are gratified to have been able to design and produce the first and the finest 100 selection music system.

The story of 100 is a story of success, and it belongs — and will continue to belong — to the music men of our industry.

Select-o-matic
100

COMPLETE MUSIC SYSTEMS

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 CLOSSES WEDNESDAY NOON AT The Cash Box, 26 W. 47th St., New York 19, N. Y.

WANT

WANT—Music Machines: AMI's, all models; Seeburg M100A's and B's. Quote best prices. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

WANT—For resale—Bingo games, United 6 player bowling games, Mills panoramas, or will trade Exhibit Silver Bullets, Bally Hi Rolls, Universal Winner, 46 Seeburg HW, very clean. STANLEY AMUSEMENT CO., 5225 SOUTH TACOMA WAY, TACOMA 9, WASHINGTON.

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—Bright Spots, Bright Lights, late Gottlieb Pin Games, Seeburg Model B & C 45's. State price, quantity, and condition in first letter. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, 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 — Late 1952 and 1953 Pin Games, Seeburg 100 A & B, AMI D's, Wurlitzer 1500's, Scales, Arcade Equipment, 1c and 5c Vendors, AMI W. B., Seeburg 100 W. B., Wurlitzer 48 sel. Boxes. Write stating condition, number, model, and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

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—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—For Export—Wurlitzer 1100, 1250, 1400; Seeburg M100A, M100B, M100C. Send us your list. BUSH DISTRIBUTING COMPANY, 286 N. W. 29th STREET, MIAMI 37, FLORIDA.

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

WANT—Phonograph records made before 1940; any quantity or dealer stock; \$150 to \$300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 128 W. 66th STREET, N. Y. C.

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—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.

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—Service mechanic for Pin Games, Music, and Cigarette machines; now employ six mechanics. PENNSYLVANIA VENDING CO., 1822 CARSON ST., PITTSBURGH 3, PA. Tel.: HEMlock 1-9900.

FOR SALE

FOR SALE — Hi-Speed Super Fast shuffleboard wax. 24 one pound cans per case \$8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. AMI distributor. STATE MUSIC DISTRIBUTORS INC., 3100 MAIN STREET, DALLAS, TEXAS.

CLASSIFIED ADVERTISING SECTION

FOR SALE — Reconditioned Wurlitzers: 1250's \$375; 1100's \$250; 1015's \$125; 1080's \$125; Seeburgs 146M \$115; 147M \$135; 148M \$250; Packard Manhattan's \$75; Packard Sevens \$50; Wall Boxes 3-W-2 L 56's \$10; W6L 56—5, 10, and 25c Boxes \$22.50. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND, VA.

FOR SALE—Beach Clubs \$494.50; Frolics \$354.50; Palm Beaches \$334.50; Atlantic Citys \$324.50; Bright Spots \$224.50; Spot Lights \$174.50; Bright Lights \$144.50; Cabana \$454.50; Leaders \$169.50; Boleros \$144.50; 3-4-5 \$79.50. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: Main 8751.

FOR SALE — Extremely low priced deal on brand new 5c Hot Nut Machines, \$10 each, terms 1/3 deposit, balance sight draft. Slug proof, white enamel finish, 6 lb. cabinet. Finest guaranteed reconditioned phonographs of all types, low prices. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, NEW JERSEY. Tel.: Bigelow 8-3524, 3525.

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—Prices slashed up to 60%. Midget Movies, Meteor Rocket Space Ships, Automobile Kiddie Rides. 35 Bally Turf Kings, 20 Wurlitzer 1400's, 1450's, 1100's. WANTED—Will pay cash or trade above for Bally Bright Spots. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN ST., ALLSTON, MASS. Tel.: ALgonquin 4-4040.

FOR SALE—One Stop Record Service. Any record, any label, 5c over wholesale. Free title strips. New accounts 1/3 deposit with all orders. RAYMAR SALES CO., 170-21 JAMAICA AVE., JAMAICA 32, N. Y. Tel.: OLYmpia 8-4012-4013.

FOR SALE — Arcade Equipment: (Clearance Sale) Dale Gun \$59.50; Speed Bowler \$49.50; Universal Twin \$64.50; ChiCoin Bowling Twin \$49.50; Shuffle Express \$29.50; ChiCoin 6 Player \$219.50; United 5 Way with Formica Top \$185; United 6 Way \$225; Bally Hook Bowler \$89.50; Keeney League Bowler 4 Player \$137.50; Super Deluxe League Bowler (Keeney) \$279.50. Jumbo Pin Games: Turf King \$75; Futurity \$219.50; Citation \$19.50. (No crating). LAKE CITY AMUSEMENT COMPANY, 4533 PAYNE AVENUE, CLEVELAND 3, OHIO. Tel.: HENDERSON 1-7577.

FOR SALE—Bright Lites \$145; Bright Lites, late, \$175; ABC \$74.50; Stars \$214.50; AMI B \$325; AMI C \$345. WESTERN DISTRIBUTORS, 1226 SW 16th AVE., PORTLAND, OREGON.

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—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 — 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 — 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.

FOR SALE — The following phonographs—18 Mills 904; 10-750's; 2 Mills Empress; 3 Colonial 780's; 2-850's, 3-800's, and one Aircon. Make us an offer for the lot; no reasonable offer refused. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, N. C. Tel.: 2-3992.

FOR SALE—All types of Arcade Equipment now available, also Bingo Games and One Balls. MERIT INDUSTRIES, 542 W. 63rd STREET, CHICAGO 21, ILL. Tel.: ENglewood 4-9202 and ENglewood 4-9204.

FOR SALE—United 5 play Bowlers, factory Formica Top 7 & 10 split, ready to set on location \$185 each, F.O.B. Denver, 1/3 deposit with order, balance C.O.D. MIDWEST MUSIC COMPANY, 8600 W. COLFAX AVE., DENVER 15, COLORADO.

FOR SALE—United Bowlers 5 Play Formica Top \$200; Six Play \$235; DeLuxe \$300; Super \$325; Official \$300; Thunderbolt Horses \$350; Edelco 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 — Premium merchandise for coin machine prizes. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932). HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND ROAD, MILWAUKEE 13, WISC. Tel.: Blue-mound 8-7600.

FOR SALE—Chicago Coin Horseshoes \$45; Baseball \$40; United Skee Alley \$40; Keeney 4 player \$75; Genco Targets \$30; Bally Champ \$35; Universal High Score Bowler \$45. Add \$5.00 packing charge. NATIONAL NOVELTY COMPANY, 183 E. MERRICK RD., MERRICK, N. Y.

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.

CLASSIFIED ADVERTISING SECTION

FOR SALE — Reconditioned — Like New—Palm Beach \$415; Bright Spot \$250; Wms. Longbeach \$199.50; Manhattan \$7.50; Hawaii \$15; Knockout \$49.50; Select-A-Card \$15; Tropicana \$7.50; Just "21" \$19.50; College Daze \$49.50; 3 Musketeers \$59.50; Wurlitzer 1015 \$129.50; Bally Hook Bowler \$149.50. All guaranteed. Call, write, or wire DONAN DISTRIBUTING CO., 5007 N. KEDZIE AVENUE, CHICAGO 25, ILL. Tel.: JUNiper 8-5211.

FOR SALE—Bally Beautys \$450; Futuritys, late serial \$250; Atlantic Citys \$300; Bright Lights \$147.50; Showboats \$325; Gottlieb Chinatowns \$175; Flying Highs \$195; Williams Silver Skates \$195; Chicago Coin Bowl-A-Ball six player, used two weeks, \$195; ABT Guessing Scale \$65. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS 12, LOUISIANA. Tel. CAnal 5306.

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—Chinatown \$185; Happy Days \$185; Niagara \$135; Minstrel Man \$75; Gottlieb Basket Ball And Mermaid \$90 each; Frolics \$325; Beauty \$425; United 6 Player F. T. Pins \$190. STARK NOVELTY CO., 2429 7th N. W., CANTON, OHIO.

FOR SALE—3020 Wallboxes \$19.50; 3W5-L-56 Wallboxes, \$18.50; 146M or S \$89.50; 147M or S \$99.50; 1422 Rockola \$69.50; 1426 Rockola \$89.50. W1-L-56 5c Wallboxes and Packard Plamor \$4.95. CENTURY DIST. INC., 1221 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE—Bally Spot Lites \$210; Bright Spots \$210; Coney Island \$210. All in good clean condition. TOLEDO COIN MACHINE EXCHANGE CO., 814 SUMMIT ST., TOLEDO, OHIO. Tel.: ADams 8624.

FOR SALE—6 Spot Lites \$195; 4 Atlantic City \$315; 5 Frolics \$335; Wurlitzer 1015 \$165; 1100 \$295; Rockola 1428 \$225; A.M.I.-C \$345. All machines ready for locations. MICKEY ANDERSON, 314 E. 11th ST., ERIE, PA. Tel.: 2-2894.

FOR SALE—Seeburg equipment, reconditioned, refinished, with Davis 6 point guarantee—148ML \$215; 148M \$185; 147M or S \$135; 146M or S \$115; 1941 Hideaway units \$39. DAVIS DISTRIBUTING CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE — Packard boxes, high chrome, \$5. LALLI MUSIC CO., INC., 1111 CARPENTER STREET, PHILADELPHIA 47, PA.

FOR SALE — 25 Winners like new, cleaned and guaranteed, few new, \$75 each or will trade. What have you? WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASHINGTON.

FOR SALE—Shooting gallery bullets, \$60 per case, Remington 22 short, spatterless bullets. First come, first served. RELIABLE COIN MACHINE CO., INC., 184 WINDSOR STREET, HARTFORD, CONN.

FOR SALE — Outdoor Barbeque COOK-N-WAGON — See Miller's Life ad. To Operators and Distributors delivered any place in United States for \$89.50. BUDGE WRIGHT'S WESTERN DISTRIBUTORS, 1226 SW 16th AVE., PORTLAND, OREGON.

FOR SALE—New Astroscope \$275; New Ic Camera Chief \$10; New Ic 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—Ready For Location. Spot Lites \$175; Coney Island \$200; Atlantic City \$300; Palm Beach \$350; Frolics \$350. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—Cigarette machines, Du-Grenier 9 col. \$50.00, 25c coin chutes. Bingo games: Coney Island \$225.00 Atlantic City \$335.00; Frolic \$335.00; Beach Clubs. Write. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILL.

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

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/bulb \$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—All Amplifier Tubes less 50% and 10%. Title Strips \$2.50 per 1,000. Fluorescent Tubes 1/3 off. Bulbs 51's and 55's 45c per box, \$3.75 per 100; 1129's 10 for \$1.50; 47's 10 for 60c \$5.25 per 100. CaPco Lusterize All-Purpose Cleaner for glass, plastic, chrome, etc., \$3.95 per gallon. Trial bottle 70c. Satisfaction guaranteed or money back. Cart Sled \$38.50 COVEN DISTRIBUTING CO., 3181 ELSTON AVE. CHICAGO, ILL. Tel.: INdependence 3-2210.

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 ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

CLASSIFIED ADVERTISING SECTION

FOR SALE — Atlantic Cities \$295; Boleros \$150; Brite Lites \$150; Brite Spots \$225; Spot Lites \$195; A.B.C. \$95; Frolics \$285; Coney Island \$240; Beauties \$425; Leaders \$225; Circus \$250; Show Boat \$325; Five Stars \$85; Palm Beach \$295; Rodeo, new \$425. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029 PROSPECT AVE., CLEVELAND 15, OHIO.

FOR SALE—Keeney Deluxe League Bowlers @ \$250; Keeney 10 Player Shuffles @ \$400; Keeney Conversions for long board @ \$225; Genco Score Board @ \$85; 5—9E National @ \$75. UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: UNiversity 6900.

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—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire or phone call will convince you. Exclusive AMI Distributors. Factory Representatives for United, Keeney, Bally. TARAN DISTRIBUTING, INC., 3401 N.W. 36th STREET, MIAMI 42, FLA. (Tel.: 64-4864).

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—We distribute for all leading manufacturers of pinballs, phonographs, cigarette machines. Used equipment reconditioned and guaranteed. Whatever your requirements, let us know. We can supply the best. A. P. SAUVE & SON, 7525 GRAND RIVER AVENUE, DETROIT 4, MICHIGAN. Tel.: TYler 4-3810—TYler 7-6123.

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 — Priced Right — Bright Lights, Bright Spot, Coney Island, Spot Lights, Atlantic City, Palm Beach Frolics, Beauty, Beach Club. Write, wire or phone J. ROSENFELD COMPANY, 3220 OLIVE, ST. LOUIS 3, MISSOURI. Tel.: OLive 2800.

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

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

FOR SALE—Seeburg 100 selection 78's \$450; Seeburg 46 models \$85; Seeburg 47 models \$105; Seeburg Blond 48 models \$165; Aerion Coronet & Deluxe \$35 each; Rockola 1426 \$60; AMI Model D-40 and D-80 write. All machines checked, ready for location. UNITED DISTRIBUTORS, INC., 513 E. CENTRAL, P.O. BOX 1995, WICHITA 2, KANSAS.

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" \$295; AMI "C" \$495; Seeburg 100-78 \$595. Many others—write for list. YOUNG DISTRIBUTING CO., 599 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-5050.

FOR SALE—Closeouts right off the route, reconditioned like new. Coney Islands \$250; Holidays \$195; Lite-A-Lines \$80; Genco 400's \$225. 1/3 deposit, balance COD. The Genco 400's have been perfected by us and properly percentage so now better than Gold Nugget or Silver Chest. You use 3 weeks then return if not satisfied. We refund full purchase price. Requires only 18 x 24 inches floor space. W. E. KEENEY MFG. CO., 5231 SO. KEDZIE AVE., CHICAGO 32, ILL. Tel.: HEmlock 3844.

FOR SALE—Nothing temporarily—Cash Box has produced such action we are for a short period sold out. WITHAM ENTERPRISES & ASSOCIATES 20-22 CUNNINGHAM AVENUE, GLEN FALLS, N. Y.

FOR SALE — Every postwar model Wurlitzer, Seeburg, and AMI Phonographs. All thoroughly reconditioned. Our prices are the lowest available. Export business welcomed, also distributor quotations on request. Before you buy, write, wire, phone: SHELDON SALES, INC., 881 MAIN STREET, BUFFALO 3, NEW YORK. Tel.: LIncoln 9106.

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—Cigarette Machines: Du-Grenier 8 col.; National 8 col.; U-Need-A E's 8 col. 25c coin chute. King size. Refinished. \$50 each. Crating \$10. 1/3 Deposit. DAVE LOWY & COMPANY, 594 TENTH AVE., NEW YORK, N. Y. (Phone: CH 4-5100).

CLASSIFIED ADVERTISING SECTION

FOR SALE—W6-L-56 5-10-25c wireless wallomatics \$29.50; 3W2-L-56 5c 3-wire wallomatics \$5; W1-L-56 5c wireless wallomatics \$5; AMI Wall Boxes 40 selection \$15. W. B. DISTRIBUTORS, INC., 1012 MARKET ST., ST. LOUIS, MISSOURI.

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—Bingo Games—Music Boxes—6 Player Bowlers—One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and refinished and ready for location. Call—write for your needs. PARKWAY MACHINE CORP. 715 ENSOR ST., BALTIMORE 2, MD. Tel.: EAsTern 7-1021.

FOR SALE—One Stop Record Service. Large stock of major, independent 45's, 78's. Popular, Rhythm, Blues. We ship anywhere at cost plus 5c per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, ILL., Tel.: SAcramento 2-5050.

FOR SALE — Ready For Route—Bright Light \$175; Spot Light \$240; Bright Spot \$275; Zingo \$150; Atlantic City \$375; Stars \$250; Lite-A-Line \$100; Hot Rod \$40; M100B Seeburg \$695. V. YONTZ SALES CO., BYESVILLE, OHIO.

FOR SALE—United Six Player Deluxe S. A. \$195; Chi-Coin Six Player 10th Frame Bowler \$295; United Twin S. A. Rebound \$75; Bing-A-Rolls \$40 each; United 10th Frame Super S. A. \$325. MOHAWK SKILL GAMES CO., 67 SWAGGER-TOWN ROAD, SCHENECTADY, NEW YORK.

FOR SALE—The old reliable Massengill coin operated pool tables. Write for price list on used equipment. We will buy one balls, Bingo games, recent suffle alleys. DARLINGTON MUSIC COMPANY, DARLINGTON, S. C. Tel.: 500.

FOR SALE—We have a large stock of reconditioned Five Balls. One Balls Bingo and Phonos. Write for list. WESTERHAUS COMPANY 3726 KESSEN AVENUE CINCINNATI, O. Tel.: MONTana 5000-1-2.

FOR SALE—Bomber \$40; Judy \$45; King Pin \$50; Buttons & Bows \$32.50; Thing \$32.50; What's My Line \$49.50; Tri-Score \$35; Harvest Time \$35; Knock Out \$45; Punchy \$40; Fighting Irish \$45; Gin Rummy \$42.50; Spring Time \$85; Big Hit \$165; Slug Fest \$140; Whiz Kids \$105; Hits & Runs; Genco, \$55; Canasta \$25; Boston \$39.50; 49 Majors \$27.50; Jennie \$50; Tumbleweed \$52.50; St. Louis \$32.50; Red Shoes \$60; Tucson \$22.50; Hit Parade \$27.50; South Pacific \$49.50; Shanty Town \$62.50; Morocco \$22.50; Bank-A-Ball \$35; Mardi Gras \$27.50; Rainbow \$22.50; Just 21 \$15; Play Tune \$30; Freshie \$42.50. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: SUPerior 1-4600.

FOR SALE—Complete Route—Game Machines, Amusement Devices, and Music Boxes. Highly profitable income. Located in northern Arizona. Priced low for quick sale. Phone or write DAVID A. FOIL, JR., BOX 216, SHOW LOW, ARIZONA.

MISCELLANEOUS

NOTICE — 10c Seeburg, AMI Ops — Don't Pass Up Nickels! General's Conversion Kit fits late model phonographs and wall boxes. Takes 2 nickels, 10c and 25c. Samples \$3.50. Lots of 10, \$2.95 each. Complete with decal and instructions. GENERAL DISTRIBUTING CO., 3574 HARDING, CARLSBAD, CALIFORNIA.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Judson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WEBster 1-1121.

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

NOTICE — Phonograph Motors Rewound — Any make of split-phase Juke Box Motor rewound \$4.00. No Extras. \$4.00 is all you pay. Mailing list 4,000 Juke Box Operators \$35. CAROLINA ELECTRIC CO., P. O. BOX 125, MATTHEWS, NORTH CAROLINA. Tel. 2711.

* “ **B**est way I know to keep alive, not only to business conditions in the coin-machine industry, but also to the personalities that are so important in this industry, is to read **‘THE CASH BOX’** every week. ”

RAY MOLONEY
President

BALLY MANUFACTURING COMPANY,
Chicago, Illinois

* If you are reading someone else's copy of **The Cash Box** why not mail this coupon today

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NEW YORK 36, N. Y.

Enclosed find my check for \$15 for a Full Year (52 Weeks) Subscription.

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Notice!

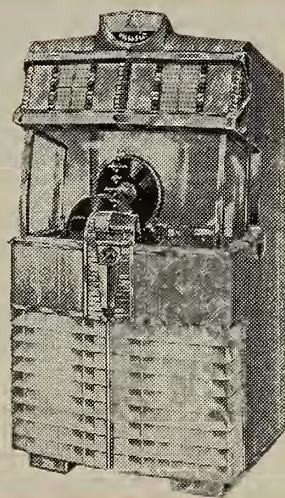
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Your Deposit is GUARANTEED

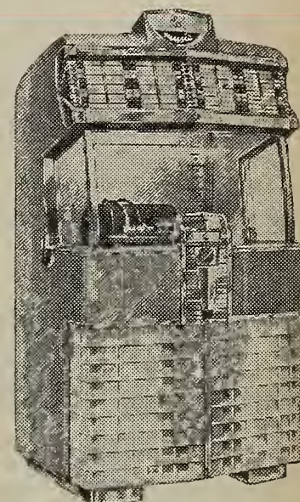
AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

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

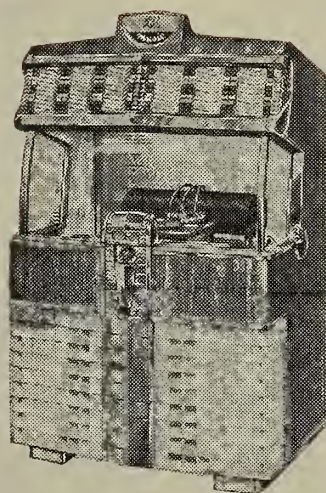
40



80



120



AMI Incorporated

General Offices and Factory:
1500 Union Ave., S. E., Grand Rapids 2, Mich.

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

THIS WEEK'S USED MACHINE QUOTATIONS

15th Year of Publication
719th Consecutive Week's Issue

How To Use "The Confidential Price Lists"

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

EXPLANATION

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



LISTED ALPHABETICALLY

AIREON

4. Fiesta	50.00	70.00
6. '47 Hideaway	119.50	195.00
4. '48 Coronet 400	35.00	70.00
4. '49 Coronet 100	125.00	169.50

AMI

4. WM Wall Box	17.50	22.50
2* Model A '46	195.00	325.00
2* Model B '48	325.00	375.00
4* Model C	345.00	495.00

BUCKLEY

4. Wall & Bar Box O.S.	3.00	5.00
4. Wall Bar Box N.S.	6.00	17.50

MILLS

2. Panoram	250.00	275.00
4. Throne of Music	25.00	69.50
4. Empress	29.00	69.50
6. Panoram 10 Wall Box	5.00	8.50
4. Panoram Peek (Con)	185.00	295.00
6. Conv. for Panoram Peek	10.00	29.50
4. Constellation	129.50	150.00

PACKARD

2. Pla Mor Wall & Bar Box	3.95	4.95
1. Manhattan	75.00	95.00
4. Model 7 Phono	50.00	75.00

ROCK-OLA

4. Playmaster '46	50.00	79.50
4. 1422 Phono ('46)	65.00	119.50
4. 1424 Phono (Hideaway)	99.50	169.00
2* 1426 Phono ('47)	60.00	89.50
4. 1432 (Rocket '51)	375.00	395.00
4. 1434	395.00	419.50
4. Magic Glo (1428)	250.00	295.00
4. 1501 Wall Box	3.00	4.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
4. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
4. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

SEEBURG

4. Hi-Tone 9800	29.50	60.00
4. Hi-Tone 9800 BC	29.50	60.00
4. Hi-Tone 8800	29.50	59.00
4. Hi-Tone 8800 RC	29.50	59.00
4. Hi-Tone 8200	29.50	59.00
4. Hi-Tone 8200 RC	29.50	59.00
2. 146S	89.50	125.00
4* 146M	85.00	150.00
3. 147S	99.50	105.00
1* 147M	99.50	175.00
2. 148S	135.50	165.00
2. 148M	185.50	250.00
1* 148ML	209.50	249.00
4* M-100-78	450.00	650.00
4* 3W2 Wall-a-Matic	7.50	14.50
2. W1-L56 Wall Box 5c	4.00	10.00
4. 3W5-L56 Wall Box 5, 10, 25c	18.50	27.50
4. W4L-56	24.50	35.00
4. W6L-56-5/10/25 Wireless	22.50	34.00
4. 3W7-L-56	25.00	34.50
6. Tear Drop Speaker	12.50	17.50

WURLITZER

4. 750E	29.50	69.50
4. 780M Colonial	29.50	99.50
4. 780E	29.50	89.50
4. 800	29.50	60.00
4. 850	25.00	79.50
4. 950	25.00	99.50
3* 1015	99.50	150.00
4. 1017 Hideaway	99.00	129.50
2* 1100	219.50	295.00
2* 1080	99.50	140.00
4* 1250	345.00	375.00
4. 3031 Wall Box	9.95	15.00
4. 3045 Wall Box	5.00	20.00
1. 3020 Wall Box	19.50	25.00
4. 3025	5.95	6.00
4. 2140 Wall Box	10.95	19.00
2. 219 Stepper	15.00	19.50

MISCELLANEOUS

4. ChiCoin Band Box	125.00	150.00
4. Chicago Coin Hit Parade	65.00	129.50
4. Ristanocrat	40.00	65.00
4. Williams Music Mite	49.50	110.00
4. Evans Constellation	350.00	395.00



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

4. ABC Bowler	25.00	60.00	4. Football (CC 8/49)	49.50	75.00
2* A.B.C. (Un 5/51)	75.00	95.00	4. Four Corners (Wm 12/52)	169.50	185.00
4. Across the Board	225.00	245.00	4. Four Horsemen (Got 9/50)	60.00	129.50
4. Ali Baba (Got 6/48)	20.00	34.50	4* Four Hundred (Ge '52)	145.00	225.00
4. Alice (Got 8/48)	24.50	45.00	4. Four Stars (Got 6/52)	160.00	185.00
2. All Star Basketball (Got 2/52)	95.00	145.00	4. Freshie (Wm 9/49)	42.50	60.00
2. Aquacade (Un 4/49)	25.00	39.50	2* Frolics (B 10/52)	300.00	395.00
4. Arcade (Wm 11/51)	115.00	145.00	1* Futurity (Ge 6/52)	175.00	235.00
4. Arizona (Un 5/50)	40.00	79.50	4. Georgia (Wm 9/50)	69.50	95.00
2* Atlantic City (B 5/52)	275.00	375.00	4. Gin Rummy	42.50	65.00
4. Baby Face (Un 1/49)	20.00	39.00	4. Gizmo (Wm 8/48)	19.50	35.00
4. Ballerina (B 48)	10.00	24.50	4. Glamour	24.50	75.00
4. Band Leader	25.00	49.00	4. Globe Trotter	135.00	145.00
2. Banjo	10.00	24.50	4. Gold Cup (B '48)	24.50	50.00
2. Bank-A-Ball (Got)	35.00	85.00	6. Gold Mine	29.50	49.50
4. Barnacle Bill (Got 8/48)	25.00	34.50	4. Golden Gloves (CC7/49)	50.00	75.00
2. Basketball (Got 10/49)	90.00	145.00	1* Golden Nugget (Ge 5/53)	250.00	349.50
4. Beach Club (B 2/53)	494.50	525.00	4. Gondola	19.50	35.00
1* Beauty (B 11/52)	395.00	495.00	4. Grand Award (CC 1/49)	24.50	35.00
2. Be Bop (Ex)	49.50	65.00	4. Handicap	225.00	269.00
4. Bermuda (CC 11/47)	20.00	35.00	1. Happy Days (Got 8/52)	185.00	220.00
2. Big Hit (7/52)	149.50	165.00	4. Happy-Go-Lucky	100.00	139.50
4. Big Top	50.00	65.00	4. Harvest Moon (Got 12/48)	35.00	75.00
4. Black Gold	29.50	59.50	2. Harvest Time (Ge 9/50)	35.00	78.50
4. Blue Skies (Un 11/48)	24.50	35.00	4. Harvey (Wm)	119.00	175.00
4* Bolero (Un 1/52)	125.00	199.50	4. Hawaii (Un 8/47)	15.00	29.50
4. Bomber (CC 5/51)	40.00	65.00	2. Hayburner (Wm 7/51)	75.00	245.00
4. Bonanza (Wm 11/47)	12.50	29.50	4. Hit Parade	27.50	29.50
4. Boston (Wm 11/47)	40.00	69.50	4. Hit Parade (CC)	27.50	65.00
4. Bowling Champ (Got 2/49)	24.50	50.00	4. Hit & Runs (Ge 5/51)	55.00	59.50
4. Bowl. League (Got 8/47)	10.00	50.00	4. Hit 'N' Run (Got 4/52)	145.00	150.00
3* Bright Lights (B 5/51)	129.50	250.00	4. Holiday (CC 12/48)	39.50	45.00
3* Bright Spot (B 11/51)	210.00	275.00	4* Holiday (Ke 12/51)	195.00	259.50
4. Broadway (B)	175.00	189.50	2. Hong Kong (Wm 10/51)	150.00	180.00
4. Buffalo Bill (Got 5/50)	44.50	79.00	4. Horsefeathers (Wm)	150.00	159.00
4. Buccaneer (Got 10/48)	25.00	34.50	4. Horse Shoe (Wm)	139.50	152.50
4. Buttons & Bows (Got 3/49)	32.50	47.50	4. Hot Rods (B '49)	35.00	40.00
4. Camel Caravan	39.50	69.50	2. Humpty Dumpty (Got 10/47)	10.00	35.00
4. Caravan (Wm 7/52)	150.00	185.00	4. Jack 'N' Jill (Got 4/48)	20.00	45.00
4. Campus	55.00	65.00	1. Jalopy (Wm 9/51)	65.00	165.00
4. Canasta (Ge 7/50)	25.00	69.50	4. Jamboree	24.50	39.50
4. Carnival (B '48)	25.00	49.50	4. Jeanie (Ex 7/50)	50.00	85.00
1. Carolina (Un 3/49)	22.00	39.00	4. Jockey Special (B '47)	15.00	45.00
4. Carousel	15.00	29.50	4. Joker (Got 11/50)	60.00	90.00
4. Catalina (CC 2/48)	20.00	35.00	4. Judy (Ex 7/50)	45.00	75.00
4. Champion (B '48)	37.50	45.00	2* Jumping Jacks (Ge '52)	225.00	275.00
4. Champion (CC 6/49)	40.00	65.00	2. Just 21 (Got 10/50)	10.00	19.50
4. Chico	19.50	45.00	2. K. C. Jones	50.00	95.00
2. Cinatown (Got 10/52)	175.00	190.00	4. King Arthur (Got 10/49)	35.00	90.00
2. Cinderella (Got 3/47)	10.00	29.50	4. King Cole (Got 5/48)	20.00	45.00
2. Circus (Un 9/52)	250.00	395.00	4. King Pin (CC)	50.00	150.00
4* Citation (B '48)	19.50	55.00	1* Knockout (Got 1/51)	45.00	75.00
4. Cleopatra	15.00	24.50	4. Lady Robin Hood (Got 1/48)	25.00	35.00
4. College Daze (Got 8/49)	50.00	75.00	2* Leaders (Un)	169.50	269.00
2* Coney Island (B 9/51)	185.00	290.00	4. Leap Year	25.00	39.50
4. Contact	24.50	55.00	4. Line Up	25.50	34.50
2. Control Tower (Wm 4/51)	85.00	95.00	4* Lite-A-Line (Ke 6/52)	79.50	100.00
2. Coronation (Got 11/52)	195.00	205.00	1. Long Beach (Wm 8/52)	199.50	225.00
4. County Fair (Un)	95.00	125.00	4. Lucky Inning (Wm 5/50)	35.00	69.50
4. Crazy Ball (CC 7/48)	20.00	35.00	4. Lucky Star (Got 5/47)	29.50	50.00
4. Crossroads (Got 5/52)	149.50	175.00	2. Mad. Sq. Garden (Got 6/50)	95.00	115.00
4. Cyclone (Got 5/51)	140.00	150.00	4. Magic	24.50	30.00
4. Dallas (Wm 2/49)	44.50	55.50	4. Majors '49 (CC 2/49)	27.50	45.00
4. De Icer (Wm 11/49)	75.00	79.50	4. Major League Baseball	20.00	39.50
4. Dew Wa Ditty (Wm 6/48)	20.00	34.50	4. Manhattan (Un 2/48)	7.50	34.50
4. Domino (Wm 6/52)	160.00	165.00	2. Majorettes (Wm 4/52)	95.00	140.00
4. Double Action	50.00	95.00	4. Mardi Gras	27.50	29.50
4. Dbl. Feature (Got 12/50)	79.50	95.00	4. Marjorie (Got 7/47)	14.50	29.50
4. Dbl. Shuffle (Got 6/49)	49.50	65.00	4. Maryland (Wm 4/49)	35.00	49.50
2. Disk Jockey (Wm 1/53)	195.00	220.00	4. Merry Widow	25.00	29.50
4. Dreamy (Wm 3/50)	69.00	79.50	4. Melody (B 47)	15.00	49.50
4. Eight Ball	120.00	150.00	4. Mercury (Ge)	54.50	79.00
4. Entry (B '47)	25.00	65.00	2. Mermaid (Got 6/51)	90.00	125.00
4. El Paso (Wm 11/48)	39.50	49.50	2. Minstrel Man (Got 3/51)	75.00	125.00
4. Fighting Irish (CC 11/50)	45.00	95.00	4. Monterey (Un 5/48)	10.00	35.00
4. Five Star (Univ. 5/51)	75.00	85.00	4. Moon Glow (Un 12/49)	24.50	39.50
4. Floating Power	44.50	49.50	4. Morocco	22.50	35.00
2. Flying High (Got 2/53)	195.00	275.00			
4. Flying Sancers (Ge 12/50)	59.50	100.00			

2. Niagara	135.00	150.00	6. Speed Ball	14.50	32.50	4. Chicoin Baseball	40.00	49.00	2. Keeney 6-Player	225.00	240.00			
4. Nifty (Wm 12/50)	89.50	94.50	4. Speedway (Wm 9/48)	35.00	39.50	4. ChiCoin Trophy	59.50	75.00	4. Keeney 10 Play	315.00	400.00	4. Keeney Super DeLuxe	275.00	295.00
6. Nudgy (B 47)	25.00	39.50	4. Spinball (CC 5/48)	10.00	25.00	2. ChiCoin 6 Player	219.50	250.00	4. Keeney Team Blr.	400.00	475.00	4. Rock-Ola Shuffle Jungle	24.50	75.00
4. Oasis	45.00	85.00	1. Spot Bowler (Got 10/50)	95.50	119.50	4. Chi-Coin 6 Player Match	295.00	315.00	4. Rock-Ola Shuffle-Lane	24.50	29.00	4. Univ. DeLuxe Twin	85.00	125.00
4. Oklahoma (Un 6/49)	64.50	69.50	2* Spot-Lite (B 1/52)	165.00	275.00	4. ChiCoin 6 Player DeLuxe	250.00	299.50	2* Un. DeLuxe 6-Player	195.00	300.00	4* Un. Super 6 Play	265.00	325.00
4. Old Faithful (Got 1/50)	75.00	85.00	6. Sport Event	19.50	29.50	4. ChiCoin 6 Play			4. Un. Dbl. Shuffle	34.50	50.00	2. Un. Official Bowler	300.00	310.00
2. Old Hilltop	99.50	160.00	6. Sport Special	17.50	30.00	5th Frame	425.00	450.00	4. United Shuffle Alley	15.00	45.00	4. Un. Shuffle w/con.	29.50	69.50
4. Olympics (Wm)	165.00	175.00	6. Sports	19.50	25.00	2. ChiCoin 10th Frame	295.00	360.00	4. Un. Shuffle Alley Exp.	25.00	45.00	4. Un. 2-play Express	29.50	45.00
4. One Two Three	34.50	49.50	4. Sportsman (Wm)	75.00	110.00	4. Exhibit Strike	25.00	89.50	4. Un. Sin Rebound	50.00	70.00	2. Un. Twin Rebound	75.00	115.00
2* Palm Beach (B 7/52)	285.00	415.00	6. Spot-A-Card	25.00	29.50	4. Exhibit Twin Rotation	200.00	245.00	4. United Slugger	65.00	79.50	2. United Skee Alley	40.00	75.00
4. Paradise (Un 7/48)	12.50	35.00	6. Spot Pool	19.50	29.50	4. Genco Shuffle Target	30.00	95.00	2. Un. 4-Player	125.00	160.00	4* Un. 5-Player	160.00	200.00
2. Paratrooper (Wm 9/52)	135.00	185.00	4. Springtime (Ge)	75.00	85.00	4. Genco Bowling League	24.50	45.00	4* Un. 6-Player	185.00	235.00	4. Un. Manhat. 6 Play	325.00	345.00
4. Phoenix	35.00	39.00	6. Stage Door Canteen	10.00	25.00	4. Genco Baseball	25.00	49.00	4. Un. Star 6 Play	369.50	375.00	2. Un. 10th Frame Star	325.00	350.00
4. Photo Finish	35.00	40.00	2* Stars (Un 6/52)	215.00	319.00	4. Genco 8 Player Reb'd.	125.00	145.00	4. Un. Shuffle-Cade	150.00	189.50	4. Un. Twin Shuffle Cade	75.00	175.00
2. Pin Bowler (CC 7/50)	65.00	75.00	1. Stardust (Un 5/48)	14.50	39.50	4. Genco Target Skill	95.00	125.00	4. Univ. Super Twin	60.00	69.00	4. Universal Twin Bowler	35.00	64.50
4. Pinch Hitter (Un 5/49)	24.50	49.50	2. Starlight	199.50	310.00	4. Gottlieb Bowlette	25.00	40.00	4. Univ. HiScore Bowler	45.00	115.00	4. Williams DeLuxe Bowler	34.50	39.00
4. Pinky (Wm 10/50)	65.00	92.50	4. Steeple Chase (Un 2/52)	150.00	295.00	4. Keeney ABC Bowler	15.00	25.00	4. Williams Twin Shuffle	29.50	45.00	4. Williams Dbl. Head	50.00	79.50
4. Play Ball (CC 1/51)	35.00	45.00	2. Stop & Go (Ge 3/51)	50.00	59.50	4. Keeney Bowling Champ	55.00	75.00						
4. Play Boy (CC 5/47)	35.00	95.00	4. Stormy (Wm 1/48)	24.50	35.00	4. Keeney King Pin	35.00	50.00						
4. Playland (Ex 8/50)	65.00	89.50	4. Streamliner	10.00	14.50	4. Keeney Pin Boy	24.50	39.50						
4. Playtime (Ex)	30.00	45.00	4. Summertime (Un 9/48)	34.50	49.50	4. Keeney Ten Pins	15.00	24.50						
4. Puddin' Head	35.00	39.50	6. Sun Beam	19.50	29.50	4. Keeney Lucky Strike	35.00	50.00						
4. Punchy (CC 11/50)	40.00	65.00	4. Sunny (Wm 12/47)	10.00	35.00	4. Keeney Dbl. Bowler	35.00	79.50						
4. Quarterback (Wm)	35.00	85.00	4. Sunshine Park (B 12/52)	195.00	295.00	2. Keeney League Bowl	115.00	137.50						
4. Quartet (Got 2/52)	150.00	175.00	6. Supercharger	19.50	24.50	4. Keeney Duck Pins	15.00	125.00						
4. Queen of Hearts			4. Super Hockey	35.00	59.00	2. Keeney Super Deluxe								
(Got 1/53)	225.00	245.00	6. Superliner (Got 7/46)	10.00	17.50	League	255.00	279.50						
4. Rag Mop (Wm 11/50)	74.50	95.00	4. Superscore (CC 10/46)	10.00	24.50	2. Keeney DeLuxe League								
4. Rainbow (Wm 9/48)	22.50	35.00	6. Surf Queen (B '46)	10.00	19.50	Bowler	235.00	250.00						
1. Ramona (Un 2/49)	20.00	39.00	4. Super Queen (B '46)	10.00	19.50	4. Keeney Big League Bowl	145.00	185.00						
4. Rancho (B '48)	10.00	25.00	6. Suspense (Wm 2/46)	29.50	49.50	4. Keeney 4 Play League	110.00	150.00						
6. Record Time	22.50	59.50	4. Swanee	35.00	44.50	4. Keeney 4-Way Bowl	35.00	40.00						
4. Red Shoes (Un 12/50)	60.00	75.00	2. Sweepstakes	195.00	275.00									
6. Repeater	17.50	29.50	4. Sweetheart (Wm 7/50)	50.00	79.50									
6. Rio (Un 12/46)	15.00	20.00	4. Tahiti (CC 10/49)	62.50	69.50									
4. Rip Snorter (Ge)	35.00	50.00	6. Tampico (Un 7/49)	50.00	64.50									
6. Riviera	14.50	25.00	6. Target Skill	12.50	19.50									
4. Rocket (Ge 5/50)	59.50	65.00	2. Telecard (Got 1/49)	24.50	64.50									
4. Rockettes (Got 8/50)	85.00	95.00	4. Temptation	25.00	33.00									
4. Rondevo (Un 5/48)	15.00	29.50	4. Tennessee (Wm 2/48)	29.50	35.00									
4. Rose Bowl (Got 10/51)	125.00	139.50	4. Thing (CC 2/51)	32.50	45.00									
4. Round Up (Got 11/48)	24.50	49.00	4. Three Feathers	35.00	64.50									
4. St. Louis (Wm 2/49)	32.50	44.50	2. Three Four Five											
4. Sally (CC 10/48)	10.00	20.00	(Un 10/51)	79.50	125.00									
4. Samba	27.50	59.50	4. Three Musketeers											
4. Saratoga (Wm 10/48)	39.50	45.00	(Got 7/49)	59.50	85.00									
6. School Days	15.00	17.50	4. Thrill (CC 9/48)	29.50	35.00									
6. Score-A-Line	20.00	39.50	6. Topic	10.00	17.50									
4. Screwball	24.50	34.50	6. Tornado (Wm 4/47)	12.50	17.50									
6. Sea Hawk	15.00	22.00	4. Touchdown (Un)	165.00	245.00									
4. Sea Jockeys (Wm 12/51)	185.00	245.00	6. Towers	12.50	15.00									
6. Sea Isle (CC 11/47)	14.50	19.50	4. Trade Winds	25.00	29.50									
2. Select-A-Card (Got 4/50)	55.00	79.50	6. Treasure Chest	14.50	30.00									
4. Serenade (Un 12/48)	19.50	34.50	4. Trigger	89.00	100.00									
4. Shanghai (CC 4/48)	24.50	39.00	2. Trinidad (CC 3/48)	15.00	35.00									
4. Shantytown	62.50	85.00	4. Triple Action	25.00	35.00									
4. Sharpshooter (Ge)	49.50	65.00	4. Triplets (Got 7/50)	60.00	95.00									
4. Shoo Shoo (Wm 2/51)	85.00	95.00	1. TriScore (Ge 1/51)	35.00	69.00									
6. Shooting Stars	19.50	35.00	4. Trophy (B '48)	50.00	100.00									
4. Short Stop	25.00	45.00	4. Tropicana (Un 1/48)	7.50	22.50									
4. Shoot the Moon	145.00	160.00	4. Tucson (Wm 1/49)	22.50	44.00									
4. Show Boat (Un 1/49)	10.00	20.00	2. Tumbleweed	52.50	65.00									
1* Show Boat (Un 1/53)	325.00	395.00	6. Turf Champ	24.50	39.50									
2. Silver Skates			2* Turf King (B 6/50)	40.00	85.00									
(Wm 2/53)	185.00	225.00	4. Twenty Grand											
6. Silver Spray	14.50	24.50	(Wm 1/53)	182.50	195.00									
6. Silver Streak (B 47)	14.50	19.50	4. Utah (Un 8/49)	50.00	59.00									
4. Singapore (Un 11/47)	22.50	29.50	6. Vanities	10.00	25.00									
2. Skill Pool (Got 9/52)	195.00	210.00	6. Victory Special (B 46)	19.50	49.50									
6. Sky Lark	39.50	59.50	4. Virginia (Wm 3/48)	20.00	25.00									
6. Sky Line	17.50	29.50	4. Watch My Line											
6. Sky Ray	12.50	19.50	(Got 9/51)	49.50	75.00									
4. Slugfest (Wm 3/52)	119.50	140.00	4. Whizz Kids	105.00	115.00									
4. Slugger	14.50	60.00	6. Wild Fire	19.50	30.00									
6. Smarty (Wm 12/46)	14.50	25.00	4. Wild West	114.50	165.00									
6. Smoky	12.50	19.50	2* Winner (Univ.)	40.00	60.00									
1* South Pacific (Ge 3/50)	40.00	69.00	4. Wisconsin (Un 3/48)	20.00	34.50									
4. Spark Plugs			6. Yankee Doodle	15.00	19.50									
(Wm 10/51)	125.00	250.00	4. Yanks (Wm 4/48)	15.00	25.00									
4. Special Entry (B '49)	35.00	45.00	4* Zingo (Un 10/51)	115.00	175.00									



4. ABT 6 Gun Rifle Range	595.00	700.00	4. Jungle Joe	125.00	135.00
4. Advance Rolls	30.00	35.00	4. Keeney Air Raider	100.00	125.00
6. Allite Strike 'N Spares	39.50	149.50	4. Keeney Anti Aircraft Bl	15.00	50.00
4. Boomerang	40.00	45.00	4. Keeney Sub Gun	95.00	120.00
4. Bally Big Inning	75.00	149.50	4. Keeney Texas Leaguer	39.50	50.00
6. Bally Bowler	175.00	189.50	4. Kirk Night Bomber	75.00	145.00
4. Bally Convoy	47.50	125.00	4. Lite League	49.50	90.00
4. Bally Defender	95.00	125.00	4. Mutoscope Ace Bombers	100.00	125.00
6. Bally Eagle Eye	39.50	49.50	4. Muto. Atomic Bomber	125.00	155.00
4. Bally Heavy Hitter	39.50	65.00	4. Mutoscope Dr. Mobile	95.00	175.00
6. Bally King Pin	35.00	45.00	4. Mutos. Fly. Saucers	100.00	150.00
6. Bally Lucky Strike	45.00	79.50	4. Mutos. Photo. (Pre-War)	250.00	395.00
4. Bally Rapid Fire	75.00	125.00	2. Mutoscope Silver Gloves	100.00	275.00
4. Bally Sky Battle	49.50	125.00	4. Mutoscope Sky Fighter	85.00	125.00
4. Bally Torpedo	49.50	95.00	4. Mutoscope Voice-O-Graph		
4. Bally Undersea Raider	95.00	125.00	35c	425.00	450.00
6. Bank Bali	35.00	45.00	4. QT Pool Table	89.50	125.00
4. Bing-A-Roll	40.00	50.00	4. Quizzer	75.00	95.00
6. Buckley DeLuxe Dig	119.50	149.50	6. Rockola Ten Pins HD	25.00	49.50
6. Buckley Treas Is Dig	95.00	110.00	4. Rockola World Series	69.50	100.00
4. Championship Hockey	50.00	75.00	6. Scientific Baseball	49.50	75.00
4. ChiCoin Basketball			6. Scientific Basketball	59.50	75.00
Champ	175.00	235.00	2. Scientific Batting Pr.	65.00	69.50
1. ChiCoin 4 Player Derby	155.00	240.00	4. Scientific Pitch 'Em	185.00	195.00
1. ChiCoin Goalee	95.00	125.00	2. Seeburg Bear Gun	209.50	250.00
4. ChiCoin Hockey	49.50	75.00	4. Seeburg Chicken Sam	75.00	105.00
2. Chi Midget Skee	125.00	185.00	4. Seeburg Shoot the Chute	49.50	75.00
4. ChiCoin Pistol	75.00	125.00	4. Set Shot Basketball	295.00	349.50
6. ChiCoin Roll-A-Score	39.50	75.00	6. Skee Barrel Roll	25.00	49.50
4. Edelco Pool Table	49.50	75.00	4. Spares & Strikes	149.00	160.00
4. Evans Bat-A-Score	150.00	175.00	6. Skill Jump	25.00	39.50
4. Evans Ski Roll	125.00	150.00	4. Supreme Bolascor	40.00	95.00
4. Evans Super Bomber	50.00	125.00	6. Supreme Skee Roll	20.00	75.00
4. Evans Play Ball	65.00	75.00	4. Supreme Skill Roll	20.00	69.50
4. Evans Ten Strike '46	50.00	75.00			



CIGARETTE MACHINES

4. Automatic "Smokeshop" (9 Col., 486 Cap.)	\$175.00-\$239.50
4. Du Grenier (Mod. A-7)	110.00- 140.00
4. Du Grenier (Mod. A-9)	120.00- 150.00
4. Du Grenier (Mod. AC-7)	125.00- 155.00
4. Du Grenier (Mod. AC-9)	130.00- 160.00
4. Du Grenier (Mod. E-7)	135.00- 165.00
4. Du Grenier (Mod. ES-9)	140.00- 170.00
4. Du Grenier (Mod. E-9)	145.00- 175.00
4. Du Grenier (Mod. ES-11)	150.00- 180.00
4. DuGrenier "W" (9 col.)	50.00- 85.00
4. Du Grenier "S" (7 col.)	50.00- 77.50
4. DuGrenier "S" (9 col.)	69.50- 85.00
4. DuGrenier Champion (9 col.)	85.00- 97.50
4. Dugrenier Champion (11 col.)	97.50- 125.00
4. Eastern Electric C-8	125.00- 150.00
4. Electro (8-col.)	200.00- 250.00
4. Electro (10 col.)	225.00- 255.00
4. Lehigh PX (Elec. 8 col.)	125.00- 145.00
4. Lehigh PX (10 col.)	89.50- 149.50
4. Lehigh King Size	125.00- 145.00
4. National 750	95.00- 125.00
4. National 950	85.00- 105.00
4. National 930	85.00- 135.00
4. National 9-A (9 col.)	100.00- 125.00
4. Nat. 9-ML Wheatwood	198.00- 200.00
4. National Electric	99.50- 139.50
4. Rowe Diplomat (10-col.)	179.50- 185.00
4. Rowe Imperial (6 col.)	75.00- 130.00
4. Rowe Imperial (8 col.)	78.50- 145.00
4. Rowe Royal (6 col.)	79.50- 90.00
4. Rowe Royal (8 col.)	85.00- 90.00
4. Rowe Royal (10 col.)	85.00- 95.00
4. Rowe President (8 col.)	100.00- 125.00
4. Rowe President (10 col.)	100.00- 125.00
4. Rowe Crusader (10 col.)	98.50- 155.00
4. Rowe Electric (8 col.)	125.00- 150.00
4. Uneeda "A" (6 col.)	82.50- 87.50
4. Uneeda "A" (8 col.)	49.50- 82.50
4. Uneeda "A" (9 col.)	59.50- 85.00
4. Uneeda "E" (6 col.)	50.00- 70.00
4. Uneeda "E" (8 col.)	50.00- 80.00
4. Uneeda "E" (9 col.)	75.00- 80.00
4. Uneeda "E" (12 col.)	65.00- 80.00
4. Uneeda "E" (15 col.)	75.00- 95.00
4. Uneeda 500 (7 col.)	90.00- 95.00
4. Uneeda 500 (9 col.)	85.00- 90.00
4. Uneeda 500 (15 col.)	75.00- 115.00
4. Uneeda Monarch (8 col.)	65.00- 110.00
4. Uneeda Monarch (10 col.)	79.50- 110.00
4. Uneeda Monarch (12 col.)	79.50- 135.00

CANDY MACHINES

4. Mills (5 col., 70 cap.)	\$ 49.50-\$ 60.00
4. Stoner (Mod. 102, 6 col., 102 cap.)	85.00- 87.50
4. Stoner (Mod. 120, 6 col., 120 cap.)	90.00- 95.00
4. Stoner (Senior, 8 col., 160 cap.)	95.00- 125.00
4. Stoner (Mod. 80, 4 col., 180 cap.)	95.00- 97.50
4. Stoner (Mod. 120, 5 col.)	89.50- 95.00
4. Stoner (Mod. 120 Sn, 7 col.)	95.00- 100.00
4. Stoner DeLuxe Theatre (8 col., 160 cap.)	85.00- 95.00
4. Stoner DeLuxe Theatre (16 col., 320 cap.)	195.00- 300.00
4. Martin's "Little Candy Store" (8 col., 160 cap.)	89.50- 99.50
4. Coan "U-Select-It"	35.00- 50.00

HOT COFFEE

4. Andico Cafe Petit, 200 cups	\$300.00 \$400.00
4. Bert Mills Coffee Bar, 200 cups	175.00 225.00
4. Bert Mills Coffee Bar, 600 cups	200.00 250.00
4. Bert Mills Coffee Bar, 500 cups	300.00 375.00
4. Chief-Way, Model 100, cap. 400-600	375.00 400.00
4. Hot-O-Mat Comb. Hot Coffee-Choc., 600 cups	250.00 300.00
4. U-Select-It Hot Coffee, 600 cups	375.00 400.00

CARBONATED DRINK

4. Drink-O-Mat, single flavor, 5c, 1000 cups	\$275.00 \$350.00
4. Drink-O-Mat, 3 flavor, 5c, 1000 cups	425.00 475.00
4. Drink-O-Mat, 4 flavor, 5c, 1000 cups	500.00 525.00
4. Lyons # 1400, single flavor, 5c	425.00 475.00
4. Lyons #. 1400-2F	475.00 650.00
4. Lyons Model 500, 5c single	225.00 275.00
4. Mills, Automatic Fountain, 400 cups	150.00 250.00
4. Mills Automatic Fountain, 400 cups, without changemaker	100.00 175.00
4. Soda Shoppe	975.00 1025.00
4. Spacarb single 5c, 1000 cups	135.00 175.00
4. Spacarb 3 Unit 5c, 1000 cups	400.00 530.00
4. Spacarb 4 Unit 5c 1000 cups	600.00 650.00
4. Super Vend 3 flavor, 600 cup A-1	275.00 325.00
4. Super Vend 3 flavor, 600 Cup A-2	325.00 425.00

NON-CARBONATED DRINK

4. American Simplex, single flavor, 5c, 200 cups	\$100.00 \$125.00
4. Refreshomat, 5c 10c 300 cups	240.00 300.00

CAN DRINK

4. Juice-Bar, 6 sel., 600 cans	\$325.00 \$450.00
4. Refresher, 3 sel., 300 can cap.	550.00 600.00

ICE CREAM VENDORS

4. Vendo "Dairy-Vend" 203 Bar Capacity	\$250.00-\$350.00
4. Rowe "Ice Cream Vendor" (Ice Cream Sandwiches or "Pops"), 200 cap.	350.00- 475.00

Manufacturers New Equipment

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

A.B.T. MFG. CORP.

Challenger (Counter Model Gun)	\$65.00
Rifle Sport, 3 and more Guns, plus complete ranges of various types	\$1,408.25

AMI, INCORPORATED

AMI "E"—40 Phonograph	\$795.00
AMI "E"—80 Phonograph	925.00
AMI "E"—120 Phonograph	1050.00
W-8 5-10-25-Wall Box	89.50
W-120 5-10-25-Wall Box	99.00
HS-80 Hideaway	775.00
HS-120 Hideaway	885.00
AMIVOX Speaker	27.50

AUTO-PHOTO CO.

Auto-Photo	\$2,545.00
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BALLY MFG. CO.

The Champion (Mech. Horse)	\$1,065.00
Space Ship	1,165.00
Yacht Club	699.50
Speed Boat	995.00

CHICAGO COIN

Band Box (New Model)	\$229.50
Crown Bowler	625.00
Gold Cup	665.00
Triple Score Bowler	600.00

COIN-O MFG. CO., INC.

Bat-O-Mat	\$1,495.00
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H. C. EVANS & CO.

Century (Model 2045)	\$1,050.00
Jubilee (Model 245)	825.00
Jubilee (Model 278)	795.00

EXHIBIT SUPPLY

Big Bronco	\$ 997.50
Roy Rogers' Trigger	1,047.50
Rudolph The Red Nosed Reindeer	725.00
Pete The Rabbit	725.00
Rawhide	725.00
Space Gun	375.00
Space Patrol	1,047.50
Silent Salesman (Card Vendor)	79.50
Sea Skate	1,047.50

GENCO MFG. CO.

Sky Gunner	\$479.50
Silver Chest	495.00

D. C. GUN & CO.

Guys-Dolls	\$349.50
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INTERNATIONAL MUTO. CORP.

Photomat '53	\$2,150.00
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J. H. KEENEY & CO., INC.

Electric Cigarette Vendor	\$284.50
Coin Changer Model	304.50
Domino Bowler	645.00
Carnival Bowler	600.00

MARVEL MFG. CO.

Overhead Scoreboard for Shuffleboards	\$125.00
Wall Type Scoreboards for Shuffleboards	95.00

METEOR MACHINE CORP.

Meteor Flying Saucer	\$795.00
Meteor Pony Boy	575.00
Meteor PT-Boat	840.00
Meteor Rocket	795.00

ROCK-OLA MFG. CORP.

"Fire-Ball" 120 Selection, Model 1436	\$1,065.00
Model 1544, 5c-10c-25c Wall Box	115.00
Model 1538, 5c-10c-25c Wall Box	59.50
Model 1536, 5c Wall Box, 23 Wire	39.50
Model 1424 Playmaster	440.00

NATE SCHNELLER, INC. (NASCO)

Atomic Jet (Airplane Ride)	\$995.00
Aqua Jet (Boat Ride)	895.00
Tank	395.00

SCIENTIFIC MACHINE CORP.

Scientific Space Ship	\$1295.00
Scientific Ocean Liner	1295.00
Scientific Pokerino	379.50
Scientific 3-in-Line	379.50
Scientific Pitch Master	2000.00

J. P. SEEBURG CORP.

M100C (Select-O-Matic "100" phonograph)	
HM 100C (Select-O-Matic "100" R. C. Special)	
3W1 Wall-O-Matic "100"	
MRVC-1 Master Remote Volume Control	
CVS4-8—"8" Wall Speaker Ivory (Teardrop)	
CVS6-8—"8" Recessed Speaker	
CVS7-12—"12" Recessed Speaker	
PS6-1Z Power Supply	
ARA1-L6 Auxiliary Remote Amplifier	
AVC-1 Automatic Volume Compensator Unit	

UNITED MFG. CO.

Classic Shuffle Alley	\$625.00
Olympic Shuffle Alley	605.00
Cabana	690.00
Tropic	690.00

WICO CORP.

Major Leaguer (Automatic Baseball Pitcher)	\$1,095.00
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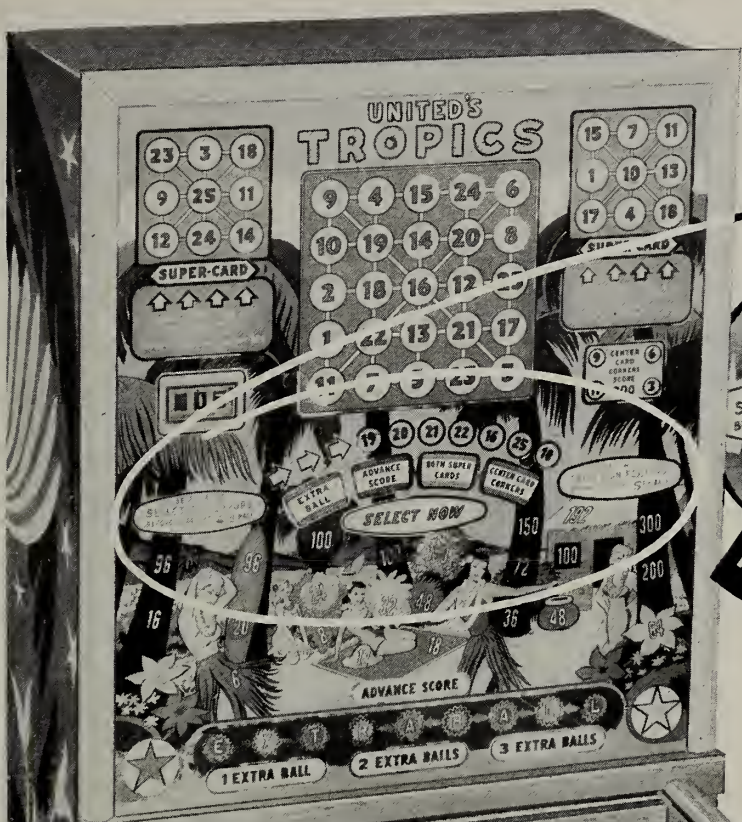
WILLIAMS MFG. CO.

DeLuxe Baseball	\$479.50
Fairway	349.50

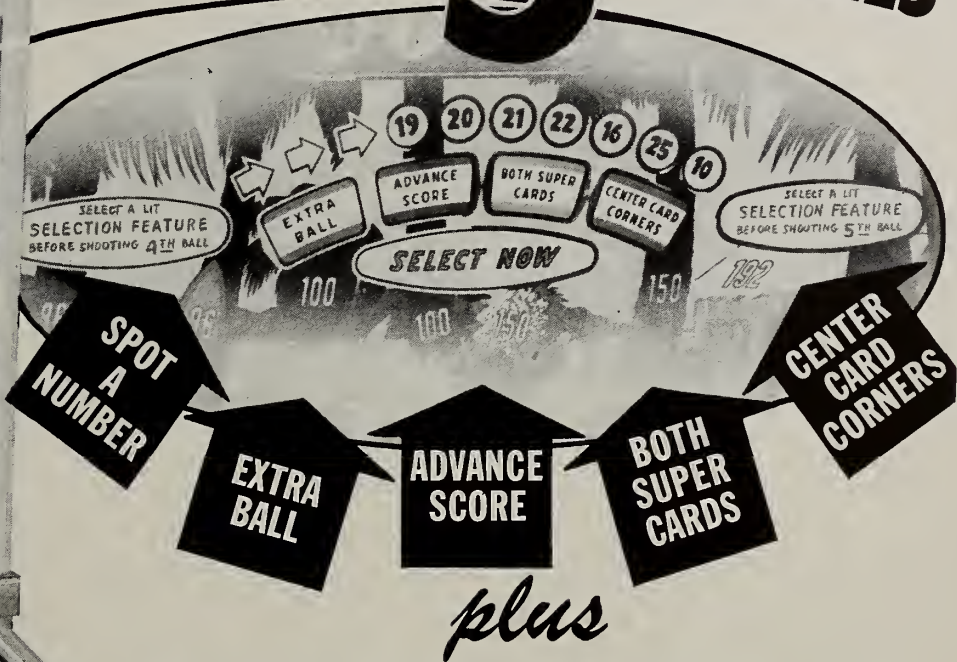
THE RUDOLPH WURLITZER CO.

Model 1500 Phonograph	
Model "1600" Phonograph	
Model "1650" Phonograph	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5204 Wall Box 5c-10c-25c (104 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	

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- ★ Advancing Scores
- ★ 2 SUPER CARDS
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- ★ 4 corners score
- ★ Triple spot roll-over feature
(LEFT AND RIGHT PLAYBOARD BUTTONS)
- ★ Up to 3 extra balls per game

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Easy to Service

SELECTOR
KNOB

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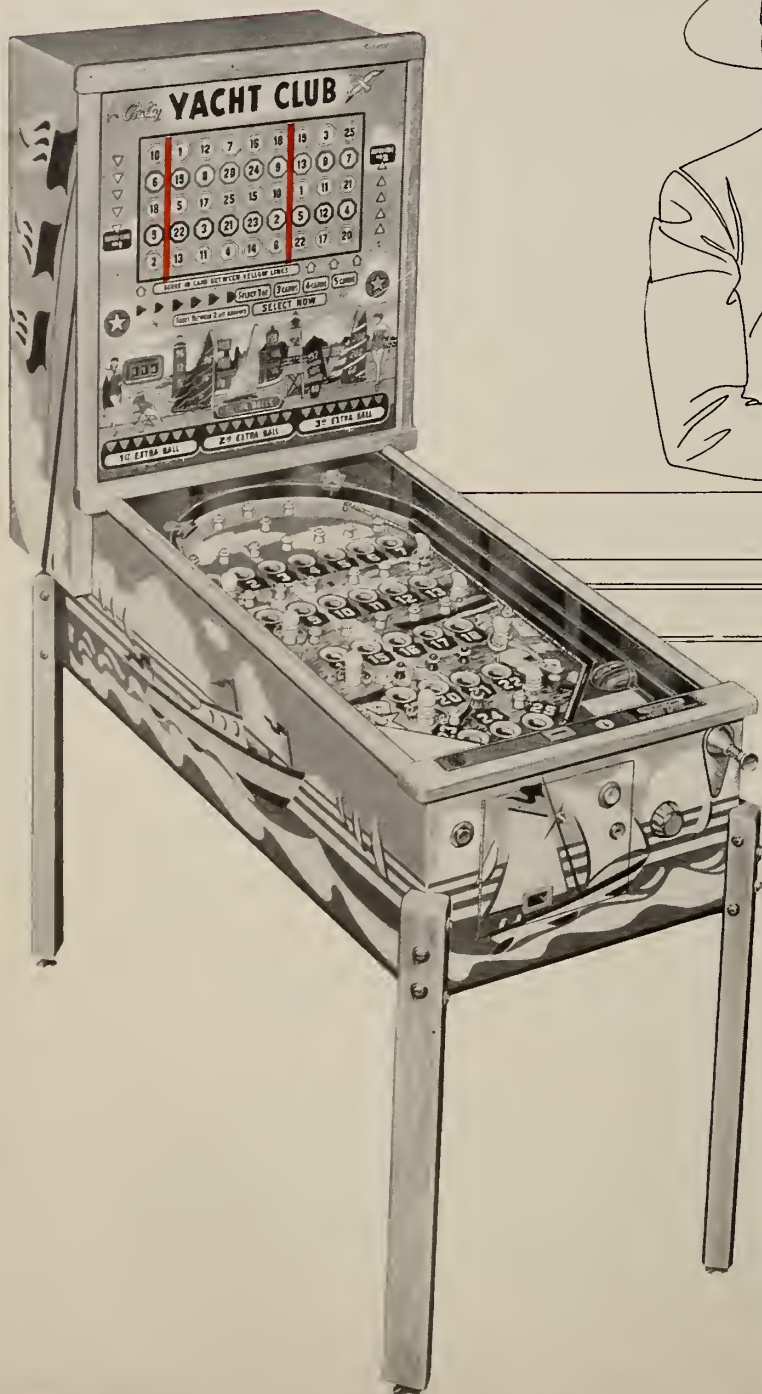


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