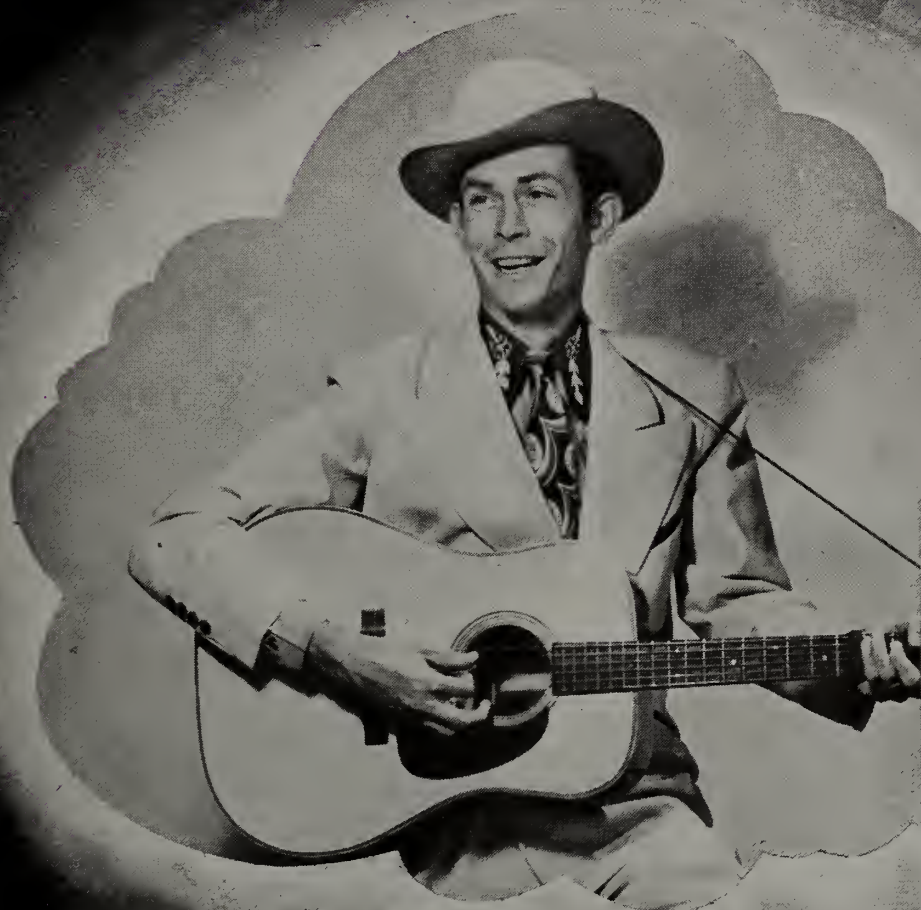


THE CASH BOX

VOLUME XIV

MARCH 14, 1953

NUMBER 25



When Hank Williams died, he left a legacy of hits behind him that will go on living for a long, long time. Even after his death he has a hit MGM record that is sweeping the country, "Kaw-Liga". One of the achievements of his striking career which Hank didn't live long enough to experience was receiving *The Cash Box* award for the third year in a row. Here are pictured Hank's son, Randle Hank Jr. who accepted his father's posthumous award for having been voted by America's operators as the folk artist who had the best record of 1952, "Half As Much", and Wesley Rose, of Acuff-Rose, who received his award for being publisher of the tune.

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ROCK-OLA

The only Phonograph with

120 SELECTIONS

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1635 Fifth Avenue, Pittsburgh 19, Penn.
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1119 Commonwealth Avenue
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**
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- SAVAGE NOVELTY COMPANY**
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ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois



The Cash Box

March 14, 1953

Volume XIV

Number 25

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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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HOW TO MAKE A MILLION DOLLARS

Last week there appeared in this very space an editorial regarding the fact that the one complete information center for all retailing industries in any town, any state, anywhere in the nation was, and is, the coin machine operator.

This fact has become common knowledge to many outstanding merchandising organizations thruout the nation. Some of these organizations are engaged in this industry. Others are indirectly connected with the industry.

But each of these organizations knows, today, that to get a most clear and comprehensive picture of the retail business being done in any community, they need but contact the coin machine operator (or operators) in that particular community.

The operator (or operators) cover every and any retailing outlet in any community that enjoys any profitable business traffic.

This, therefore, leads to another very important factor, aside from that of surveying organizations or merchandisers wanting to know the facts regarding retail business in any community.

And this important fact is that there is a lot more than a million dollars to be made by someone who will come along with the item which any operator (or operators) can use on any and all types of locations in any community anywhere in the nation.

The distribution that can be instantaneously given to such an item is absolutely breath-taking.

The merchandiser or manufacturer of such an item should be able to instantly visualize the speedy and complete coverage which would be enjoyed thru the coin machine operator (or operators) in any community in the nation for any item that could be handled by the operator (or operators) for distribution into any and all retail outlets.

The closest product which ever did come along in the industry (and which was not coin operated) but which could be handled

by operators for almost every single retailing outlet, was the salesboard.

But the salesboard has gone the way of all such items and, therefore, there now is open to some keen and ingenious mind the possibility of making a million dollars practically overnight.

The answer, of course, lies in the product itself. It must be set up for distribution to every retail outlet. Whether it is to be given away free, or whether it is to be distributed on one basis or another, isn't the point.

The point being brought out here is that there are thousands of coin machine operators everywhere in the nation who can instantly obtain for the correct product (whatever that product is) the most complete distribution and/or coverage of every single type of retail outlet in any community anywhere in the nation, and in all communities all over the nation.

There is no doubt that there will yet come along some ingenious minded individual who will develop and present such a product.

A product which the operator can dispose of, or distribute, to the retail outlets of the nation.

The advertising expense to obtain this distribution factor is very nominal for almost overnight, by completely covering the coin operated machines industry, the advertiser can obtain a complete, national distribution setup to cover all retail industries in all communities all over the country.

The operators are eager, even anxious, to have such a product brought to them. And they hope, brought to them very soon, too.

An investigation of this field might surprise some large merchandising organizations as to what speedy overall retailer coverage they could enjoy by distributing thru the coin machine operators of the nation.

That's how some ingenious individual or intelligent merchandising organization with the correct product can make a million dollars.

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

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

THE CASH BOX



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

- | | | |
|-----------|--|----------|
| 1 | <p>TILL I WALTZ AGAIN WITH YOU TERESA BREWER BR-84002—Five Bills CR-60873 (9-60873)—Teresa Brewer CR-60916 (9-60916)—Tommy Sosebee DE-28506 (9-28506)—Dick Todd DE-28539 (9-28539)—Russ Morgan</p> | 1 |
| 2 | <p>TELL ME YOU'RE MINE THE GAYLORDS CO-39914 (4-39914)—Mindy Carson DE-28569 (9-28569)—Russ Morgan</p> | 4 |
| 3 | <p>DON'T LET THE STARS GET IN YOUR EYES PERRY COMO CA-2216 (F-2216)—Skeets McDonald CA-2256 (F-2256)—Gisele MacKenzie CO-21025 (4-21025)—Ray Price CR-60882 (9-60882)—Eileen Barton DE-28460 (9-28460)—Red Foley</p> | 2 |
| 4 | <p>HOW MUCH IS THAT DOGGIE IN THE WINDOW PATTI PAGE ME-70070 (45x70070)—Patti Page</p> | 5 |
| 5 | <p>HAVE YOU HEARD JONI JAMES DE-28569 (9-28569)—Russ Morgan O. MG-11390 (K-11390)—Joni James</p> | 3 |
| 6 | <p>SIDE BY SIDE KAY STARR CA-2334 (F-2334)—Kay Starr VI-20-4741 (47-4741)—Frankie Carle</p> | 6 |
| 7 | <p>WHY DON'T YOU BELIEVE ME? JONI JAMES CA-2292 (F-2292)—Margaret Whiting ME-70025 (45x70025)—Patti Page MG-11333 (K-11333)—Joni James</p> | 8 |
| 8 | <p>EVEN NOW EDDIE FISHER VI-20-5106 (47-5106)—Eddie Fisher</p> | 7 |
| 9 | <p>PRETEND NAT "KING" COLE and RALPH MARGERIE CA-2346 (F-2346)—Nat "King" Cole CO-39915 (4-39915)—Ken Griffin CR-60927 (9-60927)—Eileen Barton</p> | — |
| 10 | <p>CONGRATULATIONS TO SOMEONE TONY BENNETT CA-2352 (F-2352)—Gordon MacRae CO-39910 (4-39910)—Tony Bennett</p> | — |

NETWORK OF PLUGS

One of the most important developments in the disk jockey field over the past several years has been the spread and use of *The Cash Box* charts by djs all over the country. Recognizing these charts as the most accurate in the field, jockeys have taken to them literally in droves.

Every week we receive word of new djs using our lists, djs whom we had never even known had been making use of them. These jockeys have their choice of any lists they might want to use in the entire country. Yet they invariably turn to *The Cash Box* for their information.

IT IS SAFE TO SAY THAT MORE DISK JOCKEYS USE *THE CASH BOX* CHARTS FOR THEIR PROGRAMMING THAN THOSE OF ANY OTHER PUBLICATION IN THE FIELD.

This week, therefore, *The Cash Box* will start a new feature in which we will publish a partial list of jockeys who use the charts.

As you will notice from our partial list, the top disk jockeys in the country are included, as well as those on all intermediate levels.

Practically every one of the jockeys who use these lists, started to do so without any solicitation whatsoever on the part of *The Cash Box*. Most of these men have come to us, asking for permission to use our lists because they were the only consistently accurate ones they could find—and moreover the only ones which they could be certain would provide them with proper programming material.

This week, we are publishing approximately fifty names and stations of djs who use the lists. What this means, in effect, is that a song that reaches *The Cash Box* list is automatically assured of a network of plugs. How much this means to the writer, publisher and record companies is inestimable.

As far as disk jockeys are concerned, *The Cash Box* is a proven commodity. It contains the information which they must have for better programming, for gaining wider audiences and for augmenting their own reputations.

As a medium aimed at disk jockeys therefore, *The Cash Box* is unsurpassed. A message in it directed at disk jockeys is sure to reach its source, quickly, clearly and unmistakably.

We will continue to publish this list of disk jockeys who use our charts—and we shall add to it as we learn about new jockeys using them. For frankly, there are hundreds of djs using *The Cash Box* throughout the country—and we're constantly being informed of new ones—who haven't even told us they use it.

Our list of *Cash Box* users in the disk jockey field, as you will notice at a glance, is an impressive one. It is just one more indication of the kind of service *The Cash Box* performs and the extent to which this service is accepted and appreciated throughout the trade.

11) HOLD ME, THRILL ME, KISS ME. 12) WILD HORSES. 13) YOUR CHEATIN' HEART. 14) TEAR-DROPS ON MY PILLOW. 15) OH HAPPY DAY. 16) MY BABY'S COMING HOME. 17) SHE WEARS RED FEATHERS. 18) I BELIEVE. 19) A FOOL SUCH AS I. 20) DOWNHEARTED. 21) RACHEL. 22) NO HELP WANTED. 23) ANYWHERE I WANDER. 24) HOT TODDY. 25) KAW-LIGA.



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

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

1. TILL I WALTZ AGAIN WITH YOU... Teresa Brewer (Coral)
2. SIDE BY SIDE... Kay Starr (Capitol)
3. HOW MUCH IS THAT DOGGIE IN THE WINDOW... Patti Page (Mercury)
4. TELL ME YOU'RE MINE... The Gaylords (Mercury)
5. DON'T LET THE STARS GET IN YOUR EYES... Perry Como (RCA Victor)
6. PRETEND... Nat 'King' Cole (Capitol)
Ralph Marterie (Mercury)
7. YOUR CHEATIN' HEART... Joni James (MGM)
8. HOLD ME, THRILL ME, KISS ME... Karen Chandler (Coral)
9. WILD HORSES... Perry Como (RCA Victor)
10. CONGRATULATIONS TO SOMEONE... Tony Bennett (Columbia)

Don Kimel (WHAV-Haverhill, Mass.) having done his stint with the armed forces is back in action again. Don writes that having kept up with going's on back home through the medium of The Cash Box, he stepped right back into the old way of doing things without having to make up too much lost ground. Don is finding the days and nights too short, what with catching up on his broadcasting and fem chasing. . . . Pete Ward (WCCM-Lawrence, Mass.) had a return visit from lovely Jilla Webb, MGM songstress. Jilla sounds great on her new release "There's Poison In Your Heart" backed with "I'm Happy To Know You're Happy." Alan Dean, who was appearing at Blinstrub's in Boston, also showed up for an interview with Ward. . . . If Larry Brown's (WPEN-Phila.) hat doesn't fit, it's because of the new title bestowed on him by one of his listeners. Larry introduced Lincoln Chase's new Victor record, "The Vulture Song," last week and mentioned if listeners liked the tune he must be a good picker and not to call him "egg-head." First call to light up the board called him an "egg-head." Following calls indicated Larry "could pick 'em." That's what makes life interesting—controversy.

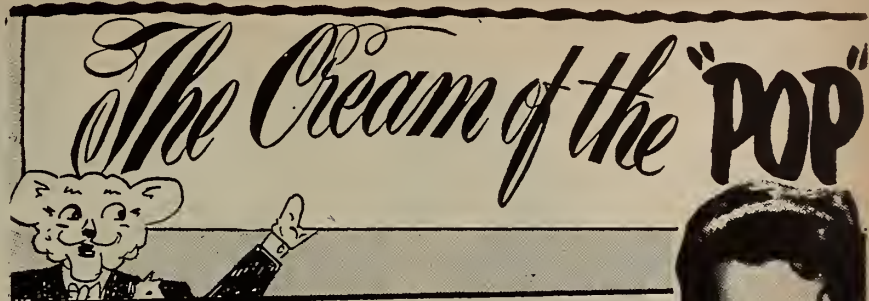


JACK ROWZIE
(WWDC—Wash., D. C.)

Album featuring singers Stuart Foster and Judy Valentine. Judy is the wife of deejay Sherm Feller, and a deejay in her own right as she takes over Sherm's shows whenever he is out of town promoting his tunes.

Pic of the week—A case of look-a-likes. Several weeks back we printed a pic of Artie Wayne, and dubbed it Jack Rowzie (WWDC-Washington, D.C.). Mistake was a natural, and we learn from the station that this mistake has happened time and time again. Here's one with Jack wearing policeman's cap so he can be identified. . . . Arnold Shaw sent copies of his new book, "The Money Song," to a good many deejays throughout the country, cuffo. But he forgot to send one to Dee Finch of Klavan & Finch (WNEW-New York). And it was just as well he did since that oversight racked up one more sale on the cash register. Dee went out and bought a copy. He heard his name was mentioned. . . . RCA Victor Cincinnati distributor Rolly Davis invited all the nearby jocks, their wives and kiddies, to a Peter Pan Party last week. Jocks were introduced to the Hugo Winterhalter, Peter Pan

Bud Shurian (WARE-Ware, Mass.) tells us that his station has gone through a big shuffle. Frank Knight has become program director. Among the programs changed was Bud's Disk Caravan, now changed to Bud's "Padded Cell." . . . Ray Drury of WSPR-Springfield, Mass., is joining the staff of WWLP-TV, Channel 61, Springfield on March 9. . . . Two major Hollywood film companies are bidding for Bill Silbert's talents, and both are rushing through screen tests of the WABD-WMGM personality. . . . John Michaels (WVVO-Columbus, O.) does his three-hour record show from the Disc Jockey record shop five days a week. This week the shop has a big Louis Armstrong window display and Louis will be in during the week for chit chat and autographs. . . . Radio station WORZ-Orlando, Fla., celebrated the sixth anniversary of its first broadcast Sunday, February 8, with an open house. . . . Pete Dreyer goes on the air with a commercial disk show at KVOL-Lafayette, La. . . . Bud Brees (WPEN-Philadelphia, Pa.) takes the plunge. Bud will wed Miss Eileen Levin of Philadelphia. . . . Johnny Hudak (WSOU-South Orange, N. J.) will long remember February 7. That day marked his second anniversary with the station. Phone calls, telegrams, visiting fans, refreshments, and gifts made it quite a day.



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

HAVE YOU HEARD
and **WISHING RING**
MGM 11390 78 RPM K 11390 45 RPM

WHY DON'T YOU BELIEVE ME and
PURPLE SHADES
MGM 11333 78 RPM K 11333 45 RPM

HANK WILLIAMS
Sings...
Kaw-Liga
and
YOUR CHEATIN' HEART
MGM 11426—K-11426

TOMMY EDWARDS
A FOOL SUCH AS I | **I CAN'T LOVE ANOTHER**
MGM 11395—K-11395

Ken **REMO** Sings **MEXICO**
and MY HEART IS A KINGDOM
MGM 11419 78 RPM K 11419 45 RPM

Ginny Gibson and **KISS**
CONDEMNED WITHOUT TRIAL
MGM 11435 K-11435

BILL FARRELL
Kaw-Liga
YOU CAN'T STOP ME FROM DREAMING
MGM 11424—K-11424

GEORGE SHEARING
THERE'S A LULL IN MY LIFE
MIDNIGHT BELONGS TO YOU
MGM 11425—K-11425

BARBARA RUICK
THE PRICE I PAID FOR LOVING YOU
THAT'S HIM OVER THERE
MGM 11418—K-11418

BIG R&B HIT!
THE CRICKETS
YOU'RE MINE
MILK AND GIN
MGM 11428—K-11428

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE NEW YORK 36, N. Y.

YES! M-G-M Means
Mighty Good Music

RECORD REVIEWS

| | |
|------------------|------------|
| ⓐ DISK & SLEEPER | ⓐ GOOD |
| ⓑ EXCELLENT | ⓑ FAIR |
| ⓒ VERY GOOD | ⓒ MEDIOCRE |

VINCE FIORINO TRIO
(Okeh 6947; 4-6947)

ⓑ+ "RED CANARY" (2:36) [Shapiro Bernstein Inc.] The Vince Fiorino Trio excitingly beat through one of Vince's own compositions as Millie Coury and Lon Saxon handle the vocal. It's a real exciting number that could hit. The tuba plays an interesting part.

ⓒ "TUBA SQUARE DANCE" (2:34) [Al Gallico Music] Arki the Arkansas Woodchopper comes up with the lyrics to a happy novelty with a western twang. It's something cute and different.

ART MOONEY ORCHESTRA
(MGM 11456; K-11456)

ⓑ+ "BABY DON'T DO IT" (2:30) [Bess Music] The great voice of Cathy Ryan is showcased by a super backing by the ork of Art Mooney as they jump through one of the country's top R&B hits. It's a sensational treatment that should get loads of spins.

ⓒ+ "ALL NIGHT LONG" (2:34) [Valando Music] Cathy sings from right under the heart as she offers another slow jump. Great arrangement by Art and smooth backing once again by the Cloverleaves.

BILLY MAY ORCHESTRA
(Capitol 2364; F-2364)

ⓑ "LITTLE BROWN JUG" (2:25) [Little Music] From his album "Bacchanalia" comes a terrific Billy May arrangement of a great standard jump tune which Glenn Miller hit with a few years back. Jump fans will go for this in a big way. The May style is solid.

ⓒ "COCKTAILS FOR TWO" (2:30) [Famous Music] Another fine standard is given the May sound effect treatment and the result is inviting. It's another fine side from the album.

GUY MITCHELL & MINDY CARSON
(Columbia 39950; 4-39950)

ⓑ+ "SO AM I" (2:30) [Advanced Music] Guy Mitchell and Mindy Carson get an able assist from Mitch Miller and his ork as the duo drift along on a pleasing lilt with an inviting set of lyrics and a pretty melody. The pair team well together.

ⓒ+ "I WANT YOU FOR A SUN-BEAM" (2:45) [Santly-Joy Music] Another bouncer with a slightly faster tempo is a fitting set up for some smooth harmony by Guy and Mindy. The tune is a pretty one.

SANDY SOLO
(Barry 812; 45-812)

ⓑ "BELIEVING IN YOU" (2:57) [Crane Music] A lush backdrop is most fittingly set up for Sandy Solo as he warbles in his tender and romantic manner a pretty ballad. His smooth voice sounds real sincere.

ⓑ+ "IT REALLY DOESN'T MATTER" (2:40) [Wemar Music] Sandy does another ballad with a broken-hearted theme and hands in a good sounding piece. Bobby Byrne's ork supports the vocalist in top flight fashion on both ends. This one might hit.

THE CASH BOX DISK OF THE WEEK

"I'M SITTING ON TOP OF THE WORLD" (2:14) [Leo Feist, Inc.]
"SLEEP" (2:00) [Miller Music]
LES PAUL & MARY FORD
(Capitol 2400; F-2400)



LES PAUL & MARY FORD

● The magic sound of the sensational Les Paul & Mary Ford team is as usual of the top grade quality as the artists leap through a great standard dubbed "I'm Sitting On Top Of The World." Les' amazing multiple guitaring and Mary's hushed manner of singing are perfectly woven together to send up a piece of material that's definitely a hit contender. We think it's one of their best jobs that may even be bound for the top seat in the record derby. Les handles the flip side alone and comes up with a terrific version of the oldie "Sleep." We look for the "Top Of The World" side to come off big.

"CAN'T I" (3:12) [Harvard Music]
"BLUE GARDENIA" (2:55)
[Harms, Inc.]
NAT "KING" COLE
(Capitol 2389; F-2389)



NAT "KING" COLE

● Prize package of good listening and a potent side destined to make a strong bid for wax honors is issued by Nat "King" Cole. The song stylist lends a hand from Billy May on the "Can't I" and sings a lovely ballad with an up-tempo backdrop in his soft and caressing manner. The vocal accompaniment are neatly woven together. Flip is a lush ballad dubbed "Blue Gardenia" title of the coming Warner flick. Nelson Riddle assists here with a pretty instrumental. Both sides make for a juicy acquisition for operators. Cole is a natural on both ends, especially the top.

"IF I WERE KING" (2:37)
[Randy-Smith Music]
"I CAN'T LIE TO MYSELF" (2:39)
[Alamo Music]
THE HILLTOPPERS featuring
JIMMY SACCA
(Dot 15055; 45-15055)



THE HILLTOPPERS

● The striking voices of the Hilltoppers, featuring Jimmy Sacca, get the same light piano accompaniment that made "Trying" such a success as they glide through two terrific numbers that are definitely top drawer material. The quartet puts a great deal of feeling into a slow number tagged "I Can't Lie To Myself" and couple it with a rhythmic jump item called "If I Were King." Both side are equally excellent as Jimmy's voice is showcased to best advantage by his partners. Both sides should be greatly appreciated by their legion of fans and we look for either end to cause a stir.

"WHAT WOULD YOU DO" (2:49)
[Saunders Publications]
"I LAUGHED UNTIL I CRIED"
(2:45) [Hill and Range Songs]
ROSEMARY CLOONEY
(Columbia 39931; 4-39931)



ROSEMARY CLOONEY

● Rosemary Clooney's voice is in better form than we've ever heard it before as she serves up a ballad labeled "What Would You Do" in her heart-felt and stirring manner. Backed by Paul Weston's ork, the slow waltz tempo ballad is really a piece of beauty. The other lid is a subdued Latin tempo ballad named "I Laughed Until I Cried" that is perfectly suited to the thrush's voice. Percy Faith sets the mood on this half. Either deck has a pleasing warmth about it, but we lean toward the "What Would You Do" side. It's really touching.

FRANCES FAYE
(Capitol 2390; F-2390)

ⓑ "A FOOL IN LOVE" (2:40) [Bourne Inc.] Frances Faye departs from her usual light hearted manner of vocaling and eases through a pretty ballad enhanced by a harp from the Dave Cavanaugh aggregation. It's a very pretty song.

ⓒ "THERE'S A BELL THAT RINGS IN MY HEART" (2:12) [Duchess Music] Here the lively night club star who really belts out some terrific records dishes up a cute bouncing novelty. Sound effects help add to the deck.

WOODY HERMAN AND HIS NEW THIRD HERD
(Mars 600; 45-600)

ⓑ "A FOOL IN LOVE" (2:49) [Bourne Inc.] The versatile Woody Herman shows all his talent on this end by leading the Third Herd, tooting on the sax and doing the vocaling on a very pretty ballad. It's a fine job in all departments.

ⓒ "BUCK DANCE" (2:37) [Cromwell Music] Here the Herd teams up to belt out lively bouncing instrumental. The rhythm and arrangement are both inviting.

RICHARD HAYES

(Mercury 70103; 70103 x 45)

ⓑ+ "AND THE BULL WALKED AROUND, O LAY" (2:50) [Malabar Music] With a cheering vocal group giving a crowd like feeling Richard Hayes does a cute novelty that oughta get a load of spins. The cute lyrics and bouncing tempo are both happy.

ⓑ "CHANGEABLE" (2:15) [Kingsway Music] Richard does smooth bit of caroling to a moderate tempo. The tune is very pretty and the delivery is top flight. It might catch on.

ANITA O'DAY

(Mercury 89032; 89032 x 45)

ⓑ "PAGAN LOVE SONG" (2:37) [Robbins Music] Larry Russel's ork offers a steady train moving Latin type tempo for a smooth distant vocal by Anita O'Day of a wonderful standard. The pace and mood are exciting.

ⓒ "SOMEBODY'S CRYING" (2:58) [Spitzer Music] The thrush hands in a smooth bluesy job again with the aid of the Russel orchestra. Andy Secrist hands in some pretty trumpeting.

DEL WOOD & BAND

(Republic 7036)

ⓒ "12th STREET RAG" (2:29) [Shapiro Bernstein] Del Woods does a fine job of handling a terrific standard with her fleet fingers. The number has beaten around so much in recent years that it'll be tough for it to catch on again. Del, however, is tops with ragtime.

ⓒ+ "PICKIN' AND GRINNIN'" (2:30) [Acuff-Rose Publications] Del comes up with another rag styling of an inviting melody. The light happy piece should get spins.



Teresa
'Waltzes'
on-with
another
SMASH!



Teresa Brewer

with Orchestra conducted by
JACK PLEIS

"DANCIN'
WITH
SOMEONE"

and

"BREAKIN'
IN
THE
BLUES"

Coral 60953 (78 rpm)
and 9-60953 (45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

RECORD REVIEWS

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

LAWRENCE WELK
(Coral 60947; 9-60947)

B "SAY IT ISN'T SO" (2:48) [Irving Berlin Music] The smooth backing of Lawrence Welk is a perfect atmosphere for Roberta Linn's tender caressing delivery of a lilting ballad. It's a very pretty tune and arrangement. Oldie could catch on again.

B "MINNIE THE MERMAID" (1:55) [Criterion Music] The Champagne Music of the Welk crew bubbles over in an appealing fashion for a bouncing novelty delivered by the low voice of Larry Hooper. A cute piece of listening that should get spins.

JO STAFFORD
(Columbia 39951; 4-39951)

B+ "WITHOUT MY LOVER" (2:20) [Bourne Inc.] Paul Weston does the smooth backing for Jo Stafford on a Latin type ballad which was cut by Mitch Miller previously as an instrumental. Melody is repetative and a bit heavy, but Jo sounds wonderful.

B+ "SMOKING MY SAD CIGARETTE" (3:07) [Hillcrest Music] Jo turns to the torchy style to offer a bluesy item with a fine Weston backdrop. A saxophone helps put over the blue mood.

DICK HAYMAN ORCHESTRA
(Mercury 70115; 70115 x 45)

B "LOVE MOOD" (2:25) [Eastwick Music] A fine version of a pretty melody is offered by Dick Hayman's orchestra while a soft group of male voices sing the lyrics. The melody is inviting and piano solo stands out to fine advantage.

B "RUBY" (2:36) [Miller Music] The lovely theme from the "Ruby Gentry" flick is excitingly rendered by Dick Hayman's crew. The soft lushness is sparkling and a fine soft harmonica takes the lead and carries the melody. Wonderful mood music.

LIONEL HAMPTON ORCHESTRA
(MGM 11448; K-11448)

B "GLADYSEE BOUNCE" (2:53) [Swing & Tempo Music] The Hamp, Lionel Hampton leads his ork through a rousing jump number full of rhythm. The leader does a super job on the Vibes too and really belts the piece which he co-authored. Jump fans will love this one.

C+ "ALONE" (3:15) [Swing & Tempo Music] The ork deals out a ballad in soft and appealing manner that's just perfect for dancing. The tinkling of the vibes is smooth.

BOB MANNING
(Capitol 2383; F-2383)

B "GYPSY GIRL" (2:46) [Hampstead Music] The exciting backdrop by Monty Kelly's ork is a perfect setting for a thrilling vocal to a tango tempo by the fine voice of Bob Manning. He's a polished performer.

B+ "THE NEARNESS OF YOU" (3:03) [Famous Music] Bob does a sensational job on a lovely old ballad in his smooth and relaxed manner. He has an amazing similarity to the voice of Dick Haymes. A wonderful job.

THE CASH BOX SLEEPER OF THE WEEK

"I'LL BE HANGIN' AROUND" (3:03)

[Broadcast Music]

"THE GOLDEN YEARS" (2:47)

[Paramount Music]

RUSS MORGAN ORCHESTRA

(Decca 28590; 9-28590)



RUSS MORGAN

● The Russ Morgan Orchestra and the Music in the Morgan Manner that has an endless chain of fine waxings tailor made for dancing, gets hold of a ditty that has a qual-

ity about it good enough to send it into the hit brackets. The tune is a novel bouncer labeled "I'll Be Hangin' Around" and features a fresh and inviting orking by the Morgan crew plus a wonderful straight forward vocal by Al Jennings. The tune has something about it that seems to linger with you. You can't help but hum it. On the lower lid Russ leads his crew through a soft waltz number from the coming "Houdini" flick. It's called "The Golden Years" and features Clyde Rogers and the Morganaires on the vocal end. We go for the top segment in a big way and look for it to catch on soon.

REGINA KUJAWA
(Dana 795; 45-795)

B "THAT DOGGIE IN THE WINDOW" (2:33) [Santly-Joy] Regina Kujawa does a multiple voice Polish waxing of one of the nation's top pop hits. She has a lovely voice and this should get applause from the Polish folk.

B "TILL I WALTZ AGAIN WITH YOU" (2:77) [Village Music] The number one song in the U.S. is given a Polish vocal treatment by Regina. The results are most appealing.

ART LUND
(Coral 60948; 9-60948)

B+ "BOTTLE ME UP" (2:40) [George Lee Music] Art Lund sounds in top form as he does a top flight job on a march tempo bouncer with a seafaring flavor. The catchy melody and cute lyrics could easily catch on. It's one of Art's best.

C+ "ALONE WITH THE BLUES IN MY HEART" (2:14) [Regent Music] Leroy Holmes sets up a blues backdrop for Art as he sings an interesting song in a sincere manner. The slow piece makes for good listening.

JOYCE BRYANT
(Okeh 6943; 4-6943)

C+ "FAREWELL TO ARMS" (2:54) [Words & Music] The powerful spine tingling voice of Joyce Bryant gives out with a torchy sound as the thrush runs through a good ballad. The chorus and Joe Reisman ork add much to the side.

C "GO YOU WHERE YOU GO" (2:57) [Gale & Gayle Music] A beaty Latin backdrop and an eerie melody is the atmosphere for Joyce's strong and heavy delivery of a song that has a deep feeling. Number is too heavy.

LEE FIELDS
(Barry Records)

B "APRON STRINGS" (2:00) [Crane Music] George Bernay's orchestra and the Polka Dots come up with some fitting to a fine light and happy job by Lee Fields. Her voice is pert and most appealing.

C "HEAVEN KNOWS WHY" (2:20) [Crane Music] On this end Lee goes over a ballad with the chorus and ork assisting. The top deck is the one with the possibilities and might catch on with a push.

ANNE SHELTON
(London 1288; 45-1288)

B+ "HOLD BACK THE DAWN" (2:27) [Johnstone-Monte Music] A rousing introduction leads into very lovely vocal offering by Anne Shelton. The warm and meaningful number is full of quality and has a fine Latin backing job by Stanley Black's orchestra.

C+ "I SHALL RETURN" (2:36) [Pickwick Music] A tropical atmosphere is set up by a steel guitar as Anne sings a pretty tune that stems from an Indonesian melody. A sentimental air is created on this deck.

BUDDY MORENO ORCHESTRA
(Chess 1535; 45-1535)

B "ONE DOZEN ROSES" (2:36) [Famous Music] A great oldie popular a few years back gets new life from the wonderful orchestra of Buddy Moreno with the lead vocalist coming up with a cute bit of chanting.

B+ "LET'S GO DOWN TO THE TAVERN" (2:35) [Boulevard Music] The exciting sound of the Moreno strings is top notch on this cute novelty. The lyrics and multiple manner vocal comes out wonderfully. This might happen. It's a natural for taverns.

JIMMY BOYD
(Columbia 39955; 4-39955)

B+ "MY BUNNY AND MY SISTER SUE" (2:48) [Alamo Music] Young Jimmy Boyd does a fine job on a cute and happy story telling number just perfect for Easter. Jim tells about his two Easter gifts, one a bunny and one his sister Sue. Very pretty from all ends.

C+ "TWO EASTER SUNDAY SWEETHEARTS" (2:35) [Regent Music] The lad is again supported by Norman Luboff's chorus but this time on a slow and pretty ballad. It's another Easter side.

MANTOVANI ORCHESTRA
(London 1300; 45-1300)

C+ "LOVE'S DREAM AFTER THE BALL" (2:40) [P.D.] The inviting sound of the Mantovani strings stands out once again on a lush and inviting waltz instrumental. This should go good in the spots where lush and classical music is appreciated.

B "RED PETTICOATS" (2:45) [Burlington Music] Another of the Mantovani talents is featured on this end, the talent of a composer. The result is a full and flowing orking of a lovely melody. Very pretty.

GEORGE HARWELL
(Rainbow 205; 45-205)

B "SURE I'VE FORGOTTEN YOU" (2:33) A fine new voice takes the spotlight and comes up with a fine sound as it goes through a ballad. The voice is George Harwell's and it has a great deal of the Tony Martin quality in it. A fine side.

B "OUT OF MY MIND" (2:30) Maurice Stine's ork backs again on another ballad that George does well on too. The orking is full and most fitting for the vocalist's style.

THE CASH BOX BEST BETS

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

- ★ "WITHOUT MY LOVER"..... Jo Stafford .. Columbia 39951; 4-39951
- ★ "THE NEARNESS OF YOU"..... Bob Manning..... Capitol 2383; F-2383
- ★ "IT REALLY DOESN'T MATTER"..... Sandy Solo..... Barry 812; 45-812
- ★ "LET'S GO DOWN TO THE TAVERN"..... Buddy Moreno Orch. Chess 1535; 45-1535
- ★ "RED CANARY"..... Vince Fiorino Trio..... Okeh 6947; 4-6947
- ★ "BOTTLE ME UP"..... Art Lund..... Coral 60948; 9-60948

ROUND THE WAX CIRCLE

NEW YORK:

Well after months of seeing "An Onion And You" chalked on every subway step, we've finally heard the tune. Song is published by Adventure Music and sung by Betty Clooney. . . . Mel Howard's Zodiac label blossoming into major proportions with the Norman Brooks recording of "Hello Sunshine" (a Cash Box "Disk Of The Week"). The record passed 100,000 in four weeks and is building at an accelerated pace, with Brooks cashing in on a big lineup of personal appearances. . . . Tony Aquaviva has pulled a switch. Not only is he the personal manager of Bob Haymes but he has acquired his own personal manager, Stanley Go'dstein of the law firm of Goldstein, Gallenback and Barell. . . . A flock of currently hot record names this week signed booking deals with GAC. They include Felicia Sanders, Frank Murphy, Joe "Fingers" Carr and Artie Wayne. . . . Paul Weston in New York. . . . One of the more promising young singers around town is Jerry Vale. . . . Joe Allegro has just signed a personal management contract with Joseph Piccola. . . . Hal Webman became the papa of a baby girl last Saturday. Her name is Beverly Terry. . . . Danny Sutton appearing at the Queen's



LEE FIELDS

Terrace. . . . Four young girls who should come up with a big one any second are the Paulette Sisters, Betty, Jane, Gloria and Barbara. . . . Lee Fields has a cutie in "Apron Strings" on the Barry label. . . . Going along with its policy to get more picture songs, BMI's Julie Stearns, on his last trip to the coast, made a deal with Universal Pictures for the title song of the forthcoming film, "All I Desire." . . . Harry Weinstein has been appointed general professional manager of Veronique Publishing. . . . Ken Remo into Boston's Latin Quarter; Stuart Foster into the Capitol Theater in Washington; and Pat Terry into the Club Schaquire in Camden.

CHICAGO:

Florian Zabach phones to advise he has just helped his mother move from home here, "And now," he quips. "I need a chiropractor to straighten out my back." . . . Spike Jones played to packed Opera House here for his 2-day engagement and, in the meantime, found that his "Hot Lips" disk clicked in R&B locations. Test is now being made here and Spike will soon learn whether he has an R&B attraction. . . . Maloney, Mayer & Wise are the three who own Life label which is cutting Ted Reynolds, GI Sgt. who won Morris B. Sachs amateur hour contest and also appeared with Harvest Moon Ball winners. Ray Pearl ork will background the boy. . . . Johnny Martin of the Chez in discussions with Roy Rodde regarding recordings. . . . Charley Michaels of Coral believes he has 2 hot ones in R&B field here. . . . Jackie Van cut "Call Me" on new Nationwide label. . . . Shirley Scott who MGM'd "Rainbow In The Valley" drops in to say she's singing at the Club Moderne. Nice card from Herb Kessler and the Four Aces from Miami. . . . Art Hellyer jammed Downtown Nash showrooms broadcasting from a Nash. . . . Dick Elliott, deejay toy tycoon, doing grand job on WCFL's Night Owl Show. . . . Marty Hogan drives one of those special Nash jobs. Looks like one of the English sports cars. Gets lots of attention. . . . Ops here who handle Swedish disks seeking Cupol distrib to get the "Swedish Johnny Ray's" recordings demanded by Swedes here. . . . Jil George writes to say that Sandy Solo has a "big one" in "Believing In You." . . . What's with the orks around Chi? we're asked: Tex Beneke at the Grove Ballroom 3/13 and 3/15. . . . Emil Coleman at the Empire Room . . . David LeWinter at the Pump Room . . . Woody Herman at the Blue Note. . . . Chuck Foster at Trianon . . . Teddy Phillips at Aragon . . . Frankie Masters at Boulevard Room. . . . Bob Kirk at Marine Room . . . Brian Farnon at Chez Patee . . . Johnny Gilbert at Balinese Room . . . Tommy Reed at Oh Henry Ballroom . . . Frank Yorke at Porterhouse . . . and many other orks around and about. Okay now? . . . Music boys 'round town excited over Clyde ("Sugar Blues") McCoy's new Capitoling of his own tune "Mr. Wah Wah," and the oldie, "Music Goes 'Round And 'Round," wire Clyde to Buffalo's Statler they think it'll click.



CLYDE MCCOY

LOS ANGELES:

Ditty making lots of noise locally is the indie item tagged "Hello Sunshine" by Norman Brooks on Zodiac Records. . . . Dave Decell joins the disk biz via Abe Diamond's distrib firm. Latter by the way reports that EP's are going like wildfire. . . . We'll wager there'll be a bundle of controversy re the many pseudo renditions of the now famous "I Don't Know" etching. . . . New Al Jarvis show via KFVB garnering lots of applause—and well deserved it is too. . . . There's no stopping this Joni James gal—she's got three of 'em running wild . . . and we're happy too, about the strong possibilities of Peter Potter's "Juke Box Jury" via KNX-TV returning to its usual Saturday night stanza. Lotsa people can't stay up that late on a Sunday night. It's reported too, that this show might go network. . . . Buddy Beason, KFOX dj, a lad that's on the way up. Sure has one of the most pleasant shows around town. . . . Lew Chudd's Imperial label can lay claim to one of the longest runs on anybody's popularity list via the Slim Whitman recording of "Indian Love Call." Slim's "Keep It A Secret" is also up thar too . . . ditty that's really off to a fast start, and shows promise of being one of the biggest ever is the B. B. King etching of "Woke Up This Morning" on RPM wax. . . . Jimmy Warren and Jack Andrews vying for "well dressed honors"—personally we'll take Andrews; those Berman specials are too wild for yours truly. . . . Lee Palmer, Mercury Record distrib sez "I Told You So" re Patti Page's "Doggie In The Window." Disk is a consistent hunk of sales appeal. . . . Leon Rene's Class diskery off to a flying start via "You Can't Bring Me Down" which is showing up around town. . . . Modern Records to package four Kay Starr sides into an EP. Wax is some of the best she's ever cut. . . . Didja ever see any better art work than that of David Stone Martin on those Jazz At The Philharmonic albums? . . . Joe Adams, KOWL, went out on a limb this past week and played a straight forty minutes of an old Jimmy Lunceford etching of "When The Swallows Come Back to Capistrano"—switchboard lit up like a Christmas tree.



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*INTIMATE...
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"YOU CAN BE IN LOVE"

and

An Excitingly Intimate Ballad

"LESS THAN TOMORROW"

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LEROY ANDERSON



BENNY GOODMAN



RAY ANTHONY



GUY LOMBARDO



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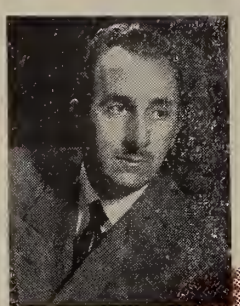
EDDY HOWARD



PEE WEE KING



BILLY MAY



GORDON JENKINS



TOMMY DORSEY



LES BROWN



RALPH MALTERIE

Can Bands Come Back



SAMMY KAYE



TOMMY REYNOLDS



LOUIS ARMSTRONG



RUSS MORGAN



FREDDY MARTIN



ART MOONEY



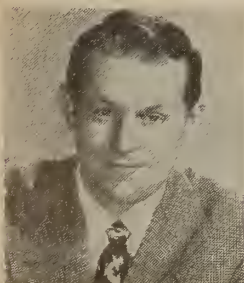
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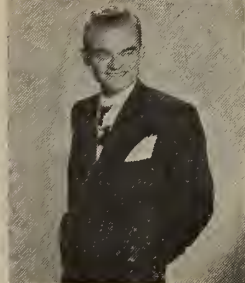
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VAUGHN MONROE



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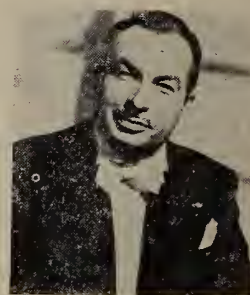
WOODY HERMAN



BUDDY DeFRANCO



RALPH FLANAGAN



XAVIER CUGAT



BOB KEENE

Ever since 1949, when the band business really hit bottom after a toboggan that lasted for several years, trade circles have been heralding a new era of revived band interest.

While the cry of "Wolf" has been heard many times before, notably each time a new aggregation was put together or a new promotion man came up with a world-shattering dream, this time it really looks as if it could happen.

Last Friday night (February 27), Broadway witnessed a heartwarming scene as far as those interested in the band business are concerned. On one street Harry James and his orchestra were making a much looked forward to appearance at the Band Box and on the next street Les Brown and his orchestra were playing Roseland. Not for many years had two major bands played Broadway at the same time, outside of theater appearances.

Of course it wasn't quite like the good old days when perhaps a half dozen bands or more might be on the street, but it was a strong enough indication that people were turning out again to dance to name bands.

Right after the war, for reasons which many have speculated upon but which no one has been able to put his finger on, the band business started its decline. Suddenly kids stopped dancing, stopped going to dance halls, and at their school affairs used their own school bands. The orchestra business just collapsed.

Since then however, there have been periodic efforts to revive that lucrative end of the business and while each push has gotten us a little further to the goal, the silver lining—until very recently—was not really in sight.

Of course there were some orchestras that went on through thick and thin. Guy Lombardo, even during the worst periods, never failed to do top business at the Roosevelt Grill. Sammy Kaye, currently at the

Statler, has been another constant drawing card. And Vaughn Monroe has gathered audiences wherever he has played. But these were the exceptions to the rule.

Now, however, the picture seems to be changing. People are turning out to dance again. They are interested in listening to name orchestras. And they're paying money to buy and play records by these orchestras!

The record business, probably more than any other factor, has played the important role in the current band revival. When the Ralph Flanagan band was formed a couple of years ago, with the tremendous impetus it received from RCA Victor, that gave the band business the greatest shot in the arm it had had for a long time. Since then, other bands that have made it on records have found that profitable personal appearances have followed automatically. Some of these are Ray Anthony, Billy May and currently, Ralph Marterie.

The important thing, however, to keep this new band phase going, is the need for young bands, new talent, who can provide the music. It's not enough to concentrate only on the established orchestras and get them booked. That's the easiest part. Booking agents must develop new orchestras—and there are many of them just waiting for the opportunity and backing which a major booker could give them.

The band business today looks as though it could break through again and become a major entertainment factor. But it's not there yet. And it's going to take all the work of everyone connected with the industry to do it. That means dance halls must stimulate more attendance; bookers must be more courageous in developing young talent; record companies must give them the opportunity to show what they can do; and disk jockeys and juke box operators must go all out in programming their disks to help bring them to the attention of the public.

CASH BOX ON THE AIR

Throughout The 48 States, The Cash Box Is Used By Disk Jockies Librarians And Program Directors As A Guide And Source For The Nation's Top Records

Here Is A Partial List of Disk Jockies Who Use The Cash Box Lists For Programming

These DJs And Radio Stations Literally Represent A NETWORK OF PLUGS

For Records Which Make The Cash Box Charts

New Disk Jockies Will Be Added In Subsequent Issues

| D.J. | STATION | CITY |
|------------------|------------------|--------------------|
| Bob Andrews | WKNB | New Britain, Conn. |
| Martin Block | WNEW | New York City |
| Ed Bonner | KXOK | St. Louis, Mo. |
| Gene Bouchier | KCOM | Sioux City, Iowa |
| Hank Bourchard | WWON | Woonsocket, R. I. |
| Jim Boyd | WFAA | Dallas, Tex. |
| Bud Brees | WPEN | Phila., Pa. |
| Paul Brenner | WAAT | Newark, N. J. |
| Phil Brito | WKAT | Miami Beach, Fla. |
| Paul E. X. Brown | WERD | Atlanta, Ga. |
| Harry Burge | WQAM | Miami, Fla. |
| Bob Chambers | WEBK | Tampa, Fla. |
| Fred Cole | WHDH | Boston, Mass. |
| Noble Crew | KOLO | Reno, Nev. |
| Joe Daboul | WJKO | Springfield, Mass. |
| Rex Dale | WCKY | Cincinnati, Ohio |
| Ray Drury | WSPR | Springfield, Mass. |
| Art Ford | WNEW | New York City |
| Dave Gentry | WBNI | Boonville, Ind. |
| Ed Hogan | WFAA | Dallas, Tex. |
| Bob Holmes | WKBS | Oyster Bay, N. Y. |
| Arty Kay | WVLK | Lexington, Ken. |
| Barry Kaye | WMIE | Miami, Fla. |
| Brad Lacy | WKXL | Concord, N. H. |
| Jack Lacy | WINS | New York City |
| Eddie Lambert | WEAT | Lake Worth, Fla. |
| Bob Larsen | WEMP | Milwaukee, Wisc. |
| Gary Lesters | WVNJ | Newark, N. J. |
| Bernard Malcom | WLNA | Peekskill, N. Y. |
| Jerry Marshal | WNEW | New York City |
| Howard Miller | WIND | Chicago, Ill. |
| Stan Pat | WINJ | Trenton, N. J. |
| Dick Piper | WKBR | Manchester, N. H. |
| Marty Rose | WOKO | Albany, N. Y. |
| Bill Ruff | KOLO | Reno, Nev. |
| Dick Sherbahn | WLAN | Lancaster, Pa. |
| Len Sherman | KOLO | Reno, Nev. |
| Bill Silbert | WABD (Channel 5) | New York City |
| Ross Smitherman | WHBS | Huntsville, Ala. |
| Bob Stevens | WVCG | Coral Gables |
| Art Tacker | WCRB | Waltham, Mass. |
| Hal Tate | WBKB | Chicago, Ill. |
| Claude Taylor | WMBR | Jacksonville, Fla. |
| Don Tibbetts | WFEA-CBS | Manchester, N. H. |
| Pete Ward | WARE | Ware, Mass. |
| Bob Watson | WSB | Atlanta, Ga. |
| Dick Webb | WIVY | Jacksonville, Fla. |
| Gene Whitaker | WREV | Reidsville, N. C. |
| Johnny Wilcox | KBOL | Boulder, Colo. |
| Willie & Roy | WHOM | New York, N. Y. |
| Bud Wilson | WKBR | Manchester, N. H. |
| Dick Wright | WMUR | Manchester, N. H. |
| John Wisley | WSAV | Savannah, Ga. |

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"the money songs"



Sunny Gale

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Tin Pan Alley novel, "The Money Song".

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| HOT TODDY / SERENADE | | |
| Ralph Flanagan | 20-5095 | (47-5095)* |
| WILD HORSES / I CONFESS | | |
| Perry Como | 20-5152 | (47-5152)* |
| HOW DO YOU SPEAK TO AN ANGEL | | |
| DOWNHEARTED | | |
| Eddie Fisher | 20-5137 | (47-5137)* |
| WILL-O'-THE-WISP ROMANCE | | |
| THE MAGIC TOUCH | | |
| Hugo Winterhalter | 20-5209 | (47-5209)* |
| GOMEN NASAI (Forgive Me) | | |
| SPRINGFIELD MOUNTAIN | | |
| Harry Belafonte | 20-5210 | (47-5210)* |
| TRAIN, TRAIN, TRAIN | | |
| I CAN'T GET STARTED WITH YOU | | |
| Buddy Morrow | 20-5212 | (47-5212)* |
| SALOME / LET ME KNOW | | |
| Dinah Shore | 20-5176 | (47-5176)* |
| I DON'T KNOW / HEY MRS. JONES | | |
| Buddy Morrow | 20-5117 | (47-5117)* |
| BLUE VIOLINS / FANDANGO | | |
| Hugo Winterhalter | 20-4997 | (47-4997)* |
| ECSTASY TANGO / WAGGASHOE | | |
| The Three Suns | 20-5185 | (47-5185)* |
| I FEEL LIKE I'M GONNA LIVE FOREVER | | |
| HOW COULD YOU | | |
| Sunny Gale | 20-5216 | (47-5216)* |
| BECAUSE YOU'RE MINE | | |
| THE SONG THE ANGELS SING | | |
| Mario Lanza | 10-3914 | (49-3914)* |
| PLEASE, PLEASE / THE GOLDEN YEARS | | |
| Tony Martin | 20-5208 | (47-5208)* |
| APRIL IN PORTUGAL / PENNY WHISTLE BLUES | | |
| Freddy Martin | 20-5052 | (47-5052)* |

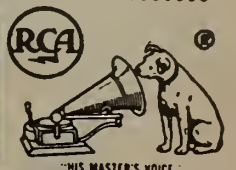
COUNTRY-WESTERN

| | | |
|--|---------|------------|
| THERE WASN'T AN ORGAN AT OUR WEDDING | | |
| HONEYMOON ON A ROCKET SHIP | | |
| Hank Snow | 20-5155 | (47-5155)* |
| A FOOL SUCH AS I | | |
| THE GAL WHO INVENTED KISSING | | |
| Hank Snow | 20-5034 | (47-5034)* |
| I KEPT IT A SECRET / ANYTHING CAN HAPPEN | | |
| Charline Arthur | 20-5207 | (47-5207)* |

RHYTHM & BLUES

| | | |
|--|---------|------------|
| I'LL NEVER LET YOU GO | | |
| YOU PLAYED ON MY PIANO | | |
| John Greer | 20-5170 | (47-5170)* |
| AND THE BULL WALKED AROUND, OLA / MARGIE | | |
| Les Harris | 20-5132 | (47-5132)* |
| NELVINA / KEEP ON DRINKIN' | | |
| Big Boy Crudup | 20-5167 | (47-5167)* |

FOR TIPS ON RCA VICTOR'S GREAT RHYTHM AND BLUES RELEASE THIS WEEK—
SEE PAGE 21!





is HOT

1. HOW MUCH IS THAT DOGGIE IN THE WINDOW

Patti Page
Mercury 70070

2. SEVEN LONELY DAYS

Georgia Gibbs
Mercury 70095

3. NO HELP WANTED

Rusty Draper
Mercury 70077

4. TELL ME YOU'RE MINE

The Gaylords
Mercury 70067

5. PRETEND

Ralph Marterie
Mercury 70045

6. GONE

Bobby Wayne
Mercury 70074

7. CARAVAN

Ralph Marterie
Mercury 70097

8. GOMEN NASAI

Eddy Howard
Mercury 70107

9. RACHEL

Artie Wayne
Mercury 70090



MGM Denies Diskery Is Up For Sale

NEW YORK—In response to inquiries regarding a report published in another trade paper last week that the M-G-M Record Company is for sale, Charles C. Moskowitz, Vice President and Treasurer of Loew's Incorporated, the parent company, issued the following statement: "The story is ridiculous and entirely without foundation. The Record Division of Loew's Incorporated is positively not for sale."

Capitol Acquires Album Rights To "Can Can"

HOLLYWOOD — Exclusive rights to record members of the original cast singing hits from the new Cole Porter musical, "Can Can," scheduled to open next month, this week were assigned to Capitol Records by Producers Cy Feuer and Ernie Martin.

Announcement of the deal was made in Hollywood by Alan W. Livingston, Capitol vice president in charge of artists and repertoire, following negotiations between Livingston and the New York producers for what he called "the most sought-after record album in five years."

Some 13 songs are featured in the new musical, which sees Porter teaming for the first time with Feuer and Martin, producers of two recent smash hits, "Where's Charlie?" and "Guys and Dolls."

"Can Can," with book and direction by Abe Burrows, who wrote "Guys and Dolls," is the third show to be produced by Feuer and Martin.

The musical opens March 23 in Philadelphia and in New York April 23.

Modern To Issue Kay Starr Sides On EP

HOLLYWOOD, CALIF. — Saul Bihari, president of Modern Records Inc., this past week disclosed plans for the release of four sides by Kay Starr into an extended play (EP) package.

The four sides recorded by Miss Starr are old masters cut prior to her joining the Capitol label, and were made at a Gene Norman jazz concert. Regarded by those in the trade to be some of the best ever recorded by Miss Starr, the release is expected to meet with widespread demand.

Modern's projected venture into the EP field marks the first independent label to hop on the EP bandwagon. While most of the majors are already in the EP field, none of the independents have thus issued EP wax.

FOREIGN RECORDS for your FOREIGN LOCATIONS on 45 and 78 R.P.M.

Improve the take of your Music Machines. We have records on 78 R.P.M. in 21 different Nationalities. On 45's we have 55 instrumentals and 18 vocals suitable for Italian, German, Bohemian, Slovenian, Polish, Scandinavian, Swedish, Norwegian, Latin American, Lithuanian and Portuguese. Polkas and Waltzes by authentic Musette orchestras. Let us know your needs on 45 or 78, either vocal or instrumental. We'll select the proper records for your location. Hundreds of others have tried us. Don't you miss out.

STANDARD PHONO CO.
163 W. 23rd ST. NEW YORK 11, N. Y.

THE CASH BOX



Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending March 7 without any changes on the part of THE CASH BOX.

| | | |
|--|---|--|
| <p>Norb Moore KXLW—St. Louis, Mo.</p> <ol style="list-style-type: none"> Side By Side (Kay Starr) How Much Is That Doggie In The Window (Patti Page) Your Cheatin' Heart (Laine) Till I Waltz Again With You (Teresa Brewer) Pretend (Nat "King" Cole) Mr. Tap Toe (Doris Day) Wild Horses (Perry Como) S'Posin' (Don Cornell) Tell Me You're Mine (The Gaylords) Downhearted (Eddie Fisher) | <p>Bob Perry WLAW—Boston, Mass.</p> <ol style="list-style-type: none"> I Co-fess (Perry Como) Tell Me You're Mine (The Gaylords) Forget Me Not (Vera Lynn) Till I Waltz Again With You (Teresa Brewer) Downhearted (Eddie Fisher) This Is Heaven (J. La Rosa) Side By Side (Kay Starr) How Do You Speak To An Angel (Eddie Fisher) Hush-A-Bye (Bing Crosby) Rachel (Artie Wayne) | <p>Wallie Dunlap WICC—Bridgeport, Conn.</p> <ol style="list-style-type: none"> Tell Me You're Mine (Mindy Carson) Your Cheatin' Heart (J. James) No Help Wanted (R. Draper) My Heart Belongs To Only You (June Christy) Pretend (Nat "King" Cole) Wild Horses (Perry Como) How Much Is That Doggie In The Window (Patti Page) Hot Toddy (R. Flanagan) Seven Lonely Days (G. Gibbs) Kiss (Toni Arden) |
| <p>Ed Meath WHEC—Rochester, N. Y.</p> <ol style="list-style-type: none"> This Is Heaven (J. La Rosa) Gomen-Nasai (H. Belafonte) Wild Horses (Perry Como) How Much Is That Doggie In The Window (Patti Page) Till I Waltz Again With You (Teresa Brewer) Side By Side (Kay Starr) Picking Sweethearts (McGuire Sisters) Moving Away (Lu Ann Simms) Say It With Your Heart (Ernie Rudy) Pretend (Nat "King" Cole) | <p>John Wrisley WSAV—Savannah, Ga.</p> <ol style="list-style-type: none"> Till I Waltz Again With You (Teresa Brewer) Wild Horses (Perry Como) Don't Let The Stars Get In Your Eyes (Perry Como) A Fool Such As I (Stafford) Side By Side (Kay Starr) Oh Happy Day (L. Welk) Rachel (Artie Wayne) Hold Me, Thrill Me, Kiss Me (Karen Chandler) My Baby's Coming Home (Paul-Ford) Singing Bells (M. Whiting) | <p>Hal Murray WHKK—Akron, Ohio</p> <ol style="list-style-type: none"> Side By Side (Kay Starr) Till I Waltz Again With You (Teresa Brewer) Pretend (Nat "King" Cole) Salomee (Dinah Shore) Tell Me You're Mine (The Gaylords) Hold Me, Thrill Me, Kiss Me (Karen Chandler) How Much Is That Doggie In The Window (Patti Page) Twice As Much (Mills Bros.) Hey, Mrs. Jones (B. Morrow) Forget Me Not (Vera Lynn) |
| <p>Don McLeod WJBK—Detroit, Mich.</p> <ol style="list-style-type: none"> Congratulations To Someone (Tony Bennett) Twice As Much (Mills Bros.) Don't Let Your Eyes Go Shopping (Nat "King" Cole) You Fooled Me (Four Aces) I'll Always Love You Some (Buddy Greco) Strange (Nat "King" Cole) "For You" Album (D. Cornell) Kaw-Liga (Dolores Gray) Say It With Your Heart (Bob Carroll) How Do You Speak To An Angel (Gordon MacRae) | <p>Ray Schreiner WRNL—Richmond, Va.</p> <ol style="list-style-type: none"> How Much Is That Doggie In The Window (Patti Page) Don't Let The Stars Get In Your Eyes (Perry Como) Side By Side (Kay Starr) A Fool Such As I (Stafford) I Don't Know (B. Morrow) Hold Me, Thrill Me, Kiss Me (Karen Chandler) Someone To Care For (Mills Bros.) Wild Horses (Ray Anthony) Oh Happy Day (L. Welk) Must I Cry Again (The Hilltoppers) | <p>Jerry Kay WWEZ—New Orleans, La.</p> <ol style="list-style-type: none"> Side By Side (Kay Starr) Till I Waltz Again With You (Teresa Brewer) Wishing Ring (Joni James) Pretend (Nat "King" Cole) Congratulations To Someone (Tony Bennett) I'm Just A Poor Bachelor (Frankie Laine) Rachel (Artie Wayne) Oh Happy Day (L. Welk) Neon Love (Dukes Of Dixieland) Teardrops On My Pillow (Sunny Gale) |
| <p>Tom Finn WSPD—Toledo, Ohio</p> <ol style="list-style-type: none"> Anywhere I Wander (La Rosa) Hold Me, Thrill Me, Kiss Me (Karen Chandler) Tell Me You're Mine (The Gaylords) Seven Lonely Days (G. Gibbs) Say It With Your Heart (Bob Carroll) How Much Is That Doggie In The Window (Patti Page) A Fool Such As I (Stafford) Twice As Much (Mills Bros.) You Fooled Me (Four Aces) Kiss (Ginny Gibson) | <p>Johnny Morris WLWL—Minneapolis, Minn.</p> <ol style="list-style-type: none"> Your Cheatin' Heart (J. James) Tell Me You're Mine (The Gaylords) Oh Happy Day (L. Welk) How Much Is That Doggie In The Window (Patti Page) Side By Side (Kay Starr) A Fool Such As I (T. Edwards) Hot Toddy (R. Flanagan) Teardrops On My Pillow (Sunnv Gale) Glow Worm (Mills Bros.) Say It With Your Heart (Bob Carroll) | <p>Bob Seymour WKMH—Detroit, Mich.</p> <ol style="list-style-type: none"> Tell Me You're Mine (The Gaylords) Congratulations To Someone (Tony Bennett) How Much Is That Doggie In The Window (Patti Page) Where Is Your Heart (Felicia Sanders) Twice As Much (Mills Bros.) No Help Wanted (R. Draper) Caravan (Ralph Marterie) This Is Heaven (J. La Rosa) I Confess (Perry Como) You Fooled Me (Four Aces) |
| <p>Joe Deane WHEC—Rochester, N. Y.</p> <ol style="list-style-type: none"> Twice As Much (Mills Bros.) Hush-A-Bye (Bing Crosby) Anna (Sylvana Mangano) This Is Heaven (J. La Rosa) Say It With Your Heart (Bob Carroll) Till I Waltz Again With You (Teresa Brewer) Hold Me, Thrill Me, Kiss Me (Karen Chandler) Side By Side (Kay Starr) Pretend (Nat "King" Cole) No Help Wanted (R. Draper) | <p>Earle Pudney WGY—Schenectady, N. Y.</p> <ol style="list-style-type: none"> She Wears Red Feathers (Guy Mitchell) Side By Side (Kay Starr) Congratulations To Someone (Tony Bennett) Even Now (Eddie Fisher) Don't Let The Stars Get In Your Eyes (Perry Como) Wild Horses (Perry Como) Downhearted (Eddie Fisher) How Do You Speak To An Angel (Gordon MacRae) What Does It Mean (Gibbs) Hot Toddy (R. Flanagan) | <p>Hal Fredericks KXOK—St. Louis, Mo.</p> <ol style="list-style-type: none"> Pretend (Nat "King" Cole) Your Cheatin' Heart (Laine) New Juke Box Saturday Nite (The Modernaires) S'posin' (Don Cornell) Side By Side (Kay Starr) My Jealous Eyes (Patti Page) Hold Me, Thrill Me, Kiss Me (Karen Chandler) Till I Waltz Again With You (Teresa Brewer) Twice As Much (Mills Bros.) Dancing On The Ceiling (Jeri Sothern) |
| <p>Ira Cook KECA—Hollywood, Calif.</p> <ol style="list-style-type: none"> Gomen-Nasai (R. Bowers) Till I Waltz Again With You (Teresa Brewer) Congratulations To Someone (Tony Bennett) Side By Side (Kay Starr) Tell Me You're Mine (The Gaylords) How Much Is That Doggie In The Window (Patti Page) A Fool Such As I (Stafford) Pretend (Nat "King" Cole) She Wears Red Feathers (Guy Mitchell) Hot Toddy (R. Flanagan) | <p>Stephen Paul WMBG—Richmond, Va.</p> <ol style="list-style-type: none"> Have You Heard (Joni James) Don't Let The Stars Get In Your Eyes (Perry Como) Must I Cry Again (The Hilltoppers) Who Kissed Me Last Night (Rosemary Clooney) Till I Waltz Again With You (Teresa Brewer) Tell Me You're Mine (Carson) How Do You Speak To An Angel (Eddie Fisher) My Jealous Eyes (Patti Page) This Is Heaven (J. La Rosa) Pretend (Nat "King" Cole) | <p>Bill Silbert WABD—New York, N. Y.</p> <ol style="list-style-type: none"> Congratulations To Someone (Tony Bennett) Say It With Your Heart (Bob Carroll) How Do You Speak To An Angel (Eddie Fisher) Wild Horses (Perry Como) Side By Side (Kay Starr) S'posin' (Don Cornell) Have You Heard (Joni James) How Much Is That Doggie In The Window (Patti Page) Can't I (Richard Hayes) Will-O-The-Wisp Romance (Hugo Winterhalter) |
| <p>Gary Lesters WVNJ—Newark, N. J.</p> <ol style="list-style-type: none"> Don't Let The Stars Get In Your Eyes (Perry Como) Hold Me, Thrill Me, Kiss Me (Karen Chandler) Congratulations To Someone (Tony Bennett) Tell Me You're Mine (The Gaylords) Side By Side (Kay Starr) I Don't Know (B. Morrow) Why Don't You Believe Me (Joni James) How Much Is That Doggie In The Window (Patti Page) You'll Never Know (Clooney) Everyone Knew But Me (Fran Warren) | <p>Jack Dugan WPTR—Albany, N. Y.</p> <ol style="list-style-type: none"> Till I Waltz Again With You (Teresa Brewer) Tell Me You're Mine (The Gaylords) Why Don't You Believe Me (Joni James) Hold Me, Thrill Me, Kiss Me (Karen Chandler) A Fool Such As I (Stafford) Keep It A Secret (Stafford) Your Cheatin' Heart (James) Say It With Your Heart (Carroll) Congratulations To Someone (Tony Bennett) Pretend (Nat "King" Cole) | <p>Don Bell KRNT—Des Moines, Iowa</p> <ol style="list-style-type: none"> Till I Waltz Again With You (Teresa Brewer) Oh Happy Day (L. Welk) Pretend (Nat "King" Cole) My Baby's Coming Home (Paul-Ford) How Much Is That Doggie In The Window (Patti Page) Have You Heard (J. James) Anywhere I Wander (Julius La Rosa) Why Don't You Believe Me (Joni James) Hold Me, Thrill Me, Kiss Me (Karen Chandler) Hot Toddy (Ralph Flanagan) |

THE CASH BOX

Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending March 7 without any changes on the part of THE CASH BOX.

Larry Wilson

- WNOE—New Orleans, La.
1. Pretend (Nat "King" Cole)
 2. Side By Side (Kay Starr)
 3. How Much Is That Doggie In The Window (Patti Page)
 4. Wild Horses (Perry Como)
 5. Rachel (Artie Wayne)
 6. How Do You Speak To An Angel (Eddie Fisher)
 7. Salomee (Dinah Shore)
 8. Congratulations To Someone (Tony Bennett)
 9. Oh Happy Day (L. Welk)
 10. I Confess (Perry Como)

Donn Tibbetts

- WFEA—Manchester, N. H.
1. Till I Waltz Again With You (Teresa Brewer)
 2. Your Cheatin' Heart (J. James)
 3. Side By Side (Kay Starr)
 4. She Wears Red Feathers (Guy Mitchell)
 5. Hello Sunshine (N. Brooks)
 6. I Don't Know (B. Morrow)
 7. Magic Touch (Winterhalter)
 8. Rachel (Artie Wayne)
 9. Don't Let The Stars Get In Your Eyes (Perry Como)
 10. Song Of Moulin Rouge (Percy Faith)

Fred Hobbs

- KBOL—Boulder, Colo.
1. Wishing Ring (Joni James)
 2. Till I Waltz Again With You (Teresa Brewer)
 3. Oh Happy Day (L. Welk)
 4. That's What Makes Paris Paree (Doris Day)
 5. Don't Let The Stars Get In Your Eyes (G. MacKenzie)
 6. Why Don't You Believe Me (Joni James)
 7. Bye Bye Blues (Paul-Ford)
 8. Pretend (Ralph Marterie)
 9. Just Because You're You (Jo Stafford)
 10. Mr. Tap Toe (Doris Day)

Dan Fusco

- WRUN—Utica, N. Y.
1. This Is Heaven (J. La Rosa)
 2. Hot Toddy (R. Flanagan)
 3. Say It With Your Heart (Bob Carroll)
 4. My Baby's Coming Home (Paul-Ford)
 5. Congratulations To Someone (Tony Bennett)
 6. I Confess (Perry Como)
 7. S'posin' (Don Cornell)
 8. Have You Heard (J. James)
 9. Don't Let The Stars Get In Your Eyes (Perry Como)
 10. Hello Sunshine (N. Brooks)

Gene Davis

- WARR—Akron, Ohio
1. Anywhere I Wander (La Rosa)
 2. Your Cheatin' Heart (J. James)
 3. Tell Me You're Mine (The Gaylords)
 4. Pretend (Nat "King" Cole)
 5. Wild Horses (Perry Como)
 6. Side By Side (Kay Starr)
 7. My Heart Belongs To Only You (June Christy)
 8. You Fooled Me (Four Aces)
 9. Mr. Midnight (J. Ray)
 10. Hot Toddy (R. Flanagan)

Frank White

- KMYR—Denver, Colo.
1. How Much Is That Doggie In The Window (Patti Page)
 2. Don't Let The Stars Get In Your Eyes (Perry Como)
 3. Downhearted (Eddie Fisher)
 4. Tell Me You're Mine (The Gaylords)
 5. Oh Happy Day (Four Knights)
 6. Keep It A Secret (Stafford)
 7. Pretend (Ralph Marterie)
 8. Side By Side (Kay Starr)
 9. Even Now (Eddie Fisher)
 10. Anywhere I Wander (Hugo Winterhalter)

Jay Trompeter

- WIND—Chicago, Ill.
1. How Much Is That Doggie In The Window (P. Page)
 2. I Believe (Frankie Laine)
 3. Don't Let The Stars Get In Your Eyes (Perry Como)
 4. Till I Waltz Again With You (Teresa Brewer)
 5. Hot Toddy (Ralph Flanagan)
 6. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
 7. Pretend (Nat "King" Cole)
 8. Anywhere I Wander (Julius La Rosa)
 9. Your Cheatin' Heart (Laine)
 10. Caravan (Ralph Marterie)

Ray Drury

- WSPR—Springfield, Mass.
1. Oh Happy Day (L. Welk)
 2. Hello Sunshine (N. Brooks)
 3. Till I Waltz Again With You (Dick Todd)
 4. How Much Is That Doggie In The Window (Patti Page)
 5. Keep It A Secret (J. Stafford)
 6. Salomee (Dinah Shore)
 7. Kaw-Liga (Champ Butler)
 8. Don't Let The Stars Get In Your Eyes (Perry Como)
 9. Small World (D. Collins)
 10. Dance Of Mexico (S. Kaye)

Norman Hall

- WBNI—Boonville, Ind.
1. Till I Waltz Again With You (Teresa Brewer)
 2. How Much Is That Doggie In The Window (Patti Page)
 3. Oh Happy Day (L. Welk)
 4. Tell Me You're Mine (Mindy Carson)
 5. Side By Side (Kay Starr)
 6. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
 7. Downhearted (Eddie Fisher)
 8. Your Cheatin' Heart (J. James)
 9. Hot Toddy (R. Flanagan)
 10. Pretend (Ralph Marterie)

Dan Rogers

- KSIG—Crowley, La.
1. Tell Me You're Mine (The Gaylords)
 2. Till I Waltz Again With You (Teresa Brewer)
 3. Oh Happy Day (L. Welk)
 4. Don't Let The Stars Get In Your Eyes (Perry Como)
 5. Side By Side (Kay Starr)
 6. How Much Is That Doggie In The Window (Patti Page)
 7. Your Cheatin' Heart (J. James)
 8. Pretend (Ralph Marterie)
 9. Have You Heard (J. James)
 10. Hold Me, Thrill Me, Kiss Me (Karen Chandler)

Harvey Hudson

- WLEE—Richmond, Va.
1. Till I Waltz Again With You (Teresa Brewer)
 2. Wild Horses (Perry Como)
 3. Have You Heard (J. James)
 4. Downhearted (Eddie Fisher)
 5. Hush-A-Bye (Bing Crosby)
 6. How Much Is That Doggie In The Window (Patti Page)
 7. The Magic Touch (Hugo Winterhalter)
 8. Your Cheatin' Heart (J. James)
 9. This Is Heaven (J. La Rosa)
 10. She Wears Red Feathers (Guy Mitchell)

Tal Hood

- WFGM—Fitchburg, Mass.
1. I Believe (Frankie Laine)
 2. Your Cheatin' Heart (J. James)
 3. This Is Heaven (J. La Rosa)
 4. Hot Toddy (R. Flanagan)
 5. Rachel (Artie Wayne)
 6. No Help Wanted (R. Draper)
 7. Moving Away (Lu Ann Simms)
 8. Hello Sunshine (N. Brooks)
 9. Downhearted (Eddie Fisher)
 10. My Jealous Eyes (Patti Page)

Roger Nash

- WJMR—New Orleans, La.
1. Side By Side (Kay Starr)
 2. Anywhere I Wander (Julius La Rosa)
 3. Your Cheatin' Heart (James)
 4. Wild Horses (Perry Como)
 5. Downhearted (Eddie Fisher)
 6. A Fool Such As I (Stafford)
 7. Till I Waltz Again With You (Teresa Brewer)
 8. My Heart Is Breaking (Mike Pettison)
 9. My Heart Belongs To Only You (June Christy)
 10. Tell Me You're Mine (Carson)

Bob Watson

- WSB—Atlanta, Ga.
1. Downhearted (Eddie Fisher)
 2. Rachel (Artie Wayne)
 3. I Confess (Perry Como)
 4. Forget Me Not (Vera Lynn)
 5. Anywhere I Wander (Julius La Rosa)
 6. How Do You Speak To An Angel (Eddie Fisher)
 7. Till I Waltz Again With You (Teresa Brewer)
 8. Oh Happy Day (L. Welk)
 9. Don't Let The Stars Get In Your Eyes (Perry Como)
 10. My Baby's Coming Home (Paul-Ford)

Art Hellyer

- WMAQ—Chicago, Ill.
1. Keep It A Secret (Stafford)
 2. Say It With Your Heart (Bob Carroll)
 3. My Jealous Eyes (Patti Page)
 4. Side By Side (Kay Starr)
 5. Don't Let The Stars Get In Your Eyes (Perry Como)
 6. A Fool Such As I (Stafford)
 7. I Confess (Perry Como)
 8. Anywhere I Wander (La Rosa)
 9. Glow Worm (Mills Bros.)
 10. How Do You Speak To An Angel (Eddie Fisher)

Lou Barile

- WKAL—Rome, N. Y.
1. Pretend (Nat "King" Cole)
 2. A Fool Such As I (Stafford)
 3. Till I Waltz Again With You (Teresa Brewer)
 4. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
 5. Gomen-Nasai (D. Bowers)
 6. How Much Is That Doggie In The Window (Patti Page)
 7. This Is Heaven (J. La Rosa)
 8. Tell Me You're Mine (The Gaylords)
 9. Have You Heard (J. James)
 10. Wild Horses (Perry Como)

Bill Reynolds

- WTMJ—Milwaukee, Wisc.
1. How Much Is That Doggie In The Window (Patti Page)
 2. Tell Me You're Mine (The Gaylords)
 3. Don't Let The Stars Get In Your Eyes (Perry Como)
 4. Till I Waltz Again With You (Teresa Brewer)
 5. Pretend (Nat "King" Cole)
 6. Anywhere I Wander (La Rosa)
 7. Side By Side (Kay Starr)
 8. Hot Toddy (Ralph Flanagan)
 9. Your Cheatin' Heart (J. James)
 10. Baby Don't Do It (The "5" Royales)

Dick Elliott

- WCFL—Chicago, Ill.
1. Till I Waltz Again With You (Teresa Brewer)
 2. Don't Let The Stars Get In Your Eyes (Perry Como)
 3. Keep It A Secret (D. Shore)
 4. Tell Me You're Mine (The Gaylords)
 5. No Help Wanted (R. Draper)
 6. Have You Heard (J. James)
 7. How Much Is That Doggie In The Window (Patti Page)
 8. Pretend (Ralph Marterie)
 9. Your Cheatin' Heart (Laine)
 10. Wild Horses (Perry Como)

Art La Boe

- KXLA—Pasadena, Calif.
1. My Baby's Coming Home (Paul-Ford)
 2. Till I Waltz Again With You (Teresa Brewer)
 3. Side By Side (Kay Starr)
 4. How Much Is That Doggie In The Window (Patti Page)
 5. Oh Happy Day (Four Knights)
 6. Pretend (Nat "King" Cole)
 7. Have You Heard (J. James)
 8. Rachel (Al Martino)
 9. Hot Toddy (R. Flanagan)
 10. My Jealous Eyes (Jan Garber)

Bud Wilson

- WKXL—Concord, N. H.
1. How Much Is That Doggie In The Window (Patti Page)
 2. Who Kissed Me Last Night (Clooney)
 3. Till I Waltz Again With You (Teresa Brewer)
 4. Anywhere I Wander (La Rosa)
 5. This Is Heaven (J. La Rosa)
 6. Hello Sunshine (N. Brooks)
 7. Side By Side (Kay Starr)
 8. Mr. Tap Toe (Doris Day)
 9. Tell Me You're Mine (The Gaylords)
 10. Seven Lonely Days (Gibbs)

Harv Morgan

- WARM—Scranton, Pa.
1. Congratulations To Someone (Tony Bennett)
 2. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
 3. Till I Waltz Again With You (Teresa Brewer)
 4. Downhearted (Eddie Fisher)
 5. Anywhere I Wander (La Rosa)
 6. Don't Let The Stars Get In Your Eyes (Perry Como)
 7. How Do You Speak To An Angel (Eddie Fisher)
 8. Teardrops On My Pillow (Sunny Gale)
 9. Oh Happy Day (L. Welk)
 10. Tell Me You're Mine (The Gaylords)

RHYTHMIC!
INFECTIONOUS!

SENSUOUS!
EXCITING!
UNUSUAL!

SILVANA MANGANO

Sings...

Anna

and
"I LOVED YOU"

MGM 11457 78 RPM K-11457 45 RPM

Recorded directly from the sound track of the I. F. E. Release of "ANNA" which is breaking box office records everywhere.

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

Platter Premiere



THE CASH BOX
The Nation's **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 DA—Dana DE—Decca DN—Devon DO—Dot DY—Derby ES—Essex FE—Federal MO—Modern IM—Imperial IN—Intro JU—Jubilee KI—King LO—London MA—Mars ME—Mercury MG—MGM 4 Star—Four Star NA—National OR—Oriole PE—Peacock PR—Prestige RA—Rainbow RE—Regent RIH—Recorded in Hollywood 5A—Savoy SE—Seger SIT—Sittin' in SP—Specialty SW—Swingtime TE—Tempe TN—Tennessee UN—United VI—Victor ZO—Zodiac

Standard Songs are MONEY MAKERS!

"THAT'S AN IRISH LULLABY"

BING CROSBY—Decca
DENNIS DAY—RCA Victor
RISE STEVENS—Columbia

Pub. by M. WITMARK & SONS

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

CINCINNATI, O.—Rex Dale, ace WCKY disc jockey, whose "Make Believe Ball Room" and "The Rex Dale Show" introduces new discs to a large listening audience, has a new 55-minute show "Platter Premiere" on Saturday afternoons on the Cincinnati 50 kilowatt.

Dale brings together representatives of all the leading recording companies to his microphone to introduce the newest releases of their respective companies. Show format requires that any tune to be introduced must be a "first time played" as far as the Cincinnati listening area is concerned.

Listeners are invited to select their preferences by mail, with "premiere" tune getting the "honor spot" on the station's disc jockey shows for the following week.

At the kick off program February 7, picture shows record representatives and distributors present. Station reports mail response already heavy from listeners who like the new idea.

Johnnie Ray Forms Foundation For Hard of Hearing

NEW YORK—In a move designed to help the indigent hard of hearing, Johnnie Ray has formed the Johnnie Ray Foundation Inc., which has already been approved by the State of New York. The purpose is to raise money for the treatment and purchase of equipment for the hard of hearing.

The singer appeared on the Ed Sullivan show last Sunday March 1 and donated his entire fee of \$7,500 to the foundation. His agency, GAC, also waived commission.

During Ray's performance, he made a plea for the hard of hearing and as a result received hundreds of letters with commitments for donations. Latest figures show that there is \$10,000 to start the fund off with.

Hearing aid manufacturers have also written in offering their services and equipment at cost.

Ray plans to donate his services at several functions throughout the year to build up a good financial backlog.

New SMASH Hit by THE HILLTOPPERS

"IF I WERE KING"

and **"I CAN'T LIE TO MYSELF"**

Dot 15055; 45x15055

DOT RECORDS, INC.
Gallatin, Tennessee
Phones: 880-881

Essex RECORDS

The Label With A Future

Manufactured & Distributed by

PALDA RECORD CO.
8406 LYONS AVE., PHILADELPHIA 42, PA. • BELGRADE 2-6250

Another BMI Pin-Up Hit!

"NO HELP WANTED"

Published by ACUFF-ROSE
recorded by

RUSTY DRAPER Mercury
THE CARLISLES Mercury
MADDOX BROS. & ROSE Columbia
HANK THOMPSON Capitol

Exclusively Licensed by

BROADCAST MUSIC, INC.

| Mor. 14 | | Mor. 7 | |
|--|--|--------|--|
| 1—Till I Waltz Again With You 95.7 103.5 | | | |
| BR-84022—THE FIVE BILLS ★CR-60873—TERESA BREWER <i>Hello Bluebird</i> CR-60916—TOMMY SOSEBEE DE-28506—DICK TODD <i>Oh, Happy Day</i> DE-28539—RUSS MORGAN <i>Must I Cry Again</i> JU-6014 (45-6014)— SWANSON & TRAVIS KI-1169 (45-1169)— WRIGHT & GORE ME-70069 (70069x45)— HARMONICATS <i>Back Fence Wall</i> PR-1038—LIGHT & HARRIS | | | |
| 2—How Much Is That Doggie In The Window 89.9 72.9 | | | |
| ★ME-70070 (70070 x 45)— PATTI PAGE <i>My Jealous Eyes</i> | | | |
| 3—Don't Let The Stars Get In Your Eyes 64.8 97.0 | | | |
| CA-2256 (F-2256)— GISELE MCKENZIE <i>My Favorite Song</i> CA-2216 (F-2216)— SKEETS McDONALD CO-21025 (4-21025)—RAY PRICE CR-60882 (9-60882)— EILEEN BARTON <i>Tennessee Tango</i> DA-788—REGINA KUJAWA DE-28460 (9-28460)—RED FOLEY F5-1614 (45-1614)— SLIM WILLET ME-70023 (45-70023)— LOLA AMECHE <i>Rock The Joint</i> MG-11385—HENRY JEROME O. <i>Keep It A Secret</i> VI-20-5040 (47-5040)— JOHNNIE & JACK ★VI-20-5064 (47-5064)— PERRY COMO <i>Lies</i> | | | |
| 4—Pretend 52.9 37.8 | | | |
| ★CA-2346—NAT "KING" COLE <i>Don't Let Your Eyes Go Shopping</i> CO-39915—KEN GRIFFIN <i>Oh, Happy Day</i> CO-60927 (9-60927)— EILEEN BARTON <i>Taa Proud To Cry</i> DE-28576 (9-28576)— GUY LOMBARDO O. <i>That's Me Without You</i> DO-15048—DAN BELLOC <i>You Are Ecstacy</i> ★ME-70045— RALPH MARGERIE O. <i>After Midnight</i> VI-20-5119 (47-5119)— HENRI RENE <i>Madelena</i> | | | |
| 5—Tell Me You're Mine 51.6 59.2 | | | |
| CO-39914—MINDY CARSON <i>The Choo Buy Song</i> CR-60923 (9-60923)— RALPH & BUDDY BONDS <i>Say It With Your Heart</i> DA-786—HARMONY BELLS O. DA-2104 (45x2104)— GENE WISNIEWSKI <i>Soldier Boy Polka</i> DE-28569 (9-28569)— RUSS MORGAN <i>Have You Heard</i> | | | |
| Mor. 14 | | Mor. 7 | |
| ★ME-70030—THE GAYLORDS <i>Cuban Love Song</i> | | | |
| 6—I Believe 43.6 18.2 | | | |
| CA-2332 (F-2332)— JANE FROMAN <i>Ghost Of A Rose</i> ★CO-39938 (4-39938)— FRANKIE LAINE <i>Your Cheatin' Heart</i> | | | |
| 7—Your Cheatin' Heart 39.5 27.6 | | | |
| CA-2377 (F-2377)— JAN GARBER O. <i>My Jealous Eyes</i> CO-39938 (9-39938)— FRANKIE LAINE <i>I Believe</i> ★MG-11426 (K-11426)— JONI JAMES <i>I'll Be Waiting For You</i> MG-11416 (G-11416)— HANK WILLIAMS <i>Kaw-Liga</i> | | | |
| 8—Anywhere I Wander 38.9 39.2 | | | |
| CA-2263 (F-2263)—MEL TORME <i>Casualty</i> ★CD-1230 (45-1230)— JULIUS LA ROSA <i>This Is Heaven</i> CO-39866 (4-39866)— TONY BENNETT <i>Stay Where You Are</i> DE-28379 (9-28379)— D. KAYE & G. JENKINS MG-11352 (K-11352)— FRAN WARREN <i>I Worry 'Bout You</i> VI-20-4960 (47-4960)— JAN PEECE <i>Maria, My Own</i> | | | |
| 9—Wild Horses 36.2 44.1 | | | |
| CA-2349 (F-2349)— RAY ANTHONY O. <i>You're A Heartbreaker</i> ★VI-20-5152 (47-5152)— PERRY COMO <i>I Confess</i> | | | |
| 10—Have You Heard 34.2 67.6 | | | |
| DE-28569 (9-28569)— RUSS MORGAN <i>Tell Me You're Mine</i> ★MG-11390—JONI JAMES <i>Wishing Ring</i> | | | |
| 11—Hot Toddy 34.1 24.5 | | | |
| ★VI-20-5095 (47-5095)— RALPH FLANAGAN <i>Serenade</i> | | | |
| 12—Side By Side 32.7 25.8 | | | |
| ★CA-2334 (F-2334)— KAY STARR <i>Noah!</i> DE-28588 (9-28588)— GRADY MARTIN <i>A Fool Such As I</i> ME-70096 (70096x45)— DORIS DREW <i>Since You Went Away From Me</i> VI-20-4741 (47-4741)— FRANKIE CARLE | | | |
| 13—Hold Me, Thrill Me, Kiss Me 30.4 29.4 | | | |
| ★CR-60831 (9-60831)— KAREN CHANDLER <i>One Dream</i> | | | |
| Mor. 14 | | Mar. 7 | |
| DE-28530 (9-28530)— ROBERTA LEE <i>Do You Know Why?</i> JU-5108 (45-5108)— THE ORIOLES | | | |
| 14—Oh Happy Day 29.5 43.9 | | | |
| CA-2315—THE FOUR KNIGHTS <i>A Million Tears</i> ★CR-60893—LAWRENCE WELK O. <i>Your Mother And Mine</i> DE-28506—DICK TODD <i>Till I Waltz Again With You</i> ★ES-311—DON HOWARD <i>You Went Away</i> | | | |
| 15—Keep It A Secret 27.4 32.0 | | | |
| CA-2268 (F-2268)— JUNE HUTTON <i>I Miss You So</i> CA-2329—SHARKEY'S DIXIELAND KINGS <i>Why Don't You Believe Me</i> ★CO-39891 (4-39891)— JO STAFFORD <i>Once To Every Heart</i> DE-28511—BING CROSBY <i>Sleigh Bell Serenade</i> IM-8169—SLIM WHITMAN <i>My Heart Is Broken In Three</i> MG-11385—HENRY JEROME O. <i>Don't Let The Stars Get In Your Eyes</i> RA-202—FIVE CROWNS <i>Why Don't You Believe Me</i> VI-20-4992 (47-4992)— DINAH SHORE <i>Hi-Lili, Hi-Lo</i> | | | |
| 16—Why Don't You Believe Me 20.3 44.2 | | | |
| CA-2292 (F-2292)— MARGARET WHITING <i>Come Back To Me, Johnny</i> CA-2329—SHARKEY'S DIXIELAND KINGS <i>Keep It A Secret</i> DE-28476 (9-28476)— GUY LOMBARDO O. <i>Because You're Mine</i> JU-5106—HERB LANTZ <i>My Inspiration Is You</i> ME-70025 (45x70025)— PATTI PAGE <i>Conquest</i> ★MG-11333 (K-11333)— JONI JAMES <i>Purple Shades</i> RA-202—FIVE CROWNS <i>Keep It A Secret</i> VI-20-5017 (47-5017)— JUNE VALLI <i>Shoulder Ta Weep On</i> | | | |
| 17—She Wears Red Feathers 17.9 24.3 | | | |
| ★CO-39909 (4-39909)— GUY MITCHELL <i>Pretty Little Black Eyed Susie</i> | | | |
| 18—Say It With Your Heart 15.8 5.1 | | | |
| CR-60920 (9-60920)— ERNE RUDY O. <i>You Can Fly! You Can Fly!</i> CR-60923 (9-60923)— RALPH & BUDDY BONDS <i>Tell Me You're Mine</i> ★DY-814 (45-814)— BOB CARROLL <i>Where</i> | | | |

Best Selling Records

FROM MORE THAN 15,000 RETAIL OUTLETS!

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" 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

| Mar. 14 | Mar. 7 | Mar. 14 | Mar. 7 | Mar. 14 | Mar. 7 | | |
|--|---|--|--|---|--|---|---|
| 19—The Glow Worm 15.4 15.6 CA-2248 (F-2248)— JOHNNY MERCER CO-39840 (4-39840)— PAULETTE SISTERS Sui Sin Fa ★DE-28384 (9-28384)— MILLS BROS. | DE-28523 (9-28523)— GUY LOMBARDO I Feel Like I'm Gonna Live Forever MG-11394 (K-11394)— BILL HAYES The Donkey Song ★VI-20-5137 (47-5137)— EDDIE FISHER Downhearted | 36—My Baby's Coming Home 6.7 5.8 ★CA-2265—L. PAUL & M. FORD Lady Of Spain JU-6019—EDNA McGRUFF My Favorite Song MG-11350—CINDY LORD My Favorite Song | 20—A Fool Such As I 13.7 7.2 ★CO-39930 (4-39930)— JO STAFFORD Just Because You're You DE-28588 (9-28588)— GRADY MARTIN Side By Side ★MG-11395 (K-11395)— TOMMY EDWARDS I Can't Love Another VI-20-5122 (47-5122)— BELL SISTERS I'm Teaching My Dolly To Pray VI-20-5034 (47-5034)— HANK SNOW | 28—Gomen-Nasai 10.9 4.3 CO-39957 (4-39957)— SAMMY KAYE Until Tomorrow ★CO-39954 (4-39954)— RICHARD BOWERS Tokyo Boogie Woogie ★ME-70107 (70107x45)— EDDY HOWARD Someone Ta Kiss Your Tears Away VI-20-5210 (47-5210)— HARRY BELAFONTE Springfield Mountain | 37—John, John, John 6.6 2.1 ★DE-28546 (9-28546)— GUY LOMBARDO Skipping Rope With A Rainbow 38—Rachel 6.2 10.9 ★CA-2353 (F-2353)— AL MARTINO One Lonely Night ★ME-70090 (70090x45)— ARTIE WAYNE | | |
| 21—Mr. Tap Toe 13.4 22.9 ★CO-39906—DORIS DAY Your Mother And Mine | 29—Hello Sunshine 10.6 7.4 ★ZO-101 (45-101)— NORMAN BROOKS You're My Baby | 39—Must I Cry Again 4.9 4.4 CR-60895 (9-60895)— ALAN DALE A Million Tears DE-28539 (9-28539)— RUSSELL MORGAN O. Till I Waltz Again With You ★DO-15034 (45-15034)— THE HILLTOPPERS I Keep Telling Myself | 22—Kaw-Liga 12.9 12.9 CO-39935 (4-39935)— CHAMP BUTLER Fit As A Fiddle ★DE-28582 (9-28582)— DOLORES GRAY My Heart Is A Kingdom ★MG-11416 (K-11416)— HANK WILLIAMS Your Cheatin' Heart MG-11424 (K-11424)— BILL FARRELL You Can't Stop Me | 30—I Don't Know 9.7 5.5 CA-2338 (F-2338)— TENNESSEE ERNIE DE-28575 (9-28575)— BILL DARNEL I Played The Fool ★VI-20-5117 (47-5117)— BUDDY MORROW O. Hey, Mrs. Jones | 40—Teardrops On My Pillow 4.3 9.4 ★VI-20-5103 (47-5103)— SUNNY GALE A Stolen Waltz | | |
| 23—Seven Lonely Days 11.9 5.7 ★ME-70095 (70095x45)— GEORGIA GIBBS If You Take My Heart | 31—Even Now 9.4 11.2 ★VI-20-5106—EDDIE FISHER If It Were Up To Me | 41—My Jealous Eyes 4.2 2.2 42—You'll Never Know 4.1 1.9 43—Lady Of Spain 3.5 4.1 44—New Juke Box Saturday Nite 3.4 7.6 45—I'm Just A Poor Bachelor 3.3 2.3 46—It's In The Book 2.6 4.5 47—My Heart Belongs To Only You 2.1 2.7 48—No Moon At All 1.9 2.0 49—Bye Bye Blues 1.6 5.0 50—I Went To Your Wedding 1.2 1.1 | 24—No Help Wanted 11.8 15.5 CO-21065 (4-21065)— MADDOX BROS. ★ME-70077 (70077x45)— RUSTY DRAPER Texarkana Baby ME-70028 (70028x45)— THE CARLISLES That Heart Is Not For Sale | 32—Salome 8.9 — ★VI-20-5176 (47-5176)— DINAH SHORE Let Me Know 33—April In Portugal 8.8 — ★VI-20-5052 (47-5052)— FREDDY MARTIN Penny Whistle Blues 34—Congratulations To Someone 8.4 11.1 CA-2352 (F-2352)— GORDON MacRAE How Do You Speak To An Angel ★CO-39910 (4-39910)— TONY BENNETT Take Me ME-70101 (70101x45)— ARNETT COBB O. Poor Butterfly VI-20-5177 (47-5177)— JUNE VALLI Love And Hate | 25—Tell Me A Story 11.3 — ★CO-39945 (4-39945)— FRANKIE LAINE & JIMMY BOYD The Little Boy And The Old Man | 26—Downhearted 11.2 13.4 ★VI-20-5137 (47-5137)— EDDIE FISHER How Do You Speak To An Angel | 27—How Do You Speak To An Angel 11.1 5.4 CA-2352 (F-2352)— GORDON MacRAE Congratulations To Someone |

Betty Hutton To Sign Capitol Contract

HOLLYWOOD—An agreement has been reached between Capitol Records and Betty Hutton and a recording contract will be signed soon, Alan W. Livingstone, Capitol vice president in charge of artists and repertoire, announced today.

The songstress, most recently with RCA Victor, will begin recording under the Capitol label after winding up a current vaudeville tour. Her biggest record, "Doctor, Lawyer, Indian Chief," was made in 1946 for Capitol, under whose label she began her recording career.

Publicists Guild to Hold Ballyhoo Ball

NEW YORK — The Publicists Guild, an organization consisting of independent publicists servicing personalities in the theatre, radio, television, record and movie industry, as well as commercial clients, are sponsoring their first big event, the BALLYHOO BALL, a costume frolic.

The BALLYHOO BALL will be held on Wednesday, April 22, in the Grand Ballroom of the Hotel Roosevelt, 46 St. at Madison Ave.

This event, the first for the Publicists Guild will be an affair for charity, with proceeds going to needy and worthy students who wish to make a career of Journalism. Part of the proceeds will also be donated to the Publicists Guild Welfare Fund.

An All Star Entertainment program has been planned and many celebrities have already offered their cooperation. Elliot Lawrence and his orchestra will supply the music. A BALLYHOO QUEEN will be selected and twelve beauties will vie for the title of "BALLYHOO BELLE."

Many prizes will be given at the door to the holder of lucky ticket numbers plus prizes for costumes and others to be announced.

Most of the leading columnists and newspapermen and women as well as disc jockeys in the Metropolitan area have lent their name to this occasion and have offered to act as judges, hosts, etc.

Chairmen of the various committees are as follows: Welfare Committee, David Alber; Co-Chairman of the BALLYHOO BALL, George Schrier, Dick Mardas, David O. Alber; Program Ben Kaufman; Invitation, Richard Falk; Costume, Richard Mardas; Entertainment, Frances E. Kaye; Ballyhoo Queen and Belle, Richard Mardas; Judges, Mal Braveman; Gimmicks, Spencer Hare; Door Prizes, Frank Law; Radio Promotion, Dick Linke and Frances Kaye; Ticket, George Schrier; Scholarship, Ivan Black; Decoration, Elle Koffler.

Meyerson To West Coast

NEW YORK — Harry Meyerson, A & R head of MGM Records, left for the coast last Friday, March 6. He will be away for about two weeks.

Meyerson will confer with studio executives and Jesse Kaye, west coast representative for MGM Records. They will examine plans for new sound track albums and west coast recordings.

LADDER OF
Best Sellers
FROM
King
AND
Federal
RECORDS

Popular

LESLIE BROTHERS
THIS NIGHT (MADALENA)
SAY IT ISN'T TRUE
15222 and 45-15222

LINDA SHANNON
GOODBYE CHARLIE,
GOODBYE
THE LEGEND OF THE WELL
1179 and 45-1179

STEVE LAWRENCE
TANGO OF ROSES (Love Me)
HOW MANY STARS HAVE
TO SHINE
15208 and 45-15208

Folk/Western

JACK CARDWELL
THE DEATH OF HANK
WILLIAMS
TWO ARMS
1172 and 45-1172

HAWKSHAW
HAWKINS
THE LIFE OF HANK
WILLIAMS
PICKING SWEETHEARTS
1174 and 45-1174

MOON MULLICAN
50 LONG
OOGIE, OOGIE, OOGIE
(THE TOKYO BOOGIE)
1164 and 45-1164

Rhythm/Blues

ANNISTEEN ALLEN
BABY I'M DOIN' IT
YES I KNOW
4608 and 45-4608

TINY BRADSHAW
SOFT
STRANGE
4577 and 45-4577

ROY BROWN
TRAVELLIN' MAN
HURRY HURRY BABY
4602 and 45-4602

TODD RHODES
LOST CHILD
THUNDERBOLT BOOGIE
4601 and 45-4601

Federal

BILLY WARD
and his DOMINOES
THE BELLS
PEDAL PUSHIN' PAPA
12114 and 45-12114

LITTLE WILLIE
LITTLEFIELD
K. C. LOVING
PLEADING AT MIDNIGHT
12110 and 45-12110

LITTLE ESTHER
TURN THE LAMPS DOWN
LOW
HOLLERIN' AND SCREAMIN'
12115 and 45-12115

DISTRIBUTED BY

King
RECORDS
INC.
1540
Brewster Ave.
Cincinnati 14,
Ohio

They're Posing Of Course



NEW YORK — Record pluggers reach to pay check for Welcome-to-New York luncheon for Bud Katzel, Decca's new Eastern deejay promotion man, recently transferred from Chicago. From left: Moe Shulman, Meridian Music Corp.; David Greenman, Columbia; Don Ovens, Capitol; Irwin Zucker, M-G-M; Bud Katzel, Decca; Jack Dunn, Coral; Mike Borello, RCA-Victor; and Jerry Simon, record flack.

COMING UP FAST!
HOLD ME, THRILL ME, KISS ME
 RECORDED BY
 • KAREN CHANDLER . . . Coral
 • ROBERTA LEE with JERRY GRAY'S Orch. . . Decca
MILLS MUSIC, INC. 1619 BROADWAY NEW YORK 19, N.Y.

Rainbow Issues Danilova Ballet Series

NEW YORK — Eddie Heller of Rainbow Records left this week for Boston to deliver a series of lectures to a meeting of dancing school heads in preparation for Rainbow's issuing of the Alexandra Danilova ballet series.

Rainbow, which until now has had great success with its dance instruction albums for tap, mambo and rhumbas is starting an intensive drive in the ballet field with further albums due to be issued shortly.

In addition to the educational instruction trips which Heller is making, the firm is putting on three more men to handle the new line.

Shannon Booked Solidly On Strength of Unreleased Disk

NEW YORK — Linda Shannon, whose first record for King, "Goodbye, Charlie, Goodbye" backed with "Legend of the Well" is not yet even released, has been attracting so much attention just on the strength of dubs which have been sent around, that her booking agents, GAC, have been able to book her for a solid ten weeks. The singer is managed by Sunny Skylar and Jimmy Farrow of Porgie Music.

For the next ten weeks straight, the new thrush will play the Chez Ami in Buffalo, Carousel in Pittsburgh, Chantacleer in Baltimore, Spa in Erie, Town Casino in Buffalo, Ranch House in Johnston, R. I. and the Triton in Rochester.

THE CASE BOX Juke Box Record Regional Report

The Top Ten Records — City by City

New York, N. Y.

1. How Much Is That Doggie In The Window (Patti Page)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. Till I Waltz Again With You (Teresa Brewer)
4. Tell Me You're Mine (The Gaylords)
5. Have You Heard (Joni James)
6. Your Cheatin' Heart (Joni James)
7. Pretend (Nat "King" Cole)
8. Side By Side (Kay Starr)
9. Why Don't You Believe Me (Joni James)
10. Anywhere I Wander (La Rosa)

Philadelphia, Pa.

1. How Much Is That Doggie In The Window (Patti Page)
2. Till I Waltz Again With You (Teresa Brewer)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. Have You Heard (Joni James)
5. Tell Me You're Mine (The Gaylords)
6. Seven Lonely Days (G. Gibbs)
7. Wild Horses (Perry Como)
8. Say It With Your Heart (Bob Carroll)
9. Anywhere I Wander (La Rosa)
10. Downhearted (Eddie Fisher)

St. Louis, Mo.

1. How Much Is That Doggie In The Window (Patti Page)
2. Pretend (Nat "King" Cole)
3. Side By Side (Kay Starr)
4. Your Cheatin' Heart (Joni James)
5. Till I Waltz Again With You (Teresa Brewer)
6. Wild Horses (Perry Como)
7. I Believe (Frankie Laine)
8. Hot Toddy (Ralph Flanagan)
9. Anywhere I Wander (La Rosa)
10. Your Cheatin' Heart (Joni James)

Cincinnati, Ohio

1. Till I Waltz Again With You (Teresa Brewer)
2. How Do You Speak To An Angel (Eddie Fisher)
3. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
4. Don't Let The Stars Get In Your Eyes (Perry Como)
5. Tell Me You're Mine (The Gaylords)
6. Your Cheatin' Heart (Joni James)
7. How Much Is That Doggie In The Window (Patti Page)
8. Have You Heard (Joni James)
9. Pretend (Nat "King" Cole)
10. Anywhere I Wander (La Rosa)

Washington, D. C.

1. Till I Waltz Again With You (Teresa Brewer)
2. How Much Is That Doggie In The Window (Patti Page)
3. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
4. Tell Me You're Mine (The Gaylords)
5. Don't Let The Stars Get In Your Eyes (Perry Como)
6. Hot Toddy (Ralph Flanagan)
7. Have You Heard (Joni James)
8. Side By Side (Kay Starr)
9. Pretend (Nat "King" Cole)
10. Anywhere I Wander (La Rosa)

Denver, Colo.

1. Till I Waltz Again With You (Teresa Brewer)
2. How Much Is That Doggie In The Window (Patti Page)
3. Tell Me You're Mine (The Gaylords)
4. Don't Let The Stars Get In Your Eyes (Perry Como)
5. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
6. Oh Happy Day (L. Welk)
7. Why Don't You Believe Me (Joni James)
8. Hot Toddy (Ralph Flanagan)
9. Have You Heard (Joni James)
10. Side By Side (Kay Starr)

Opelousas, La.

1. Pretend (Nat "King" Cole)
2. Oh Happy Day (Four Knights)
3. Till I Waltz Again With You (Teresa Brewer)
4. A Fool Such As I (Stafford)
5. I Believe (Jane Froman)
6. Your Cheatin' Heart (James)
7. Side By Side (Kay Starr)
8. Tell Me You're Mine (The Gaylords)
9. My Baby's Coming Home (Paul Ford)
10. Must I Cry Again (The Hilltoppers)

Chicago, Ill.

1. Till I Waltz Again With You (Teresa Brewer)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. Say It With Your Heart (Bob Carroll)
4. How Much Is That Doggie In The Window (Patti Page)
5. I Believe (Frankie Laine)
6. Your Cheatin' Heart (Joni James)
7. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
8. Pretend (Cole Marterie)
9. Have You Heard (Joni James)
10. Wild Horses (Perry Como)

Dallas, Tex.

1. Till I Waltz Again With You (Teresa Brewer)
2. Your Cheatin' Heart (Joni James)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. Side By Side (Kay Starr)
5. Have You Heard (Joni James)
6. Why Don't You Believe Me (Joni James)
7. Anywhere I Wander (La Rosa)
8. Hot Toddy (Ralph Flanagan)
9. Wild Horses (Perry Como)
10. Tell Me You're Mine (The Gaylords)

Pittsburgh, Pa.

1. Anywhere I Wander (La Rosa)
2. Wild Horses (Perry Como)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. Till I Waltz Again With You (Teresa Brewer)
5. How Much Is That Doggie In The Window (Patti Page)
6. Pretend (Nat "King" Cole)
7. No Help Wanted (R. Draper)
8. Your Cheatin' Heart (Joni James)
9. I Believe (Frankie Laine)
10. You Fooled Me (Four Aces)

Memphis, Tenn.

1. Till I Waltz Again With You (Teresa Brewer)
2. Your Cheatin' Heart (James)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. Tell Me You're Mine (The Gaylords)
5. Side By Side (Kay Starr)
6. How Much Is That Doggie In The Window (Patti Page)
7. A Fool Such As I (Edwards-Stafford)
8. Have You Heard (J. James)
9. Oh Happy Day (L. Welk)
10. Why Don't You Believe Me (Joni James)

Detroit, Mich.

1. Till I Waltz Again With You (Teresa Brewer)
2. How Much Is That Doggie In The Window (Patti Page)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. Anywhere I Wander (La Rosa)
5. No Help Wanted (R. Draper)
6. I Believe (Frankie Laine)
7. Say It With Your Heart (Bob Carroll)
8. Caravan (Ralph Marterie)
9. Pretend (Nat "King" Cole)
10. Tell Me You're Mine (The Gaylords)

New Orleans, La.

1. How Much Is That Doggie In The Window (Patti Page)
2. Till I Waltz Again With You (Teresa Brewer)
3. Pretend (Nat "King" Cole)
4. Side By Side (Kay Starr)
5. Your Cheatin' Heart (James)
6. Have You Heard (J. James)
7. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
8. Tell Me You're Mine (Gaylords-Carson)
9. Don't Let The Stars Get In Your Eyes (Perry Como)
10. Why Don't You Believe Me (Joni James)

Butte, Mont.

1. Till I Waltz Again With You (Teresa Brewer)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. Oh Happy Day (Don Howard)
4. How Much Is That Doggie In The Window (Patti Page)
5. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
6. Have You Heard (Joni James)
7. Why Don't You Believe Me (Joni James)
8. Hot Toddy (Ralph Flanagan)
9. Tell Me You're Mine (The Gaylords)
10. Side By Side (Kay Starr)

Los Angeles, Calif.

1. Till I Waltz Again With You (Teresa Brewer)
2. Tell Me You're Mine (The Gaylords)
3. Gomen-Nasai (R. Bowers)
4. Wild Horses (Perry Como)
5. Have You Heard (Joni James)
6. Why Don't You Believe Me (Joni James)
7. Don't Let The Stars Get In Your Eyes (Perry Como)
8. Your Cheatin' Heart (Joni James)
9. Hot Toddy (Ralph Flanagan)
10. I Believe (Frankie Laine)

Boston, Mass.

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Laine-Forman)
3. Till I Waltz Again With You (Teresa Brewer)
4. Don't Let The Stars Get In Your Eyes (Perry Como)
5. Tell Me You're Mine (The Gaylords)
6. Side By Side (Kay Starr)
7. Your Cheatin' Heart (Joni James)
8. Wild Horses (Perry Como)
9. Hello Sunshine (N. Brooks)
10. Anywhere I Wander (La Rosa)

Atlanta, Ga.

1. Till I Waltz Again With You (Teresa Brewer)
2. Pretend (Nat "King" Cole)
3. Your Cheatin' Heart (James)
4. No Help Wanted (R. Draper)
5. Anywhere I Wander (La Rosa)
6. Side By Side (Kay Starr)
7. Have You Heard (J. James)
8. Wild Horses (Perry Como)
9. How Much Is That Doggie In The Window (Patti Page)
10. Even Now (Eddie Fisher)

Des Moines, Iowa

1. Till I Waltz Again With You (Teresa Brewer)
2. Oh Happy Day (L. Welk)
3. How Much Is That Doggie In The Window (Patti Page)
4. Don't Let The Stars Get In Your Eyes (Perry Como)
5. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
6. Have You Heard (Joni James)
7. Keep It A Secret (Stafford)
8. Pretend (Nat "King" Cole)
9. Why Don't You Believe Me (Joni James)
10. Tell Me You're Mine (The Gaylords)

Seattle, Wash.

1. Till I Waltz Again With You (Teresa Brewer)
2. Tell Me You're Mine (The Gaylords)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. Wild Horses (Perry Como)
5. Gomen-Nasai (R. Bowers)
6. Side By Side (Kay Starr)
7. Pretend (Nat "King" Cole)
8. Keep It A Secret (Stafford)
9. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
10. Why Don't You Believe Me (Joni James)

Shoals, Ind.

1. Till I Waltz Again With You (Teresa Brewer)
2. Tell Me You're Mine (The Gaylords)
3. Oh Happy Day (D. Howard)
4. Have You Heard (J. James)
5. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
6. Side By Side (Kay Starr)
7. Pretend (Guy Lombardo)
8. Don't Let The Stars Get In Your Eyes (Perry Como)
9. Keep It A Secret (Stafford)
10. How Much Is That Doggie In The Window (Patti Page)

Orlando, Fla.

1. Till I Waltz Again With You (Teresa Brewer)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
4. Tell Me You're Mine (The Gaylords)
5. Your Cheatin' Heart (Joni James)
6. Have You Heard (Joni James)
7. Pretend (Nat "King" Cole)
8. How Do You Speak To An Angel (Eddie Fisher)
9. Why Don't You Believe Me (Joni James)
10. Anywhere I Wander (La Rosa)

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 (How Much I Love You) and
"LINGER LONGER"
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The HALE You Say

—by natt hale—

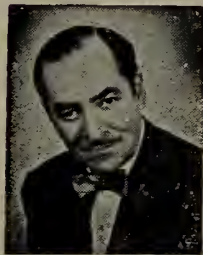
For some undisclosed and not-too-apparent reason, certain bypaths in the record industry seem to offer a fatalistic charm and fascination—so magnetic, that the grass seems to hold a greener hue unsurpassed by the shade in whatever back yard we possess at the moment. Artists seem to regard the disk jockey profession with an 'astounding degree of awe; disc jockeys, conversely, observe the activities of the performers' domain with something almost approaching envy; and, when the sands of time appear to be running out for varied other talents within the business, the amazing attitude becomes obvious that the big field to crack is—PROMOTION!

Now this has grown to a situation of quite some magnitude. . . . Evidently these individuals have observed the operations of the average promotion and exploitation expert with undue respect and reverence. Or, it may be, that some pure and simple stroke of M'Lady Luck has focused some hitherto elusive attention on an individual engaged in the pursuit of publicity for a client. Be it as it may, the field of record promotion, exploitation and publicity has become a major undertaking in the music bizz these days.

Every now and then, we run into a barrage of cleverly-disguised queries in regard to the career of a promotion man. These are disguised because, while the average artist, artist-manager, deejay, etc., may be laying plans to invade the ideal vocation (wha-a-a-t?), they harbor the thought that the guys and gals already engaged in such may not be wont to part with the "stock-in-trade" which comprise the tricks of the business.

Without intending to betray those of our own confreres and colleagues in this peculiar rat race, the following is herewith set down as, more or less, a basic catechism of the Promotion, Exploitation and Publicity Man's Career:

1. Don't get married. Wives won't put up with your hours.
2. If you are already married—how're things at home?
3. Don't take more than three or four accounts, and make sure that these accounts are all top-flight artists who already have at least one million-record seller under their belts. This will give you an open sesame to all your outlets. Also, you will have plenty of time to look around for another job.
4. Be sure you get paid for value received. Most free-lance promotion and exploitation men ask for a standard fee of a hundred dollars a week. That's what they ask for.
5. Set up an elaborate office, because you've got to have a good front. Cover the floor with oriental rugs, use



NATT HALE

nothing but hand-carved desks and chairs, and be sure to cover the walls with large (21 by 14 should be about right) photographs, suitably auto-graphed, (e.g. "To Manny—who keeps me in business, My Very Best—Always"—) and, above all, deck the halls with boughs of holly. . . . Because it'll be a cold, cold day when you can afford to pay for all of this!

6. Use some sort of emblazoned, embossed stationery. A half-inch border in flaming vermilion will always call attention to your letters to the deejays, juke-box operators, librarians, etc. Then you will frequently hear them say: "OhmyGawd, here's another letter from _____."
7. Don't be too perfunctory in your information to your outlets. Tell them the whole story regarding your clients. Employ enough adjectives to create an effect, i.e., amazing, fabulous, sensational (That's a good one!), terrific, etc. Then see what happens — (!).
8. Spare no expense when your clients come to town for a p.a. Toss a big cocktail party, arrange for police escorts with motorcycles, set up luncheons and dinners with all the leading disc jocks, operators, retail dealers and everybody. By the time your client's stay is finished, you should have made so many friends that you might be able to swing a loan for a few bucks.
9. Remember your sources at Christmas time. It isn't necessary to "blow your top" on these gifts. Little things like type writers, Caddie convertibles, yachts and diamonds, etc., go a long way in cementing relations. And don't think your clients don't appreciate it. Believe us—it's the thought behind the gift that counts. . . .
10. As a final note: If you're the type who believes in safety in numbers and are gunning to have a whole stable of accounts, be sure to pit your clients against each other. For example: "If you are representing two male vocalists, tell one (Darken Hansome, let's say) that the other is selling like crazy on his latest Groovey waxing. Then tell the other (Leighton Uglee, let's say) that Darken Hansome's latest Warpee platter is going to be the biggest smash of the year. That'll keep them on their toes. . . . Almost toe-to-toe, you might say!

Actually, that's about all there is to it. Now, isn't that simple?

Excuse us now, please. We've got to go make another alimony payment. That's the story. . . .

Joe Csida Becomes VP of Santly Joy

Also Heads Trinity Music, Firm's First BMI Affiliate

NEW YORK—Joe Csida will become vice-president and general manager of Santly-Joy on March 30. He leaves his present position as editor-in-chief of Billboard on March 20.

In addition to heading up the three existing Santly-Joy firms, Santly-Joy, Oxford and Hawthorne, Csida will also head Trinity Music, which will be Santly-Joy's first BMI affiliate. The firm until now had been completely associated with ASCAP.

Decision to take Csida into the firm was influenced by Eddie Joy's success with the management of Mindy Carson and Guy Mitchell, which takes up most of his time. Csida will now be able to take from George Joy the responsibilities which Eddie had to relinquish.

Csida started at Billboard in 1934 and left in 1949 to become A & R head of RCA Victor records. He returned to Billboard in 1950.

Disk Stars And Execs Attend Cleveland Banquet

CLEVELAND, O. — Recording stars and disk company officials flocked to Cleveland last Thursday (March 5) for the annual juke box operators banquet.

The entertainment was broadcast over station WERE and was tied up with the American Red Cross. It started on the air at 9:05 with Bill Randall as emcee.

In the afternoon, a Hit Tune Party at the Cleveland Auditorium brought out several thousand teen agers. New records were played and the youngsters voted for the ones they liked best. The Cleveland association plans to hold one Hit Tune party a month.

Among the stars and executives who attended the affair were: Frances Faye, Hamish Menzies, Bill Farrell, Dolores Gray, Buddy Kaye, Carl Lampel, Roger Coleman, Larry Kanega, Jimmy Hilliard, Sid Goldberg, Mike Conner, Tex Beneke, Florian ZaBach, Vinni De Campo, Tony Morelli, Dick Todd, Betty Clooney, Tommy Edwards, Mitch Miller, Percy Faith, Tony Bennett, Lisa Kirk and Kay Armen.

Goodman's New Band Gathers Top Names

NEW YORK — In forming his new band for the projected Benny Goodman-Louis Armstrong tour, Goodman has been gathering some of the best musicians available.

So far his roster looks like a who's who of the band business. Among those already signed are Teddy Wilson, Gene Krupa, Ziggy Elman, Georgie Auld and Alan Russ.

The tour is expected to get under way sometime in April and will be on the road for six weeks. It is being booked by Joe Glazer's Associated Booking Corporation with Norman Granz due to promote at least seven of the dates.

Benny's decision to re-establish his band for this tour was influenced by the tremendous response to the release of his jazz-concert albums. It showed him and the booking office that there was a great demand for the type of swing that was so popular ten years ago.

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2. "TILL THEN"
JUBILEE 5107; 45x5107

3. EDNA
'Heavenly Father'
McGRIFF
with Buddy Lucas Ork.

"WHY OH WHY"
b/w
"EDNA'S BLUES"
JUBILEE 5109; 45x5109

**4. BUDDY LUCAS
ORK.**

"LAURA"

b/w
"Organ Grinders Swing"

JUBILEE 5111; 45x5111

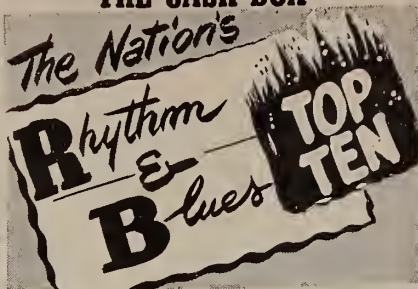
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ORK.**

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b/w
"LONELY WINE"
JUBILEE 5112; 45x5112

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THE CASH BOX



1. **BABY, DON'T DO IT**
The "5" Royales
(Apollo 443)
2. **MAMA, HE TREATS YOUR
DAUGHTER MEAN**
Ruth Brown
(Atlantic 986)
3. **YES, I KNOW**
Linda Hayes
(Recorded In Hollywood 244)
4. **I DON'T KNOW**
Willie Mabon
(Chess 1531)
5. **SOFT**
Tiny Bradshaw
(King 4577)
6. **CROSS MY HEART**
Johnny Ace
(Duke 107)
7. **DREAM GIRL**
Jesse & Marvin
(Specialty 447)
8. **LET ME GO HOME, WHISKEY**
Amos Milburn
(Aladdin 3164)
9. **CRAWLIN'**
The Clovers
(Atlantic 989)
10. **BABY, I'M DOIN' IT**
Annisteen Allen
(King 4608)

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.

- | in HARLEM | on CHICAGO'S South Side | in NEW ORLEANS |
|--|---|---|
| 1 MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986) | BABY, DON'T DO IT The "5" Royales (Apollo 443) | MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986) |
| 2 BABY, DON'T DO IT The "5" Royales (Apollo 443) | MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986) | BABY DON'T DO IT The "5" Royales (Apollo 443) |
| 3 SOFT Tiny Bradshaw (King 4577) | YES, I KNOW Linda Hayes (Recorded In Hollywood 244) | MIGHTY LONG TIME Sonny Boy Williams (Trumpet) |
| 4 BE TRUE Vocaleers (Red Robin 113) | SOFT Tiny Bradshaw (King 4577) | 24 HOURS Eddie Boyd (Chess 1531) |
| 5 CROSS MY HEART Johnny Ace (Duke 107) | TRAIN, TRAIN, TRAIN Danny Overbea (Checker 760) | CROSS MY HEART Johnny Ace (Duke 107) |
| 6 BABY, I'M DOIN' IT Annisteen Allen (King 4608) | I DON'T KNOW Willie Mabon (Chess 1531) | GYPSY BLUES Smiley Lewis (Imperial 5224) |
| 7 YES, I KNOW Linda Hayes (Recorded In Hollywood 244) | BABY, I'M DOIN' IT Annisteen Allen (King 4608) | DREAM GIRL Jesse & Marvin (Specialty 447) |
| 8 I DON'T KNOW Willie Mabon (Chess 1531) | DREAM GIRL Jesse & Marvin (Specialty 447) | HOUND DOG Willie Mae Thornton (Peacock 1612) |
| 9 CRAWLIN' The Clovers (Atlantic 989) | PERSON TO PERSON Eddie Vincent (King 4582) | SOFT Tiny Bradshaw (King 4577) |
| 10 I BELIEVE Elmore James (Meteor 5000) | JOHNNY, JOHNNY Johnny Moore (Modern 888) | I DON'T KNOW Willie Mabon (Chess 1531) |



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Savoy # 881

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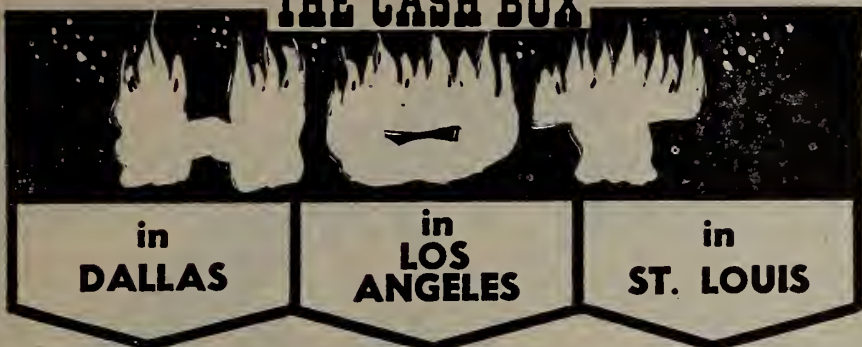
in PHILADELPHIA

in NEWARK

in MEMPHIS

- | | | |
|--|---|---|
| 1 BABY, DON'T DO IT The "5" Royales (Apollo 443) | BABY, DON'T DO IT The "5" Royales (Apollo 443) | BABY, DON'T DO IT The "5" Royales (Apollo 443) |
| 2 MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986) | MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986) | MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986) |
| 3 LET ME GO HOME, WHISKEY Amos Milburn (Aladdin 3164) | I DON'T KNOW Willie Mabon (Chess 1531) | CROSS MY HEART Johnny Ace (Duke 107) |
| 4 DREAM GIRL Jesse & Marvin (Specialty 447) | CROSS MY HEART Johnny Ace (Duke 107) | YES, I KNOW Linda Hayes (Recorded In Hollywood 244) |
| 5 I DON'T KNOW Willie Mabon (Chess 1531) | LET ME GO HOME, WHISKEY Amos Milburn (Aladdin 3164) | K. C. LOVING Little Willie Littlefield (Federal 12110) |
| 6 CRAWLIN' The Clovers (Atlantic 989) | DREAM GIRL Jesse & Marvin (Specialty 447) | TOO LATE, OLD MAN Smookey Hogg (Modern 896) |
| 7 EARLY BIRD Bill Dogget (King 4605) | MY KIND OF WOMAN Emmett Slay Trio (Savoy 886) | WOKE UP THIS MORNING B. B. King (R. P. M. 380) |
| 8 CROSS MY HEART Johnny Ace (Duke 107) | HEY, MRS. JONES Jimmy Forest (United 130) | WHOOPI'N' & HOLLERIN' Eddie Boyd (Chess 1533) |
| 9 YES, I KNOW Linda Hayes (Recorded in Hollywood 244) | SOFT Tiny Bradshaw (King 4577) | 24 HOURS Eddie Boyd (Chess 1531) |
| 10 RED TOP King Pleasure (Prestige 821) | NOBODY LOVES ME Fats Domino (Imperial 5220) | I DON'T KNOW Willie Mabon (Chess 1531) |

THE CASH BOX



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

- 1 MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)
- 2 BABY, DON'T DO IT
The "5" Royales (Apollo 443)
- 3 CRAWLIN'
The Clovers (Atlantic 989)
- 4 TWENTY FOUR HOURS
Eddie Boyd (Chess 1533)
- 5 DREAM GIRL
Jesse & Marvin (Specialty 447)
- 6 LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)
- 7 MIGHTY LONG TIME
Sonny Boy Williams (Trumpet)
- 8 BABY, I'M DOIN' IT
Annisteen Allen (King 4608)
- 9 CROSS MY HEART
Johnny Ace (Duke 107)
- 10 I DON'T KNOW
Willie Mabon (Chess 1531)

- BABY, DON'T DO IT
The "5" Royales (Apollo 443)
- YES, I KNOW
Linda Hayes (Recorded in Hollywood 244)
- SOFT
Tiny Bradshaw (King 4577)
- MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)
- LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)
- BABY, I'M DOIN' IT
Annisteen Allen (King 4608)
- CROSS MY HEART
Johnny Ace (Duke 107)
- WOKE UP THIS MORNING
B. B. King (R. P. M. 380)
- CRAWLIN'
The Clovers (Atlantic 989)
- I DON'T KNOW
Willie Mabon (Chess 1531)

- MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)
- YES, I KNOW
Linda Hayes (Recorded in Hollywood 244)
- BABY, DON'T DO IT
The "5" Royales (Apollo 443)
- THE BELLS
The Dominoes (Federal 12105)
- BABY, I'M DOIN' IT
Annisteen Allen (King 4608)
- PRETEND
Nat "King" Cole (Capitol 2346)
- WHOOPI'N' & HOLLERIN'
Earl Forest (Duke 108)
- LET ME GO HOME, WHISKEY
Amos Milburn (Aladdin 3164)
- WOKE UP THIS MORNING
B. B. King (R. P. M. 380)
- MY HAT'S ON THE SIDE OF MY HEAD
Four Blazes (United 146)



- 1 BABY, DON'T DO IT
The "5" Royales (Apollo 443)
- 2 MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)
- 3 WHOOPI'N' & HOLLERIN'
Earl Forest (Duke 108)
- 4 I DON'T KNOW
Willie Mabon (Chess 1531)
- 5 CRAWLIN'
The Clovers (Atlantic 989)
- 6 K. C. LOVING
Little Willie Littlefield (Federal 12110)
- 7 NOBODY LOVES ME
Fats Domino (Imperial 5220)
- 8 SOFT
Tiny Bradshaw (King 4577)
- 9 CROSS MY HEART
Johnny Ace (Duke 107)
- 10 HOUND DOG
Willie Mae Thornton (Peacock 1612)

- YES, I KNOW
Linda Hayes (Recorded in Hollywood 244)
- BABY DON'T DO IT
The "5" Royales (Apollo 443)
- I DON'T KNOW
Willie Mabon (Chess 1531)
- SOFT
Tiny Bradshaw (King 4577)
- DREAM GIRL
Jesse & Marvin (Specialty 447)
- THE BELLS
The Dominoes (Federal 12114)
- MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)
- I'M GONE
Shirley & Lee (Aladdin 3153)
- SAD HOURS
Little Walter (Checker 764)
- MEAN OLD WORLD
Little Walter (Checker 764)

- I DON'T KNOW
Willie Mabon (Chess 1531)
- AIN'T IT A SHAME
Lloyd Price (Specialty 452)
- DREAM GIRL
Jesse & Marvin (Specialty 447)
- SAD HOURS
Little Walter (Checker 764)
- SOFT
Tiny Bradshaw (King 4577)
- MAMA, HE TREATS YOUR DAUGHTER MEAN
Ruth Brown (Atlantic 986)
- BELIEVE ME, BABY
Roy Milton (Specialty 446)
- THE BELLS
The Dominoes (Federal 12114)
- SALTY TEARS
Chuck Willis (Okeh 6930)
- YES, I KNOW
Linda Hayes (Recorded in Hollywood 244)

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

- Echoes From Heaven BELLS OF JOY (Peacock)
- Every Day Will Be Sunday ORIGINAL GOSPEL HARMONETTES (Specialty)
- How Many Times WARD SINGERS (Savoy)
- If Jesus Goes With Me ANGELIC GOSPEL SINGERS (Gotham)
- In The Upper Room MAHALIA JACKSON (Apollo)
- I Was Praying FIVE BLIND BOYS (Peacock)
- My Old Home PILGRIM TRAVELERS (Specialty)
- My Rock SWAN SILVERTONE SINGERS (Specialty)
- No Room In The Hotel JESSE MAE RENFRO (Peacock)
- Tell Me Angel ANGELIC GOSPEL SINGERS (Gotham)

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2. COOL GOOFIN' - Rudy Ferguson - 798
3. MOOD FOR LOVE - J. Moody - 703
4. BODY AND SOUL - J. Moody - 730
5. CALL ON ME - Mello - Moods - 799
6. SIGHIN' AND CRYIN' - Paula Grimes - 801
7. OIG - Miles Davis - 777
8. STITT'S IT - Sonny Stitt - 787

TOP NEW RELEASES

KING PLEASURE - Red Top - 821
MILT JACKSON - La Ronde - 828
MILES DAVIS - Paper Moon - 817
EODIE DAVIS - Squattin' - 866
JOE CARROLL - Got A Penny, Benny - 829
JOE HOLLIDAY - I Hadn't Anyone Till You - 815

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by
LLOYD PRICE
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Specialty records

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and
"I LOVE MY BABY"
SWINGTIME 330
Swingtime Record Co.
3427 SO. SAN PEDRO STREET
LOS ANGELES 11, CALIF.

Eddie Boyd
"24 HOURS"
b/w
The Tickler

Chess-1533
CHESS RECORD CO.
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Sensational!!
SISTER JESSIE MAE RENFRO
SINGS
"I'LL BE SATISFIED"
b/w
"NO ROOM IN THE HOTEL"
Peacock #1707
Peacock RECORDS, INC. 4104 Lyons Houston, Texas

BOTH SIDES HITTIN' HIGH!
THE CLOVERS
"CRAWLIN'!"
"YES IT'S YOU"
Atlantic 989
Atlantic RECORDING CORP.
234 WEST 64th STREET NEW YORK 19, N. Y.

RHYTHM 'N BLUES REVIEWS

| | |
|---|--|
| <input checked="" type="radio"/> A DISK & SLEEPER | <input checked="" type="radio"/> C GOOD |
| <input checked="" type="radio"/> B+ EXCELLENT | <input checked="" type="radio"/> C FAIR |
| <input checked="" type="radio"/> B VERY GOOD | <input checked="" type="radio"/> D MEOCIRE |

KING PLEASURE
(Prestige 821)

C+ "JUMPIN' WITH SYMPHONY SID" (2:41) The boys pay tribute to deejay Symphony Sid on a quick beat bop item. Lyrics spotted with well known names in the biz. King Pleasure vocals and Charlie Ferguson solo's a fine sax.

B+ "RED TOP" (2:39) The under portion is a slow tempo bopper. King chants, with chorus to assist, and Ferguson again sprays sax notes around. Total effect is good and it should be a big one.

CARL (Mr. Broadway) GREEN
(Meteor 5002)

C+ "MY BEST FRIEND" (2:38) [Mod. Music] Carl Green sings a restrained vocal against an exciting treatment of a Latin tempo quick beat that progresses to a wild point.

C+ "FOUR YEARS SEVEN DAYS" (2:35) [Mod. Music Co.] The lower end is a change of pace. Green's easy delivery of the slow blues is backed by a moving ork featuring a torrid and moanin' sax.

JIMMIE RUSHING
(King 4606)

B "SOMEBODY'S SPOILING THESE WOMEN" (2:39) [Jay & Cee] Jimmie Rushing does a slow, but exciting blues with a powerful and belted vocal. Stirring ork undertones and cute lyrics about the grasping fem help make this a contender.

C+ "SHE'S MINE, SHE'S YOURS" (2:08) Rushing waxes a quick beat story of a two timing woman. Jimmie's handling of the tune is ok.

THE ROYALS
(Federal 12121)

B "THE SHRINE OF ST. CECELIA" (2:30) [Braun] The Royals blend easily and smoothly on a slow tempo tender item. Ultra soft chanting of the group and instrumental backing add up to a sentimental disk.

B "I FEEL SO BLUE" (2:28) [Jay & Cee] Another etching along the same lines. Soft and pleasing.

MILES DAVIS
(Prestige 234)

C+ "IT'S ONLY A PAPER MOON" (Parts one and two) This two sided effort is the quick beat oldie acting as a showcase for the ace trumpeting of Miles Davis. The rhythmic item is well performed and will go well with spots haunted by the "initiated," but might be a little strong for the casual listener.

ROY MILTON
(Specialty 455)

B+ "SOMEDAY" (2:50) [Bar Music] Roy Milton sings a simple and dreamy item with polish. His easy delivery is appropriately backed by a moody ork. A fine bit of pianoing stands out in the backing.

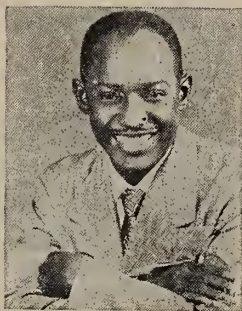
B+ "DON'T YOU REMEMBER, BABY?" (2:18) Flip is a change of pace. Milton sings the expressive lyrics and quick beat tune with energy and bounces through the lively side in top flight fashion.

THE CASH BOX

★ AWARD O' THE WEEK ★

"TWENTY FOUR HOURS" (2:41) [Burton Ltd.]
"THE TICKLER" (2:39) [Burton Ltd.]

EDDIE BOYD
(Chess 1533)



EDDIE BOYD

● Riding along on the theory that his fate is in numerology, after his tremendous hit "Five Long Years," Eddie Boyd comes up with another titled "Twenty Four Hours." And

the boy has turned up another winning "number." Like the famous 7-11, Boyd's dice have turned up 5-24, and the ivories are loaded. They can't miss. The tune is a slow beat dramatic tension builder, with the steady tick-tock of the clock in the background. Boyd sings the story of his girl who has been gone 24 hours, "twenty three too long." Along with Boyd's chanting, is some weird saxing. This etching is a "natural" and should be in the boxes fast. The under lid, "The Tickler," is a wild bouncing instrumental that features some great solo work on the piano and guitar. Mental picture is one of notes flying about in great profusion and dancers bouncing off the walls.

OSCAR PETERSON
(Mercury MG-C-603)

B "WHAT IS THIS THING CALLED LOVE" (3:08) From the Cole Porter collection is this Oscar Peterson etching. This waxing while supported in fine style by guitar and bass, is strictly Peterson 88'ing. The finger wizard gives an unbelievable exhibition of scintillating keyboard sweeping. His fingers race over the keyboard with amazing speed and sharpness. Believe this type of master craftsmanship will be played in any type location.

C+ "MAN I LOVE" (3:39) Flip chosen by the master is a Gershwin classic. Tempo is middle beat and again Peterson displays his talents. For the Peterson fans, couldn't do better than these two sides.

JOHNNY MOORE'S
THREE BLAZERS
(Rhythm & Blues 100)

C+ "TOO BAD" (2:41) [Mod. Music Pub.] Johnny Moore's Three Blazers dish up a tender slow ditty with Mari Jones supplying an easy vocal reading of the sad romantic lyrics. Waxing gives the effect of the dim light cocktail lounge.

B "I DON'T KNOW YES I KNOW" (2:39) [Mod. Music Pub.] There just isn't an end to this tune. This is the fourth different branch of the now famous "I Don't Know" tree. This one is a combination of the first two. "I Don't Know" and the answer "Yes I Know." What next. A good job and will sell if the public is still interested.

THE CASH BOX

Rhythm 'N Blues SLEEPER OF THE WEEK

"HOUND DOG" (2:46) [Lion Pub.]
"NIGHT MARE" (2:47) [Lion Pub.]

WILLIE MAE THORNTON
(Peacock 1612)



WILLIE MAE THORNTON

● Willie Mae Thornton gives a frenzied performance on the top deck, titled, "Hound Dog," and the

result is a waxing that will excite and catch itself loads of plays. The tune is a rhythmic Latin tempo middle beat and the thrush belts it dramatically and expressively. Easy when she should be easy, and driving when she has to bang it home. The rhythmic handclapper has just enough of the spiritual feel to stir up the emotions and raise the blood pressure. Flip is a blue mood piece that Willie Mae Thornton sings effectively. The slow beat is an eerie piece with a sad sound. Singer can't throw off the effects of the "nightmare."

GRANT (Mr. Blues) JONES
(States 114)

B "HEARTACHE BLUES" (2:37) Grant Jones, as has become expected of him, does a fine job on a slow blues. His clear, polished reading helps any tune.

B+ "STORMY MONDAY" (2:39) Jones chants a slow but exciting number on the flip deck. The singer's delivery is simple and sincere and is set off effectively by an exciting arrangement, stirring orking and a moaning sax.

PEE WEE CRAYTON
(R. I. H. 408)

C+ "PAPPY'S BLUES" (2:39) [Associated Hollywood] Pee Wee Crayton spins a powerful piano web as Red Callender and the Sextette supply the ork backing. Together the boys put out a pleasant sounding instrumental.

B "CRYING AND WALKING" (2:41) [Associated Hollywood] Crayton vocals on this end and chants the slow beat with emotion. His great piano work and the backing of the instrumentalists help make this the better end.

LITTLE CEASAR
(R. I. H. 239)

B+ "YOU CAN'T BRING ME DOWN" (2:40) [Associated Hollywood] Number 3 in the "I Don't Know" series is waxed in a style that is calculated to keep the battle going for at least one more spin around the wax. Apparently the public is interested in what comes next in this story and diskeries are out to oblige. Ceasar chants with appeal.

C+ "ATOMIC LOVE" (2:38) Flip is a melodic slow beat in the pop style. The chanter does ok but the engineering seems off.

DOUGLAS DUKE TRIO
(Mercury 70093)

B "LITTLE OLD LADY" (2:49) [Chappell] The Douglas Duke Trio dishes up a Latin Tempo middle beat instrumental for a relaxed listening etching. The Trio blends smoothly on a solid arrangement.

B+ "MAMBO AT MEADOW-BROOK" (2:54) [Russell Music] Flip is a wild sounding rhumba that Duke and the boys wax with weird effects. Duke's pulsating Hammond performance makes this a potent plate.

MANZY HARRIS O.
(Rockin' 506)

C "YOU'RE GONNA KNOW" (3:13) [Lois] The Manzy Harris ork, with Harold Young handling the vocal, etch a slow moody blues in the dramatic vein. Standout on the deck is the sax solo.

C+ "CRAWLIN' AROUND" (3:11) [Lois] Another slow beat in similar style.

SLIM GAILLARD
(Mercury 89031)

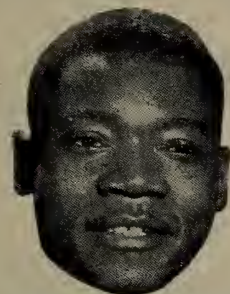
C "GOMEN NASAI" (2:30) [Disney] Another covering of the current pop biggie that started with a waxing in Japan. Gaillard chants the lyrics with the oriental feel but nothing happens.

C "POTATOE CHIPS" (2:55) [Marvell Music] The flip is a rhythmic middle beat novelty that Gaillard performs with more zest. This is more to his style.

THE CASH BOX RHYTHM N' BLUES *Ramblings*

The trade was shocked by the tragic death of Les Harris, R.C.A. Victor recording artist, last week. Les was 33 years old, a resident of Newark N.J., and it was in the Newark City Hospital that he passed away. Harris had been part of the Ray-O-Vacs when they recorded on the Coleman and Decca labels, and was only with RCA Victor for six months. He hit with "And The Bull Walked Around, Olay" and looked as though he was on the trail of the big hit dough when the keeper of the books upstairs sent for him. . . . Willie Bryant and Ray Carroll (Willie and Ray-WHOM-New York) have a total of seven and one-half hours on the air every day. The top deejay duo will feature The Cash Box National Top Ten R & B tunes on their evening show once a week. . . . Phil Rose, A & R man at Brunswick and Coral, is off on a two week trip to points west. Phil expects to break Gayle Brown-Sarah McLawler etching of "Gone Are The Days" wide open in all fields. Orders have been steadily mounting, according to Rose, and a push now will do the trick.

* * * * *



"PEPPERMINT" HARRIS

The Arthur Prysock (Decca)-Ben DeCosta package featuring Edgar Blanchardo Ork (Peacock) and Marie "Honky Tonk" Adams (Peacock) blazed through Texas turning in a \$6,850.90 gross in seven days. . . . Peppermint Harris (Aladdin) and his Blues and Rhythm show of '53 features Jay Franks Ork, Jimmie Lee and Jo-Jo Brown. The package is due for a one-nighter tour through the south in early March. . . . Vin Strong, organist from Panama, Canal Zone, formerly with R.C.A. Victor, has signed with George Goldner, A & R head of Tico. Strong will cut spirituals, mambo's, calypsos and blues records. Vinny and his trio now appearing at Snookies Cafe, New York for four weeks. . . . Received a note from Don Robey, Peacock headman, to watch the new Willie Mae Thornton "Hound Dog." We were way ahead of you on that one, Don. Look at our Rhythm and Blues Reviews page. . . . Freddie Mitchell and

Universal Attractions have parted. . . . Linda Hayes will be travelling a highway paved with her hit platter, "Yes, I Know," when she makes her first trip east for an appearance at the Apollo Theatre here on March 13. The lush thrush has yet to be seen away from her native habitat, the west coast. Shaw Artists, who have an exclusive with the gal, plan big things. . . .

* * * * *

Billy Eckstine's southern tour will run from February 27 through April 1 and will take him through North Carolina, South Carolina, Virginia, West Virginia, Tennessee, Georgia, Florida, Missouri, Kansas and Indiana. Billy's latest, "A Fool In Love" and "Coquette," on the MGM label will be given a push by dealers in each city he appears. Evelyn Johnson, who heads the Buffalo Booking Agency in Houston, Texas, was given a surprise party by Lloyd "Lawdy Clawdy" Price, Gatemouth Brown, Marie Adams, B. B. King, and the staff in her office last week. Occasion was her third anniversary in the booking biz. . . . Walter Hyd left the Shaw Artist Agency to re-join the Gale Agency one-nighter department. . . . Joan Shaw (Coral) had a mishap last week. Her truck, which has been built to act as her wardrobe and dressing room turned over when passing through Rockford, Alabama. Result, Joan did her show in slacks and did a bang-up job. . . . Big John Greer (RCA Victor) takes his new seven piece combo out for fourteen days starting in Hartford, Conn. March 6. . . . Jack Walker and Evelyn Robinson have supplanted Ralph Cooper and DJ's at Harlem's Palm Cafe (WOV-New York). . . . Wini Brown's Mercury platter "Can't Stand No More" climbing fast in the past two weeks. . . . Paul Van Loan, formerly of The Ravens, to single. . . . Paul Livert's band inked for Harlem's Press Ball in October at Dawn Casino. . . . Hal Singer waxed "You Call It Madness" with Dolly Cooper (Savoy label) this week. . . . Little Sylvia signed by Shaw Artists. . . . Lloyd Price inked for Farmdell Club, Dayton, Ohio, March 24, 25, 26. . . . Duke Hampton plays return engagement at the Cotton Club, Cincinnati, March 30 for two weeks with Wini Brown. . . . Royal Peacock Club, Atlanta, Ga., signed the Little Esther-H-Bomb Ferguson unit for March 27, 28, 29. . . . Ivory "Deek" Watson out of the Fugarian Ink Spots into Bill Kenny's????? . . . Mabel Scott in from the west coast spotted enjoying The Birdland show. . . . Jimmy Rushing's latest "There In The Moonlight" and "Somebody Is Spoiling These Women" is solid R & B. . . . Eddie Boyd's newest release "Twenty Four Hours" indicates he must be visiting a numerologist. First click "Five Long Years" was a biggie and this one looks like it can do the same job for the chanter. . . . Larry Darnell was besieged by bobbysox clubs backstage at Harlem's Apollo last week to such a degree that local gendarmes were called out.



MARIE ADAMS



LOYD PRICE

Anna Mae Winburn All-Girl ork scoring on one-nighter tour. . . . Mr. and Mrs. Ben Bart enjoying Mexico, pen "—and the beach of Acapulca is wonderful!" . . . Duke Ellington and band socko at Durham, N.C. Armory. . . . Louis Jordan and His Tympany Five will be the featured attraction with Frankie Laine, Ella Fitzgerald, Woody Herman and stellar supporting cast in a 'gift' package to promoters that should really play to capacity on a cross-country tour. . . . Johnny

Ace and Willie May Thornton broke all previous records at The Dunbar, Savannah, last week. . . . Cab Calloway inked for TV p.a. on return from abroad prior to "Porgy and Bess" opening. . . . King Pleasure's "Red Top" on Prestige label showed up on the Philadelphia best seller list first week on the market. King's chanting and some solid Charlie Ferguson saxing makes this a powerful side. . . . Every week brings new releases in the "I Don't Know" series. There are four different chapters to the story up to this writing.

RCA VICTOR'S GREATEST RHYTHM AND BLUES RELEASE-

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HERE!

I'M GONNA TELL EVERYBODY

SHE'S DYNAMITE

Piano Red 20-5224 (47-5224)*

**FOOL THAT I BE
NUMBER 000**

Otis Blackwell 20-5225 (47-5225)*

**I DON'T HAVE TO HUNT NO MORE
EVERY POUND**

Melvin Smith 20-5226 (47-5226)*

**I WANNA KNOW
LAUGHING BLUES**

The Du Droppers 20-5229 (47-5229)*

**I'M HIGH
HARD LUCK AND TRAVELING**

Mr. Sad Head 20-5230 (47-5230)*

**HE'S THE BEST IN THE BUSINESS
EVIL EYED WOMAN**

Terry Timmons with
Howard Biggs' Orch. 20-5227 (47-5227)*

**BREAKFAST BALL
BLUE FAIRY BOOGIE**

Boots Brown and his Blockbusters 20-5228 (47-5228)*

**IN THE UPPER ROOM
HE'S ALL I NEED**

The Original Gospel Harmonettes 20-5231 (47-5231)*

*45 rpm cat. nos.

78 rpm 45 rpm

RCA VICTOR
FIRST IN RECORDED MUSIC



"Don't Give Up"



A Coin Catcher
Lil Son Jackson
"LONELY BLUES"
 b/w
"FREIGHT TRAIN BLUES"
 # 5229
Imperial Records

RICHMOND, VA.—The Southern Stars, who record for Chess Records have a new spiritual out which is making plenty of noise. It is called "Don't Give Up." Above the sensational singing group is being congratulated by Archie Elkins of the Archie Record Shop in Richmond Virginia for having put out the best-selling side.

Tune Introduced To High School Group

TEANECK, N. J.—"High School" by the Four Chicks and a Chuck on the Jubilee label received its debut at the Senior High assembly in Teaneck last week.

Teaneck was chosen because Moe Jaffe, writer of the tune is a resident of the town.

Until recently the Four Chicks and a Chuck, headed by Chuck Goldstein, spent most of their time doing singing commercials. So this disk is a new venture for them.

Goldstein, also a Teaneck resident, had the tune done at a private recording session at which he also recorded three other songs. But "High School" sounded so good that when he played it to Jerry Blaine of Jubilee Records, Blaine immediately agreed to take the masters and release them as a commercial record.

Jubilee now plans an all out campaign on the disk.

Four Buddies Record Again

NEWARK, N. J.—The Four Buddies, one of the best money-earning groups of the Savoy Record Company, have fully recovered after a long illness of several of the members of the quartet and have cut a session, backed by Hal (Cornbread) Singer.

One of the tunes recorded, "OO-OW," has the Savoy organization excited as they feel in hit potential it is another "My Kind Of Woman" by the Emmitt Slay Trio, current Savoy click.

Angel Forms Ember Records

NEW YORK—Jack Angel, former owner of the Craft Record Pressing Corporation for five years, and with a background of nine years in the record business, announced the formation of a new record label, Ember Records.

Angel already has released several disks.

7-11 Issues First Releases

BEVERLY HILLS, CALIF. — 7-11 Records, newly formed indie plattery broke with their first release here this past week, with advance orders indicating an excellent start for the label.

The firm, a subsidiary of Aladdin Records, issued two platters, "Cheap Old Wine and Whiskey" and "I Need You, I Want You" by Jack Parker; and "Gomen Nasai" and "Volcano" by The Jets.

Principals in the firm are Rudy Toombs, well accomplished song scribe, Ed Mesner, artist and repertoire director for Aladdin Records, and Leo Mesner, prexy of the Aladdin label.



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at

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THE CASH BOX

26 WEST 47th ST.

NEW YORK 36, N. Y.

(PHONE: JUdson 6-2640)

AUTHENTIC Irish Folk Songs & Dance Music

COPLEY IRISH RECORDS



Available on Both 78 RPM—45 RPM

OUR TOP TEN NUMBERS

- 9-125 THE WILD COLONIAL BOY. From Republic's Picture "The Quiet Man"
- 459-125 THE TOWN OF GALWAY. Sung by Connie Foley
- 9-127 I'M A TYPICAL IRISHMAN
- 459-127 BOYS FROM THE COUNTY MAYO. Sung by Connie Foley
- 9-153 THE IRISH SOLDIER BOY
- 459-153 A MOTHER'S LOVE IS A BLESSING. Sung by Dorothy McManus
- 9-124 EILEEN McMAHON
- 459-124 THE GALWAY SHAWL. Sung by Connie Foley
- 9-170 THE IRISH WASHERWOMAN
- 459-170 MISS McLEOD'S REEL. Played by The Irish All-Stars
- 9-128 SHALL MY SOUL PASS THROUGH IRELAND
- 459-128 TIPPERARY FAR AWAY. Sung by Connie Foley
- 9-155 THE MOONSHINER
- 459-155 THE LITTLE BLACK MUSTACHE. Sung by Dorothy McManus
- 9-111 THE STACK OF BARLEY
- 459-111 HIGHLAND FLINGS No. 1. By Jerry O'Brien & Joe Derrane
- 9-209 MOLLY BAWN
- 459-209 THE BLARNEY ROSES. Sung by Connie Foley
- 9-138 ROSE OF KILLARNEY
- 459-138 BANKS OF MY OWN LOVELY LEE. Sung by Connie Foley

Write For Complete Catalog To The Following Distributors

- Coral Records, Inc., 705 Tenth Avenue, New York, N. Y.
- Coral Records, Inc., 161 W. Huron Street, Chicago, Ill.
- Cosnat Distributing Corp., 278 Halsey St., Newark, N. J.
- Cosnat Distributing Corp., 1710 North Street, Philadelphia, Pa.
- Seaboard Distributors, Inc., 796 Albany Ave., Hartford, Conn.
- Music Suppliers of New England, 1312 Tremont, Boston 20, Mass.

or to

COPLEY RECORDS 51 Warren St., Roxbury
 Boston 19, Massachusetts

Meeting Dates Of Music Operators' Associations

- Mar. 10—Western Massachusetts Music Guild
 Place: Contact Ralph Ridgeway, Springfield, Mass.
 Tel. 2-4948.
- 10—Automatic Phonograph Owners' Assn.
 Place: Hotel Sheraton Gibson, Cincinnati, Ohio
- 12—Music Operators of Northern Illinois
 Place: To be announced.
- 16—Westchester Operators' Guild
 Place: American Legion Hall, White Plains, N. Y.
- 17—Western Massachusetts Music Guild
 Place: Contact Ralph Ridgeway, Springfield, Mass.
 Tel. 2-4948.
- 18—New York State Operators' Guild
 Place: Nelson House, Poughkeepsie, N. Y.

THE CASH BOX

Reports

THE NATION'S

BIG 10

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

1 KAW-LIGA

Hank Williams
(MGM 11416; K-11416)

2 NO HELP WANTED

The Carlises
(Mercury 70028;
70028x45)

**3 YOUR CHEATIN'
HEART**

Hank Williams
(MGM 11416; K-11416)

4 I'LL GO ON ALONE

Webb Pierce
(Decca 28534; 9-28534)

**5 I'LL NEVER GET OUT
OF THIS WORLD ALIVE**

Hank Williams
(MGM 11366; K-11366)

6 EDDY'S SONG

Eddy Arnold
(RCA Victor 20-5108;
47-5108)

**7 DEATH OF
HANK WILLIAMS**

Jack Cardwell
(King 1172; 45-1172)

**8 DON'T LET THE STARS
GET IN YOUR EYES**

Skeets McDonald
(Capitol 2216; F-2216)

**9 GAL WHO INVENTED
KISSING**

Hank Snow
(RCA Victor 20-5034;
47-5034)

**10 PAYING FOR THAT
BACK STREET AFFAIR**

Kitty Wells
(Decca 28578; 9-28578)

Pee Wee King Fetes

New York Trade

NEW YORK — Pee Wee King proved once again this week that he is not only King of Western Bands but also King of Hosts when he and his partner Charlie Adams of Ridgeway Music held open house with food and liquid refreshments for the music and record trades.

Record company execs, publishers and artists attended.

When asked the reason for the party, Pee Wee modestly remarked, "to thank the boys for their help in making it a successful 1952."

**Corelli Ties In Bowling
Disk With New Show**

NEW YORK — Alan Corelli of Maestro Records has made an interesting promotional tie-up for the diskery's recording of "Let's Go Bowling" by Rosalind Paige.

The record had been on the shelf for two years when Corelli heard a one hour "Let's Go Bowling" show on WABD. He played the record for the producers and they liked it. After the record was used as the theme of the show, calls started to come in. And now the bowling people have really picked it up, having appointed Rosalind Paige as the "Bowling Girl of 1953."

The reverse side of the record is the "Pocotello Polka" and needless to say, the Pocotello Chamber of Commerce is interested in the tune.

Alan Corelli, who's responsible for these promotional campaigns, has been in the entertainment business for a long time. From 1920 to 1931 he was an actor, touring the entire world. From 1931 to 1934 he was a radio commentator. From 1934 to 1950 he was National Executive Secretary of Theater Authority Inc. From 1950 to 1951 he was in the management bureau business with Meyer Davis. From 1951 to 1952 he was director of community events of "A Night In Venice" at Jones Beach. And in 1953 he went into the recording business with his own label, Maestro.

Interview



HOLLYWOOD, CAL.—Dick Whittinghill, top ranking dj at KMPC, Hollywood, is shown interviewing band leader and trumpeter Claude Gordon, Vogue Recording artist.

Newest Country Sensation

Marty Robbins
singing...

**"I COULDN'T
KEEP FROM
CRYING"**

and

**"AFTER YOU
LEAVE"**

COLUMBIA 21075 (4-21075)
OPERATORS NOTE:
"I'll Go On Alone"
Hitting on all charts

THE CASH BOX
THE 10 FOLK & WESTERN
TOP Best Sellers
 COMPILED BY JACK "ONE SPOT" TUNIS

New J. A. P. Tour



NEW YORK—Impresario Norman Granz has broken down the 18 year-old ban which prohibits American orchestras from performing in England. The ban was relaxed for one day on March 8th when Granz's "Jazz at the Philharmonic" troupe, which is currently touring Europe, gave two performances at the State Theater in Kilburn for the benefit of the Lord Mayor's "National Flood and Tempest Distress Fund." The British Musician's Union ban was lifted by the British Home Office for this special benefit and the group was given special entry visas.

The group, which will play to State dignitaries and British jazz lovers who up till now have not had the opportunity to see their favorite American jazzmen in action, includes Ella Fitzgerald, Gene Krupa, Flip Phillips, Lester Young, J. C. Herd, Ray Brown, Oscar Peterson, Barney Kessel, Charlie Shavers, Hank Jones and Willie Smith.

Seen above are Norman Granz and Gene Krupa as they prepare to board the plane to Europe.

1. **KAW-LIGA**
Hank Williams
(MGM 11416; K-11416)
2. **EDDY'S SONG**
Eddy Arnold
(RCA Victor 20-5108; 47-5108)
3. **A FOOL SUCH AS I**
Hank Snow
(RCA Victor 20-5034; 47-5034)
4. **DEATH OF HANK WILLIAMS**
Jack Cardwell
(King 1172; 45-1172)
5. **YOUR CHEATIN' HEART**
Hank Williams
(MGM 11416; K-11416)
6. **HONEYMOON ON A ROCKET SHIP**
Hank Snow
(RCA Victor 20-5155; 47-5155)
7. **I'LL GO ON ALONE**
Webb Pierce
(Decca 28534; 9-28534)
8. **BACK STREET AFFAIR**
Webb Pierce
(Decca 28369; 9-28369)
9. **MIDNIGHT**
Red Foley
(Decca 28420; 9-28420)
10. **NO HELP WANTED**
The Carlisles
(Mercury 70028; 70028 x 45)

FOLK AND WESTERN REVIEWS

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

BULLSEYE of the WEEK

"IF THEY SHOULD ASK ME" (2:37)
[Ridgeway Music]

"CALL ME UP" (2:04)
[Music Pub. Holding]

WADE RAY
(RCA Victor 20-5199)

● Wade Ray comes up with a touching slow tempo lovely on the upper lid, titled, "If They Should Ask Me," and he does a masterful job with it. His handling of the tender romantic lyrics is from the heart and filled with emotion. Of invaluable assistance to the mood of the soft piece is the excellent steel guitar work of Noel Boggs. The flip deck is a change of pace.

A quick beat, with a touch of Noo Ohleazs jazz, is the tempo, lyrics are on the cute romantic kick, treatment is spirited and lively, and add to the previous statements, the vocaling of Ray and the guitaring of Boggs and you have an ok disk. Take your pick, although being a sentimentalist, we lean to the upper end.

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

Every Week In

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FIRM NAME

ADDRESS

CITY ZONE STATE

Individual's Name

BOBBY GREGORY

(Maestro 6001)

- "THE RICHEST MAN" (2:41) [American] Bobby Gregory and his Cactus Cowboys wax a rhythmic middle beat. Wah Wah trumpet pleasurable to listen to.
- "HAPPY GO LUCKY HEART" (2:40) [Mayjoel] A similar item, but orking has pop sound. Trumpet again the standout item.

JIM REEVES

(Abbott 116)

- "I COULD CRY" (2:55) [American Music] A slow tune with poignant lyrics is tenderly chanted by Jim Reeves. Artist's vocal of the lilt item against a string backdrop makes for a pleasant side.
- "MEXICAN JOE" (2:35) [American Music] Flip is a cute quick beat happily chanted by the pleasing voice of Reeves. Some flying keyboard work is heard on this deck.

AUTRY INMAN

(Decca 28592)

- "I'LL MISS MY HEART" (2:33) [Old Charter Music] Autry Inman warbles a middle tempo romantic ditty against a background of strings. A tender side.
- "STOP STALLIN'" (2:25) [Pleasant Valley Music] Inman's smooth style of chanting comes through to better advantage on this etching. A moderate tempo tune and solid string support.

HOMER & JETHRO

(RCA Victor 20-5214)

- "DON'T LET THE STARS GET IN YOUR EYEBALLS" (2:25) [Meridian Music] That irrepressible pair, Homer and Jethro, take off on the Como pop hit and what they do to it is good for many chuckles.
- "UNHAPPY DAY" (2:35) [Bregman, Vocco & Conn] Another humorous treatment of a pop hit. The boys have found a steady market for their travesties and they are a delight.

YORK BROS.

(King 1170)

- "BABY COME ON HOME" (2:45) [Jay & Cee] The York Bros. dish up a lament pleading with baby to "come on home." The boys work well together and sing earnestly and with sorrow.
- "WHY WAS I BORN TO BE BLUE" (2:53) [Tanen] The flip is a Latin quick beat rhythmic and dramatic. Lyrics are of romantic lament nature, the tune melodic and the treatment exciting.

JIMMY WORK

(Capitol 2372)

- "DON'T PLAY WITH MY HEART" (2:22) [Hill and Range] Jimmy Work sings a slow romantic tune smoothly against a string support.
- "IF I SHOULD LOSE YOU" (2:45) Flip is a slow romantic tune tenderly presented.

JIM ATKINS

(Coral 64147)

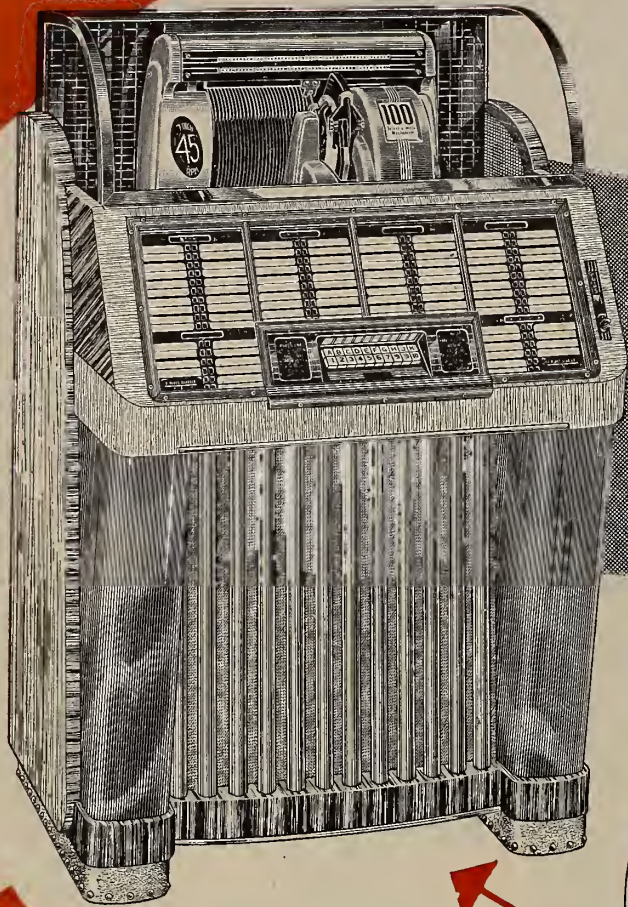
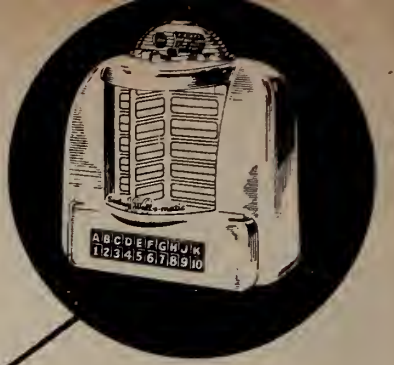
- "I'M A DING DONG DADDY" (2:35) [Leo Feist] Jim Atkins sings a happy ditty, an oldie, in lively style.
- "JUKE JOINT JOHNNY" (2:30) [Speed Pub.] Atkins sings a middle beat with lots of bounce on the flip deck.

THE CARLISLES

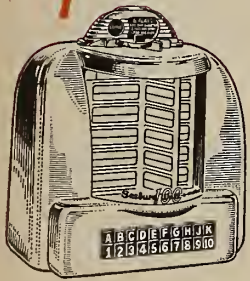
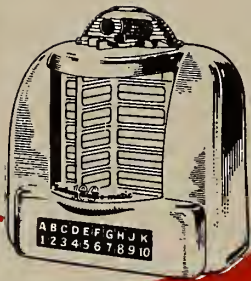
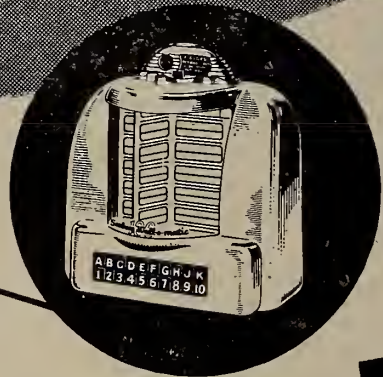
(Mercury 70109)

- "LEAVE THAT LIAR ALONE" (2:49) The Carlisles comes through with another great effort as they sing a rhythmic and sparkling bounce with pleasing effect. Lead voice is smooth and appealing. Deck should create lots of action.
- "KNOT HOLE" (2:41) The group dishes up another solid reading for a happy sounding side. Another potent disk.

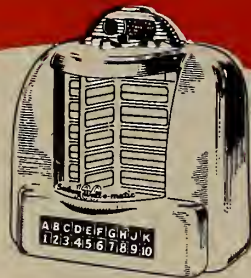
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Here We Go Again:

Sen. Pat McCarran Introduces Bill Against Juke Box Biz

Bill Reported to Have Strong Backing of ASCAP. Only Different From Last Year's Bryson-Kefauver Bill in That It Does Not Mention Amount of Royalty—Tribute Juke Box Ops Must Pay for Use of ASCAP's Copyrighted Music. Could Be Any Sum Determined By Whim Of ASCAP.

Senator Pat McCarran (Dem. Nev.) has just introduced into this 83rd Session of Congress of the United States a bill (S.1106) which would amend the Copyright Act of 1909. The bill was read twice and referred to the Committee on the Judiciary.

Bill S.1106 is designated as "relating to the rendition of musical compositions on Coin Operated Machines. It would strike out of the 1909 Copyright Act the following: *"The reproduction or rendition of a musical composition by or upon coin operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."*

It would insert in its place the following: *"The reproduction or rendition of a musical composition by or upon a coin operated machine shall be deemed a public performance for profit by the person who owns, operates or services such machine whether or not a fee is charged for admission; provided that a person who himself owns, operates, services and retains all receipts of a single such machine, located in an establishment in which he conducts a business other than that of providing entertainment, and to which no fee for admission is charged shall not be deemed to have infringed upon the exclusive right of public performance for profit as a result of the rendition or reproduction of the musical composition by means of that coin operated machine, if such rendition or reproduction is intended to be heard only by persons in such establishments."*

It is reported that ASCAP (American Society of Composers, Authors and Publishers) is strongly behind this bill.

It was a certainty last year when this industry successfully opposed the Bryson-Kefauver Bill, that ASCAP would again get someone to sponsor a similar bill even tho the wording would be different. It is believed that there may be still another bill introduced, possibly by Senator Kefauver and Representative Bryson, changing the language of the bill introduced by them in 1952.

But, whatever else comes along in this 83rd Congress, the fact remains that ASCAP is once again trying harder than ever to KILL THE JUKE BOX GOOSE THAT LAYS THE GOLDEN EGGS FOR ITS VERY OWN MEMBERSHIP.

Once again then, every automatic music operator, jobber, distributor, manufacturer, supplier, record seller, recording manufacturer, and any and all others allied to, or directly engaged in the automatic music industry must get ready for one of the biggest battles of all time to defeat this newly introduced McCarran Bill.

Every single member of this industry, and all allied to it, must prepare for the fight of their lives to help preserve their livelihood and the livelihood of their families against this new scourge of locusts attempting to eat up all that has been so hard won, so hard fought for by the men and women of the automatic music industry.

Anticipating this new legislative effort sponsored by ASCAP, *The Cash Box* warned the industry (February 28 issue) that it should be prepared. In that issue we reprinted the following statement made by David C. Rockola, president of Rock-Ola Manufacturing Corporation, before the Sub-Committee of the Committee of the Judiciary, House of Representatives, during the Bryson-Kefauver Bill hearings on February 7, 1952.

"Such an argument," (referring to the arguments presented by ASCAP almost every year for the past 25 years) *"and its repetition year after year, amounts to a contemptuous disregard for the judgment and decisions of succeeding sessions of Congress. Those gentlemen must know by this time that such a contention is not correct. If they do not know the facts, they could easily find them. Under the circumstances, their reiteration of that erroneous contention, in the face of its rejection by session after session of Congress, is, to say the least, a reflection on their good faith in again advancing that contention."*

We stress the fact that this new bill introduced

by Senator Pat McCarran does not mention any specific royalty payment (as did the Bryson-Kefauver Bill in 1952) but just requests that the section be stricken out of the Copyright Act of 1909 that states the rendition of a musical composition upon a coin operated machine shall not be deemed a public performance for profit. The insertion of the new clause into the Copyright Act would then permit ASCAP to ask for any royalty it sees fit. This can mean ANYTHING—from \$10 per machine per year to \$5,000 per machine per year—or 1 cent per side of every record—or 10 cents per side of every record, DETERMINED SOLELY BY THE WHIM OF ASCAP.

The Juke Box Industry, Record Industry, and others have successfully defeated past efforts—THIS NEW McCARRAN BILL MUST BE DEFEATED ALSO—BUT IT WILL TAKE A GREAT AMOUNT OF DETERMINATION.

IT'S UP TO YOU!!!

ATTENTION MUSIC OPERATORS

THIS IS ONLY THE BEGINNING!
GET READY FOR THE BIGGEST
BATTLE OF YOUR LIVES TO PRESERVE
YOUR LIVELIHOOD AND
YOUR HONOR AND DIGNITY!
THE BATTLE IS NOW UNDER WAY.

Cleveland's One Day Meet Is Big Music Affair For Ops

Luncheon Affair Draws Top Speakers Cleveland Ops Want Dime Play

CLEVELAND, O.—The Ohio State Phonograph Owners Association held its one-day annual meet and banquet at the Hollenden Hotel, this city, on Thursday, March 5, with the business meeting taking place in the afternoon and the banquet at night.

Speakers at the luncheon, at which William Rosenfeld, lawyer for the Cleveland association was the master of ceremonies, stressed dime play. It was indicated that the Cleveland operators wanted to operate their music machines at 10c, and that changeover will take place in the not too distant future. Phil Levin of Chicago was the first speaker, followed by Bill Gersh, publisher of *The Cash Box*; Jack Mitnick, regional representative of AMI, Inc.; Mitch Miller of Columbia Records and Larry Kanega of RCA-Victor.

The banquet brought out approximately 700 guests. Among out-of-town visitors were George A. Miller, president of the California Music Guild, as well as president of the

Music Operators of America (MOA); Wes Elster, a member of the California organization, who travelled with Miller; Phil Levin; Sidney Levine, attorney for the Automatic Music Operators Association of New York; Roy Clason and Morris Goldman of Detroit; Jack Mulligan, Tommy Thomas; and several others.

During the day, the Association re-instituted its "Hit Tune Parade" at the Cleveland Auditorium, at which several thousands of teen-agers were present. These teen-agers listen to a few new record releases and vote their preference. It is the intention of the association to continue this on a monthly basis.

Many top recording artists entertained the guests during the evening. The show was broadcast over station WERE, with Bill Randall, top dj in the area, acting as master of ceremonies. The radio broadcast was tied in with an appeal for funds for the American Red Cross.

Wurlitzer Execs And Distributors Enthusiastic Over New Wurlitzer Economy Priced 48 Selection Phono- graph Seen At New Orleans Meet

Announce Showing To Nation's Music Ops On "Wurlitzer Week" March 23 thru 28

NEW ORLEANS, LA. — Executives of the Rudolph Wurlitzer Manufacturing Company and its family of distributors, totaling 100 persons, held their annual get-together at the Roosevelt Hotel, this city on Friday, February 27 and Saturday, February 28.

The distributors viewed, for the first time, the new Wurlitzer 48 selection, 45 rpm phonograph, which is described as an economy model, stressing price, and which will only supplement the Wurlitzer line, as the models 1400 and 1500 continue on the production line.

The 48 selection machine will be shown to the nation's music machine operators on "Wurlitzer Week", which will run from Monday, March 23 to Saturday, March 28. Distributors will have invitations out to all music operators this week, inviting them to visit their showrooms during "Wurlitzer Week".

Attending the two-day meeting, from the Wurlitzer Company, were: (Chicago office): R. C. Roling, president; E. L. Hahne, treasurer; Roy W. Carlson, comptroller; and M. C.

Bristol, vice-president and counsel. From the North Tonawanda, N. Y. plant were: C. D. St. Clair, manager of the North Tonawanda division; G. J. Slade, assistant manager; F. H. Osborne, director of engineering; M. D. Gross, comptroller; Robert H. Bear, sales manager of the phonograph division; A. D. Palmer, Jr., advertising and sales promotion manager; Joe Hrdlicka, field service supervisor; L. A. Draper, service manager; (plus personnel from the engineering and service departments who aided in displaying and explaining the new model); A. C. Rutzen, export manager; E. A. Schmidt, assistant export manager; Andre Echezarria, field service manager of export; A. F. Dietrich, credit manager of the phonograph division; and regional managers Max Water and Gary Sinclair.

Every distributor was in attendance, with the exception of Joe Ash of Philadelphia, Pa., who couldn't make it due to the serious illness of his father.

It is reported that every distributor was extremely enthusiastic about the new 48-selection phonograph, and indicated their faith that the country's music operators will show this same enthusiasm when they view the machine during "Wurlitzer Week".

MOA EXECUTIVES MEET IN SESSION AT CONGRESS HOTEL, CHI.

McCarren Bill Top Item Of Discussion

CHICAGO — Executives of the Music Operators of America (MOA) are now in session at the Congress Hotel, this city. It's a two-day meet, starting Monday, March 9, and continues into Tuesday, March 10.

Led by George A. Miller, president, representatives of the country's music operators associations, are on hand to map a program for its future. Usually, a national convention of all in the music machine industry is announced following the executive meeting, but this year it has already been

stated that there will not be any annual convention.

Top item on the agenda, and which will probably take up most of the two-day conversations, is the McCarren Bill (S.1106) just introduced (see story page 27 this issue) which will try once again to extract royalty from the juke box operator for the performance of recorded music. They will also discuss the possible introduction of a revised Bryson-Kefauver bill.

Manufacturers of music machines have been invited to a special meeting.

The Edgewater Heart Fund

It Takes A Big Heart To Recognize One

An Open Letter

From Al Stern To Bill Gersh

NEW YORK — A publication, like a human being, has a living, throbbing heart. Some publications continue as a strict cold blooded business proposition, but, like a human being, without a heart, it is weakened considerably, and eventually loses its power.

The Cash Box is proud that it has a heart. Sometimes its heart is too big, but over the years the many real friends it makes, far overshadows any disappointments that crop up. The close intimate relationships of *The Cash Box* staff, led by its publishers, with those in the industry, results in every effort being put forth to improve and build the industry to greater and greater heights.

This preliminary above is caused by a letter from Al Stern to Bill Gersh, publisher of *The Cash Box*. We are grateful to Stern for his great compliment to both *Bill Gersh and The Cash Box*. The letter reads:

An Open Letter To Bill Gersh

"I am sure I speak for the industry as a whole when I congratulate you and *The Cash Box* for giving your all in supporting charitable endeavors.

"Several months ago I outlined to you all pertinent facts concerning 'The Edgewater Heart Association', created as a living memorial to that wonderful person George David Moloney. Your enthusiasm gave me the necessary impetus to keep fighting to raise the funds so vitally needed to assist all of humanity in eliminating the greatest scourge of all times — 'Heart Disease'.

"You are certainly deserving of the highest praise — deepest gratitude — and sincerest thanks for your whole hearted cooperation, as shown by your placing of free ads, and also your financial support.

"These efforts put forth by *The Cash Box* and Bill Gersh are worthy of the highest commendation, and it's gratifying to know that your industry has and will have your continued support and cooperation.

"Your advice to the industry as a whole concerning our worthy endeavor has, and will further accomplish, thru donations, what would otherwise be impossible of fulfillment.

"We are now the most talked about hospital in the country — due to our excellent record in heart surgery — 24 living cases, no fatalities. I can't forget that we are a comparatively new organization, and we could easily fail in our ultimate goal without the aid of *The Cash Box* and Bill Gersh, who have made known the wonderful work we are doing.

"To put it very mildly, your stories and publicity will not only assist us in the attainment of our ultimate goal — but will bring to light for public consumption the not new, but startling fact that here is an industry that is in the forefront of all humanitarian endeavors.

Gratefully,

AL STERN



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be the largest and most beautiful in the entire country. We've outgrown our present building. These new facilities are much too large for our organization as of this moment, but it gives us plenty of room for expansion, which we anticipate in the coming years.

"Plans have also been okayed for a complete change in our New York offices. Renovating and remodeling will start in a very short time. We're going to follow the same procedure in modernizing our New York offices as we're doing in New Jersey. When completed, they'll be the most beautiful in New York, and probably only second to our Jersey plant as far as the nation is concerned.

"The coin machine industry has come a long way since its early days, particularly in the last ten years. It's our purpose to give our offices the proper flavor in keeping with the modern, progressive, high type of business now being conducted in the coin machine industry."

Meteor Appoints Twin Port Sales Distributor

BROOKLYN, N. Y.—Al Blendow, sales manager for Meteor Machine Corporation, this city, announced this week the appointment of Iz Alpert, Twin Port Sales Company, Duluth, Minn., as distributors for Northern Minnesota, North Dakota and South Dakota.

NEWARK, N. J.—A terrific expansion move by Barney (Shugy) Sugarman and Abe Green, heads of Runyon Sales Company, with offices here and in New York is now under way.

The Newark headquarters is now being moved to new large, modern offices, showrooms, stock rooms, repair shops and car storage space at the corner of Frelinghuysen Avenue and Runyon Street. Decorations and building are now being done, with the firm moving gradually. Complete change-over should be accomplished by May 1.

"When we're finally set" stated Sugarman, "our Jersey quarters will

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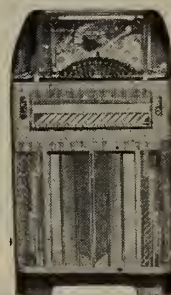
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- TURF KING, ea. 94.50

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**Chicago Automatic
Phono Bowling League
Banquet May 16**

CHICAGO—A meeting this past week by officers and board of directors of the Chicago Automatic Phonograph Bowling League resulted in the announcement that the big banquet, at the end of the bowling season, would be held on Saturday evening May 16.

Place will be the very popular Casa Nova Restaurant, 7234 West North Ave., Elmwood Park, Ill.

Jerry Schuman, president; John Oomens, secretary; Bob Gnarrow, treasurer; Andy Oomens and Julius Mohill, directors, made the official announcement.

Bill Gersh, publisher of *The Cash Box*, will be Master of Ceremonies and will award the prizes to the bowlers at the banquet.

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| SEEBURG 1-47 | 175 |
| SEEBURG 1-48 BLOND | 250 |
| SEEBURG M-1000A | 675 |
| SEEBURG WOM (W4-L56) | 35 |
| WURLITZER 1015 | 150 |
| WURLITZER 1100 | 275 |
| WURLITZER 1080 | 140 |
| WURLITZER 1250 | 395 |
| WURLITZER 1400 | 150 |
| A.M.I. MODEL A | 325 |
| A.M.I. MODEL B | 425 |
| A.M.I. MODEL C | 450 |
| ROCK-OLA 1422 | 125 |
| ROCK-OLA 1426 | 150 |
| ROCK-OLA 1428 | 275 |

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Gillette Leads Chicago Automatic Phonograph Bowling League

C. Latino Leads Individual Men Bowlers Isabel Oomens Maintains Ladies Lead

CHICAGO—Chicago's Automatic Phonograph Bowling League, the only one of its kind in the nation, reported its standings this past week after play for the entire month of February.

Leaders remained the same as month of January. Gillette Distributing Co. holding first place in league play. C. Latino maintained his first place position among the individual men bowlers. Isabel Oomens held her lead, which she has never relinquished since the league started, in the individual ladies division.

TEAM STANDINGS

| Firm Name | Won | Lost | Total Pins | Average | High Game | High Series |
|---------------------|-----|------|------------|---------|-----------|-------------|
| 1. Gillette Distr. | 48½ | 26½ | 51221 | 656 | 774 | 2160 |
| 2. Decca Records | 44½ | 30½ | 58188 | 746 | 846 | 2429 |
| 3. Coral Records | 43 | 32 | 57306 | 734 | 844 | 2358 |
| 4. ABC No. 1 | 41 | 34 | 54846 | 703 | 838 | 2311 |
| 5. Melody Music | 40 | 35 | 56161 | 720 | 862 | 2360 |
| 6. Walter Oomens | 40 | 35 | 55313 | 709 | 819 | 2319 |
| 7. Galgano Distr. | 39 | 36 | 51653 | 662 | 814 | 2184 |
| 8. ABC No. 2 | 36½ | 38½ | 51105 | 655 | 816 | 2281 |
| 9. Columbia Records | 34 | 41 | 52043 | 667 | 762 | 2194 |
| 10. B & B Novelty | 32½ | 42½ | 51532 | 660 | 756 | 2155 |
| 11. Atlas Music | 28 | 47 | 49429 | 634 | 725 | 2084 |
| 12. Star Music | 24 | 51 | 49688 | 637 | 747 | 2083 |

TEN INDIVIDUAL LEADERS, MEN'S DIVISION

| Name | Team | Games | Total | Average | High |
|--------------------|-----------|-------|-------|---------|------|
| 1. C. Latino | Coral | 75 | 12467 | 166.16 | 227 |
| 2. N. Delort | Decca | 75 | 12302 | 164.2 | 233 |
| 3. W. Paradee | B & B | 75 | 12040 | 160.40 | 205 |
| 4. J. W. Oomens | Oomens | 78 | 12476 | 159.74 | 254 |
| 5. L. Christiansen | ABC No. 2 | 78 | 12290 | 157.44 | 210 |
| 6. A. Galgano | Galgano | 75 | 11755 | 156.55 | 211 |
| 7. M. Pieroni | B & B | 78 | 12218 | 156.50 | 220 |
| 8. R. L. Capone | Melody | 75 | 11666 | 155.41 | 202 |
| 9. F. Tutomase | Decca | 72 | 11132 | 154.44 | 222 |
| 10. L. Taylor | ABC No. 1 | 78 | 12033 | 154.41 | 254 |

FIVE INDIVIDUAL LEADERS, LADIES' DIVISION

| Name | Team | Games | Total | Average | High |
|-----------------|------------|-------|-------|---------|------|
| 1. I. Oomens | Oomens | 78 | 10772 | 138.8 | 194 |
| 2. P. Serbinski | Atlas | 72 | 9573 | 132.69 | 171 |
| 3. M. Nyland | Star Music | 75 | 9236 | 123.11 | 182 |
| 4. T. Galgano | Galgano | 78 | 9510 | 121.70 | 212 |
| 5. M. Modelski | Atlas | 78 | 9437 | 121.19 | 168 |

CHICAGO — With the American Bowling Congress in the very midst of its championship series here in Chicago much information has come to the forefront regarding the great and growing prosperity of the bowling alley business.

Most important is the fact that there has been an 80 percent increase in the number of bowlers over the past ten years. The total is now estimated at 20 million bowlers throughout the nation.

Shuffle game leaders here point out these 20 million bowlers are actually sparking big play action which shuffle games are enjoying all over the country.

Furthermore, these leaders state that, in their opinion, they can easily claim over 50 million devotees of the shuffle game sport. This fascinating version of bowling continues to win more and more followers each week, they claim.

Almost every leading bowling alley in the nation has been found to be one of the very best locations for the shuffle games.

What is even more impressive is that the smaller retail outlets, such as lunch rooms, drug stores, bars and grills and many, many scores of others, have found that they are actually bringing the thrills of skillful bowling play action with shuffle games right to the player's doorstep, so to speak.

With the fact that bowling alleys all over the country are reporting increased play action, and with the further fact that the shuffle games man-

ufacturers are enjoying boom sales, it seems from all present indications, that shuffle games will continue on for a long, long time getting great play action.

Furthermore the new shuffle and bowler games introduced by the manufacturers here have clicked so well that they have been forced into new production runs, one after the other, on demand of their distributors who report that operators are enjoying very fine play action everywhere.

Territory for shuffle games continues to grow.

Bowling alley owners report play jumping anywhere from 10% to far over 50% up and above last year.

If anything at all was needed to maintain enthusiasm of many operators for their shuffle games, reports emanating from the American Bowling Congress on the growing popularity of the alley sport, was surely all that was necessary to convince the men that their games will be in good play action for a long time into the future.

Manufacturers of shuffle games haven't hesitated to continue to make investments in development and engineering as well as materials for production of new and better models.

Some of these are, naturally, much higher priced. But the thrilling play action more than offsets their cost, as operators report that the play is much greater, and players much more satisfied with the thrills built into the new products.

As I See It

A Weekly Column
by
AL SCHLESINGER

The editor of The Cash Box has graciously extended me the opportunity of printing my remarks about conditions in the Coin Machine Industry from an operator's point of view.

I will make an earnest effort, considering my thirty-four years of experience in this industry, to convey to the readers my views on the machines and the men and women who make this industry tick. While I hope to have my views in this journal appear on a weekly basis, I trust that I can fulfill this schedule. Of my many friends in the industry I would appreciate it, if, from time to time they will take pen in hand and give me their point of view on the many subjects that will appear henceforth.

It will not endeavor to go into the changes that are happening daily in Washington, but will try to explain what they will mean eventually to the operator. In this manner I hope to bring to you, in language you understand, what the past was, what the present is, and what the future (I hope) has in store for us.





Pick the game of Proved Performance!
Williams **SENSATIONAL NEW LUXURY**
SILVER SKATES
5-BALL GAME

GOAL SCORES!

Top center rollover scores 1 goal on reel and adds 500,000 to **HIGH SCORE**
High Scores!

Brand New!

Ball trapped in Penalty Box scores 500,000 and is returned for replay when 4 balls are trapped in A-B-C and D and bottom center rollover then lites for Extra Special!

2 Top side rollovers and 2 bottom side rollovers score 1 goal each when lit!

4 Balls in A-B-C-D Score 1 replay and lite up 2 bottom side rollovers for replays!

ROLLOVER at BOTTOM CENTER of Playfield becomes ... "EXTRA SPECIAL" to score 5 Replays!

Install **SILVER SKATES.. ..IT'S SHARP!**



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

2 FLIPPERS

Location Tested for Phenomenal 5-Ball Profits.



Exhibit Holds Round Table Meet With North East Distribs



FRANK MENCURI

This is the beginning of many round table conferences and open discussions which will be held thruout all regions of the nation, according to Frank Mencuri and Art Weinand.

As Mencuri reported, "We feel that we can better understand each other and also letter understand the needs of the field generally by such round table discussions between ourselves and our distributors.

"There is no longer any doubt," he said, "that the time for a program of discerning and constructive criticism is needed between manufacturers and distributors to assure the operators of the industry the finest products."

Frank Mencuri and Art Weinand will be busy in this city for some time to come. But once they have cleared up their work in this area they will continue their regional round table discussions in other parts of the nation with their distributors, in each of the areas they have set up for such meetings.

NEW YORK — Frank Mencuri, general salesman and J. A. (Art) Weinand, assistant to Mencuri, held a round table discussion with their north eastern region distributors this past Sunday (March 8) at the Hotel New Yorker this city.

Discussions were on all topics covering the business of Exhibit Supply's many products.

They ranged from general comments regarding the kiddie rides of the firm to its successful new "Space Gun" as well as the arcade machines which the firm manufactures.

Westchester Ops Plan 2nd Banquet

WESTCHESTER, N. Y.—Seymour Pollak, secretary of the Westchester Operators Guild, announced this week that arrangements had been completed for the organization's second annual dinner.

The affair will once again be held at Bill Reibers Farm Restaurant, Sawmill River Parkway, Elmsford, N. Y., on Tuesday evening, May 19.

CAPTURE and HOLD CHOICE LOCATIONS!

OPERATE THE KEENEY DELUXE ELECTRIC CIGARETTE VENDOR

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

THE PACK YOU SEE—IS THE PACK YOU GET!

Swing-up front top for easy loading. 3-way match vending.

WRITE WIRE PHONE → **UNIVERSITY COIN MACHINE EXCHANGE**
854 NO. HIGH STREET COLUMBUS 8, OHIO



For REAL BUYS FROM THE NATION'S LARGEST coin machine STOCK

SEND FOR OUR COMPLETE PRICE LIST

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

THE "20 YEAR CLUB"

"a great idea"

Herb Jones

Vice-President, Bally Mfg Co.

A compilation of the members of the coin machine industry who have joined the "20 Year Club" was published in the January 24 issue of *The Cash Box*.

This was a long and imposing list of names of men and women who have been associated with the coin machine industry for 20 years or more.

After we went to press on the January 24 issue, a large number of additional applications have reached this office. We shall publish these names in a forthcoming issue.

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

SO — YOU TWENTY YEARS — WHO HAVEN'T AS YET APPLIED, MAIL IN THE COUPON BELOW.

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

Dear Joe:

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

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

NAME

FIRM

ADDRESS

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

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

● Also Send Membership Card For ●

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



LOS ANGELES

Aside to Southern California coinmen—The Edgewater Heart Fund, a memorial to the memory of George David Moloney is not relegated to any one particular area of the country. Members of the coin machine industry throughout the nation may obtain free medical care and heart surgery at the Edgewater Hospital, Chicago. This is your opportunity to help yourself and your many, many friends in the business to ring down the curtain on America's No. 1 killer—heart disease. Don't hesitate, send your contribution or your pledge now to: The Cash Box, or to the Edgewater Heart Association, Inc., Edgewater Hospital, 5700 N. Ashland Avenue, Chicago, Ill.

* * * * *

Phil Robinson, Chicago Coin regional rep had the misfortune to smash up his Cadillac after owning same for only four days. But was Phil sad—naw, with the firm's "Name Bowler" back in production, business continues to get better all the time. Lots of interest in the part of ops, sez Phil, in Chi Coin's new kiddie ride, which should be out thisaway in the not too distant future. . . . Bert Poland from San Luis Obispo, along coin row looking over some new equipment. . . . Bob Breither and Paul Calamaris, field engineers for Bally in town this week to conduct a service school for operators and mechanics at the Paul Laymon Company. . . . Nice to say "I told you so," to the operator who some months ago literally vowed he'd never go near dime play. Met up with same op while the latter was purchasing a raft of conversion kits. . . . Harry Irwin in town last week from Ventura. . . . Mr. and Mrs. Saul Allen along coin row looking over the latest record hits. . . . Rumors persist that a local distrib is thinking of throwing in the towel—either that or go to work. . . . Lyn Brown, Exhibit Supply rep reports a sizable increase in the volume of biz via the firm's "Space Gun." "And with summer rolling in," sez Lyn, "we can't miss with the great line of kiddie rides we've got." We never did see a pick-up truck as shiny and clean as Lyn's new fireman's red job. . . . Phil Robinson sez "don't forget to get me a twenty-year club membership." . . . Mary and Kay Solle, Bill Leuenhagen's Record Bar, just wild about the Buddy Moreno dinking of "Let's Go Down To The Tavern" and in the rhythm and blues field sez that "Hound Dog" on the Peacock label is gonna be one of the big ones of the year. . . . Some of the boys ought to send the gals a couple of steaks—that steady diet of beef sandwiches and french fries is gonna ruin 'em for sure. . . . Jack Neel made the trek in from Riverside this past week . . . ditto Charlie Cahoon in from Long Beach.

* * * * *

"That revolving door" sounds pretty good, says Bill Happel, prexy of Badger Sales Co. Business continues to roll along in great fashion with the new Williams "Silver Skates" and Gottlieb "Flying High" causing lots of action. Latter game has lots of new features that are sure to meet with ops approval, claims Bill. . . . Doc Shapiro, New York coin-man taking a liking to sunny California's weather. It's hard to get it out of your system Doc. . . . Al Silberman, Badger Sales Co., finally had the flu bug catch up with him, but not before he closed a deal for another batch of those fabulous six-drink "SodaShoppes." Business in the automatic drink field continues to amaze any and all who have seen this machine. . . . Mac Sanders in the stages of cleaning up a raft of equipment for the annual rush of business at his many miniature golf courses around town. May by the way has a little sideline that'd make many a coin man run for the nearest bank—he raises parakeets and quite successfully too. . . . We doff our lid to Al Cohen and Jean Minthorne, both of whom have shown their charitable nature in helping the widow of Charley Starler. . . . S. L. Griffin a visitor along coin row from Pomona. . . . In answer to the many queries we've received—the ruthless killer of Jack Arnold, Barstow operator, was apprehended several days following Jack's death in Pennsylvania. . . . Jack Dolan, Dan Stewart Company, tells us they're doing a terrific job with the equally terrific Rock-Ola "Fireball" 120 phonograph. "Ops report they've had a minimum of service calls with the Rock-Ola," says Dolan, "and the fact that it is a completely new machine makes their sales pitch a bit easier when prompting dime play to location owners." . . . New Gal Friday Nancy Weaver, seems to have taken over that well over-crowded desk in almost nothing flat. . . . Even Jimmy Wilkens has taken to admiring the sport clothes that Charley Daniels wears. Jimmy, just back from the San Diego area, reports that ops are more than pleased with the results that dime play has shown. . . . Ed Wilkes meanwhile, in a marathon getting his new Long Beach home trimmed up, before "the grass reaches the roof." . . . The Laymon firm continues to roll right along with their great line of Bally games—especially that "Beach Club"—and their wonderful Wurlitzer phono.

* * * * *

Music ops can now offer additional selections—more than ever before—through the use of Extended Play (EP) records in their 45 rpm phonos. . . . Lela Smith in from Barstow this week . . . along with Mel Heiman from San Berdoo and Jack Spencer from Big Bear. . . . Latter resort, an all-year area, getting ready for the summer season. . . . Jack Simon, Simon Sales Company, just about the only member of local coin machine gentry who hasn't been bitten by the flu bug all season. To which we can attribute Jack's penchant for good food—a sure lift for anyone's resistance and weight. Business conditions remain excellent sez Jack, with many games being repaired and refinished, only to go out on location in almost nothing flat. Cohort Abe Chapman taking time out to continue doing such wonderful work for the Mt. Sinai Hospital. . . . The Bob Smiths, Automatic Enterprises, doing exceptionally well with their line of automatic merchandising equipment. . . . Sammy Ricklin's California Music due to offer music ops free title strips with their purchase of records.

Agree Setting Up Own Time Schedule Answer To Depreciation Problem

Write Congressmen and Senators to Back Sen. Frear's Optional Depreciation Bill (S.298)

CHICAGO—Each week more and more operators, jobbers, distributors, as well as manufacturers, are getting behind Delaware Senator J. Allen Frear, Jr., and the bill which he has introduced into the Senate of the United States (S.298) which allows business men to set their own reasonable time period for depreciation of all the equipment they purchase.

This optional depreciation plan is not new. It was backed by the Senate Small Business Committee in 1952. It is now being lobbied on by the machine tool manufacturers.

It is the one real answer to the inequitable depreciation problems faced by this industry.

Should this bill pass and become law, it means that amusement games operators can set up their own reasonable period of time in which to depreciate the games they purchase.

The same holds true for the automatic music, vending, and service machine operators. They, too, instead of battling with local depreciation schedules, can now set up their own reasonable period of time in which to depreciate their equipment.

Juke box ops can decide on a three year period to depreciate their phonographs and the other music accessories which they purchase.

Amusement games operators can take anywhere from six months to a year on their own option to depreciate their machines.

Vending and service machine operators can set their own time period to depreciate the various types of machines they operate.

Again The Cash Box was first.

This publication advised the trade of Senator Frear's Bill (S.298) three issues back.

Every intelligent operator in the nation quickly wrote his Congressman and his Senator urging that this bill become law.

It means the end of inequitable depreciation. It means the end of much loss.

There are territories where, today, automatic music equipment is depreciated over a period of five years. Other territories are allowed four years. Some depreciate their equipment in three years.

Further inequities exists in the fact that many tax officials consider amusements in the same category with automatic music, and the depreciation period remains the same.

It is absolutely ludicrous to tell any amusements operator that he should depreciate pinball games, as an example, in a period of from two to three, or even more, years.

This unjust depreciation of equipment, subject to the decisions of the

various heads of Internal Revenue offices throught the country, has caused much grief.

Now this can all be settled and well settled, too, by the passage of Senator J. Allen Frear's bill (Senate Bill 298) if the nation's operators will write to their Congressmen and their Senators to get back of this bill and help make it into law, leaders throught the nation are convinced.

It takes only a short letter to the average Congressman and Senator to convince him what this would mean to any operator anywhere in the nation.

Here in Chicago, where the juke box operators have a four year period in which to depreciate their equipment, there has been much grief in this regard.

The reason is that the music operators here are up against 25% depreciation per year. Those knowing how the price of a new machine falls after the first year agree that 40% is the minimum depreciation figure for that period. And that 30% the second year, 20% the third year, and 10% the fourth and last year would be fair and reasonable. But the law sticks at 25% per year.

In some areas music ops are only allowed to depreciate their equipment at the rate of 20% per year over a period of five years. Everyone engaged in the industry knows that this is absolutely ridiculous from any standpoint.

The Cash Box time and time again explained the problem. This publication also explained that present inequitable depreciation rates could not be changed except by a meeting of representatives of all the operators from all of the 48 states in Washington with the proper tax committee.

They could then only hope for a uniform national rate. This meeting still wouldn't mean a better depreciation rate would come into being.

Delaware's Senator J. Allen Frear, Jr., was made cognizant of this problem by industries throught the country. He followed along the line of the recommendations made to the Senate by the Senate Small Business Committee in 1952.

He has introduced a bill (S.298) which answers the entire problem by allowing business men to depreciate their equipment on their own option over a reasonable period of time.

Whether this bill will, or will not, pass this 83rd Congress, the demand that it be backed up by the Congressmen and Senators of all members of this industry will keep it fresh and alive.

It will yet become law, for it will solve one of the nation's most trying problems, and one of its greatest business inequities.

"Flying High" Flying High

CHICAGO—Alvin Gottlieb stated it very succinctly and very briefly this past week when he said, "Flying High" is flying high."

The new click game by D. Gottlieb & Co. has many new features which have won commendation from the firm's distributors as well as from the operator-customers of these distributors, according to reports.

Alvin Gottlieb stated, "Our long distance phones are keeping up busier than ever with calls from all over the country doubling and even tripling original orders which have been placed for 'Flying High.'"

"This is one game," he continued, "which has won a place in every loca-

tion practically overnight.

"It's one of the greatest games we've yet built," he said, "and we further believe, from all reports we've already received, that it will prove itself one of the longest lasting top peak play games the industry has ever seen."

Alvin was backed up in his statements this past week by both Nate and Sol Gottlieb who are also busy at the factory handling phone calls and also attempting to arrange a completely fair allocation of each day's production so that all of their distributors will be most completely satisfied in every regard.



Frances Beferra of the Delmo Novelty Company, Hibbing, Minn. reports that his wife gave birth to a baby boy last week, Congratulations, Fran. . . . Earl Hanson of St. Peter, Minn. had a narrow escape on his last trip in to the Twin Cities, inasmuch as a car coming from the opposite direction forced Earl off the road and thankfully the only damage was the head knocked off a pin-ball which was on the back of the truck. . . . Nothing keeps Andy Benna of Ironwood, Mich., from making his regular trips into the Twin Cities to pick up supplies and records for his route, whether snowing or blowing or raining, he still makes the trip. Andy believes in business as usual. . . . Leo Berkowitz of the B & B Novelty Company, Superior, Wisc. made a quick trip into the Twin Cities for some much needed supplies. . . . Art Hagness of Grand Forks, N. D., is another individual who when he makes up his mind to go in to town, keeps on going regardless of the weather. . . . M. J. Kragenbring of Pipestone, Minn., in addition to seeing what was new in coin operated equipment, decided to get brought up to date on some service information, concerning some service problems that he had. . . . In from the Winona area, were: Jim Stansfield, of Winona, Cecil Terveer of Winona, and Don Ehman, also of Winona. Genial J. Allan Redding of LaCrosse, Wisc., decided to take some time off and make the trip in to the Twin Cities. . . . Seen here and there picking up supplies and records for their routes were: Wes Rydell of Mora, Minn. Dick Grant of Seaton, Minn., Pete Wornson of Mankato, Minn., and Frank Kummer of Spring Valley, Minn. Bob Keyes of Forest Lake, Minn., and Charley Sersen of St. Cloud, Minn. Quentin Haroldson of Northwood, N. D., reports that there is very little snow up in his neck of the woods.

Rock-Ola Appoints 2 New Sales Outlets

CHICAGO, ILL.—J. R. Bacon, executive vice-president of Rock-Ola Manufacturing Corporation, this city, announced the appointment of two new sales outlets.

The Gilbert Music Company, Bloomington, Ill., owned and operated by E. W. Gilbert, will serve operators in DeWitt, Ford, Livingston, Logan, McLean, Iroquois and Piat counties.

The Automatic Coin Machine Company, Peoria, Ill., will serve Cass, Marshall, Mason, Menard, Peoria, Putnam, Stark, Tazewell and Woodford counties.

"These appointments will provide more complete sales and service coverage for music operators in Illinois," said Bacon.

ORDER! NOW!

The Greatest

Bally's "SPACE SHIP"

RUNYON SALES COMPANY

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

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

SOUTHERN CALIFORNIA—FOR SALE!

My complete route—90 Phonos and Pins. Includes 31 Seeburg 45's, fully equipped shop, 1952 truck with special body and lift, etc. Located Riverside County with High Income. Retiring from business. Will sell for \$70,000 and finance half for responsible party.
Box # 622, c/o The Cash Box, 6363 Wilshire Blvd., Los Angeles, Calif.

An Open Letter

FROM THE FOUNDER OF THE

Edgewater Heart Fund

Memorial to

GEORGE D. MOLONEY

“ Your bucks will buck the Nation’s No. 1 killer—heart disease. Help all of us in the industry to murder America’s No. 1 murderer—heart disease—by mailing your tax deductible contribution now to the ‘Edgewater Heart Fund.’

“Our industry, nationally renowned for its charitableness, can definitely help to stamp out heart disease. Your contribution will save a life. And remember the life you save may be your own.

“Our industry has always been foremost in charitable endeavors. Heart surgery, and the medical assistance your contribution will support, is already in progress.

“Your contribution will assist in devising and developing new and better techniques in the field of heart surgery and heart care. Remember that any member of this industry, including his entire family, is entitled to free heart surgery and medical care at the Edgewater Hospital, Chicago, Illinois, because of the continued contributions now being made by members of the industry.

“The ‘Edgewater Heart Fund’ has been dedicated to a man who was always a leader in our field. One of the most beloved individuals in the history of the industry. The ‘Edgewater Heart Fund’ is a memorial to George D. Moloney.

“Help us take care of the needy and the indigent. The people who most need our care. Let’s give them the opportunity of survival by our donations. Your dollars help murder America’s No. 1 murderer—heart disease.

“Your contribution, whether large or small, will be gratefully acknowledged and most sincerely appreciated.”

Allen J. Stern

Edgewater Heart Association, Inc.
c/o Edgewater Hospital,
5700 No. Ashland Ave., Chicago, Ill.

Gentlemen:

Enclosed find my check made payable to the “EDGEWATER HEART FUND” (Memorial to George D. Moloney)

for: _____

Signed _____

Address _____

City _____ State _____

NOTICE

IF YOU SO DESIRE YOU CAN MAIL YOUR CHECK TO THE FOLLOWING OFFICES OF

THE CASH BOX

26 W. 47th St., New York 36, N. Y.

32 W. Randolph St.,
Chicago 1, Ill.

6363 Wilshire
Blvd.,
Los Angeles,
Cal.



Operators thruout this area were greatly pleased over their collections made this week, which included coins played during the three-day Washington holiday. Altho weather conditions thruout the nation have been particularly bad, in and around this territory, it was warm and sunshiny. One operator told us that his collections were greater than for the Christmas and New Year holidays. With this same fine weather still prevailing, wholesalers report greater activity in the sale of both new and used equipment.

Nat Cohn, Conat Sales, who just returned from a sales trip thru the south and southwest, very well pleased with the orders he took for his kiddie rides. Nat also enthusiastically recounted the wonderful hospitality of his distributors wherever he went. He told us something we already knew, but which we’re always happy to hear again—that The Cash Box was the leading coin machine magazine in all the areas he covered, particularly in New Orleans, La., where it is practically the only magazine read by the coin trade. He related that on a visit to the Fair Grounds track with Manny Landsberg of Manny’s Amusement, his distrib there, they saw a fellow walking around with The Cash Box sticking out of his pocket. Cohn approached him, and found out that he was one of the city’s leading operators. “I asked him” smiled Nat, “if he was using the price lists to handicap the horses.” . . . Joe Young and Abe Lipsky of Young Distributing, who also had spent several days in New Orleans, are back home. Young and Lipsky attended the distributors’ meeting held by The Rudolph Wurlitzer Company. They’re back now, mighty enthusiastic over what they saw. Joe tells us that Fletcher Blalock of F.A.B. Distributing, Wurlitzer’s New Orleans distrib, held open house all during the meeting for the many Wurlitzer distribs and factory execs. “Fletch wants to know” Young told us, “which of the three nicknames given to “Mac” McCormack of the wholesale division of the phono dept of Wurlitzer, was best suited to him—‘Fleety,’ ‘Speedy,’ or ‘Lover Boy’?”

Sidney Levine, while vacationing in Miami Beach, spent a few days with Nat Cohn, who was travelling thru. They stayed at the Delmonico Hotel, managed by our old friend Bill Bolles, who, by the way, we understand is dying to get back in the coin machine biz. . . . Gil Kitt, Empire Coin Machine Exchange, Chicago, in town on biz. He drops around to coinrow to see his friends. . . . Mac Perlman, Atlantic-Connecticut Corp., Hartford, Conn., visits Harry Rosen and Meyer Parkoff. Mac celebrates a birthday, Tuesday, March 3—but refuses to tell us which one. . . . Al Blendow, sales manager for Meteor Machine Corp. tells us that the firm’s kiddie rides will be shown at the Toy Show from March 9 thru the 18 at the McAlpin Hotel. . . . Those plans Barney (Shugy) Sugerman and Abe Green of Runyon Sales have for their offices in Newark, N.J. and New York are terrific. The Newark office will soon be located at its new home, Frelinghuysen Ave. and Runyon St. . . . Mike Munves plays host to Frank Menciuri and Art Weinand of Exhibit Supply, who arrive for a distrib meet this week-end. Mike getting ready for what he thinks will be the greatest of all arcade years. . . . Bill Kaufman, son of Babe Kaufman, nationally known woman operator, producing “Pink Elephants” a play starring Steve Allen, TV star, which will soon have its Broadway opening. Bill, one of the top execs at NBC-TV, also has written three books. . . . The showroom floor of Koeppl Distributing loaded with music machines. Harry and Hymie took turns last week in making buying trips. . . . Business at Al Simon’s Albert Simon, Inc. so good, he increased his office staff—his son, Richard, about 9 or 10 years old, we’d say, came down this past week, and kept busy banging away at the typewriter. . . . The floor model of Evans phono missing from Herman Distributing again this week. “An operator walked in” explained Arthur Herman, “and insisted upon taking it away from us. However, we expect another delivery.” . . . “Senator” Al Bodkin back from his Miami Beach vacation. . . . Les Boyd also returns. Les tells he bunked into Frank Breheny on Lincoln Road.



The big Wurlitzer convention here last week took the city like the 1946 hurricane. The hotels were all booming with music men from all over the country. Every state was represented as well as Canada and Mexico. An enjoyable time was topped by a banquet at the Roosevelt Hotel. Good Luck to Wurlitzer and come back “You All.” . . . Johnny Caldwell traveling the South Louisiana area with Paul Bartness. Best business this month in years reports Ed. “Maybe I ought to stay around here all the time.” . . . Watch the “Hustling Gang” at Dixie go with A.M.I. . . . To Miss Mary Nassar of Tac Amusement our deepest sympathy on the loss of her father, and only two weeks later, her uncle of Birmingham, Ala. . . . Johnny Guitrauz, Port Vincent, La. visiting for a day. . . . Phillip Jaeger of Jefferson, La. working as hard as ever. . . . John Pentecost of Jackson, Miss. joins the A.M.I. sales force at Dixie Coin. John will cover a portion of Mississippi and N. Louisiana. . . . Ed Holfield of Dixie Coin holding the fort all by himself, what with half the force off for one reason or another. . . . Harold Bergeron’s wife seriously ill at Touro Hospital, but improving slowly. . . . Kathy Hutton in bed fighting the flu.

Joe Bihari of Modern Records in town for a visit with his distributor. Joe is also looking around for local talent. . . . Our sincere sympathy to H. C. Berger of Hammond, La. in the recent loss of his mother. . . . Dorothy Peart, lovely brunet manager of Adrion’s Drug & Record department, Alexandria, La., is a favorite with all the record salesmen. . . . Another pet is Myrtle Singley, owner of the S & H Novelty, Shreveport, La. . . . Mr. J. L. Bond of B & B Novelty in Rayviele, La. in town for the first time in more than a year. Had his young son with him. . . . Jimmie Larve of Prichard, Ala. making his weekly trip to town to pick up records. Also seen was Claude Sendelson of Radio Clinic, Baton Rouge, La. . . . Congratulations to Dolores Bryant, of H. L. Green in Jackson, Miss. who is a brand new bride. . . . Mr. & Mrs. Bob Buckley took in the last night of Guy Lombardo and his Royal Canadians. . . . Waldo Cockran from Denham Springs, La. in with his funny stories. Did you know Waldo used to be Huey Long’s chauffeur? . . . Vincent Marcello from Jefferson Music in and out with his nice quiet polished manners.

The Woman's Viewpoint of the Coin Machine Industry



MRS. MARIE PIERCE

ful in this business", she says, "must be a good supervisor and must have executive ability.

"Both of these salient factors are definitely important in her efficient conduct of her operations as well as the final determination of profit and loss in her business.

"She must learn to keep accurate records", she continues, "and she must make a most complete study of her route men and her collectors' efforts.

"She must understand recordings, if she enters the music field, and be able to pick and correctly program the tunes her locations will like and that the patrons of those locations will play.

"All these things are extremely important to any woman desiring to enter into the coin operated machines industry.

"If that woman already has shown she has executive ability and that she is a good and understanding supervisor," she claims, "there is no doubt in my mind that, with all other things being equal, she will prove herself just as successful as any man who enters into this business ever will."

Mrs. Pierce also points out that, as a woman, she has found she is better able to take up and handle the matter of personal problems of her employees.

"The result is," she says, "that we have employees working for us who have been with us for over twenty years.

"This is because," she explains, "a woman has the patience and the understanding to bring about a closer and more friendly relationship with employees. To the point where a family-like atmosphere prevails. Then all work together for the success and betterment of the organization as a whole.

"Yes," Mrs. Marie Pierce concludes, "after twenty fascinating and interesting years in this industry I do most sincerely believe that any woman with the correct ability and who is willing to work hard and long hours has every chance for success in the coin operated machines industry."

Nat Cohn Returns From Sales Trip

NEW YORK — Nat Cohn, Conat Sales and Riteway Sales, this city, returned to his desk this week, after a two week sales trip thruout the south and southwest, visiting his distributors.

Cohn's first stop was at Miami, Fla., where he visited with Bush Distributing Company. From there, he went on to Manny's Amusement Company, New Orleans, La.; United Amusement Company, Houston, Texas; Kiddie Rides, Inc.; San Antonio, Texas; State Music Distributors, Inc., Dallas, Texas; Culp Distributing Company, Oklahoma City and Tulsa, Oklahoma; and Southern Automatic Music Company, Louisville, Ky.

Cohn had intended to visit additional distributors, but had to rush home upon being informed that his father-in-law had suffered a heart attack.

Cohn reported he was well satisfied with the way his two kiddie rides,

The Perfect Companion To
All Kiddie Rides!
DESIGNED ESPECIALLY FOR KIDDIE BUSINESS!

Exhibit's
**ATOMIC-ACTION
SPACE
GUN**

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MONROE COIN MACHINE EXCHANGE, INC.

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(Tel.: Superior 1-4600)

"Atomic Jet" and "Aqua Jet" were moving, and stated he lined up a nice batch of orders.

Cohn has made arrangements to

display the above two rides, as well as his horse at the Toy Show, March 9 to 18, at the Hotel New Yorker, room 934.



Letter From An Operator

Dear Editor:

The other morning while I am sitting in Mary's Coffee Pot, which is across the street from our store, Sally (that's Mrs. Slugger) pops her face inside the door and she says, "C'mere Solly."

So I c'meres and I says, "What's it the matter, Sally?" I says.

Says she, "Look here, Solly," she says, "I just got us another service call from Lenny's place," she says, "and that is already for the fourth time this here week as we gets us a service call from Lenny's place," she says, "and Lenny he is complaining as how you do not fix up on his juke box as you should-fix it on up the first times," she says.

"You go on out right there this here minute to Lenny's place," she trumpets on me, "and you better get his box fixed on up right this here time, you lunk-head," she hollers.

So I hollers for my helper Sam Simpson. I says to Sam, "C'mon, get on up in the pickup. We are going on out to Lenny's place to find out what's it is wrong with his box now."

Well we gets there and we goes on in. There ain't many customers around so Sam and me has got ourselves but plenty time to find out what's it is so wrong with this here box in Lenny's place.

Lenny hissself walks on over to us as we starts on out to open her up and he looks on me and he says, "What kinda box is this here box, Solly, what's it always going out of order all the time?" he says.

So I says, "Look here, Lenny," I says, "there ain't nothin' as is wrong with this here box. I am fixing this here box three times already this here one week."

So Lenny he says, "All right," says he, "so go on and play the box."

So I pulls out a two-bits piece and I drops her in the box. I pushes down the tunes and I waits for the music.

Nothin' happens. I sees that everything is moving around inside her like it should, but, there ain't no music.

"Well," says Lenny to me, "you such a big shot" says he, "now you tells me what's it as is wrong with this here box?"

"What's more," says he, "if you do not fix this here box right this here time you can take her to hell out with you, you hears me?" he hollers.

So I gets mad like and I hollers right back on him, "Don't you go tellin' me as how to fix this here box, you hears me, Lenny," I says getting but good and hotted up.

So Lenny he hollers right back on me, "Believe me," he says, "you stinks when it comes to fixing up on a juke box."

Just then in comes Lenny's missus with her little kid. This here kid is a monster, you can believe me. This here little boy is hell on wheels.

She bellows out, "So this here is

all you guys has got your selves to do yet," she screams, "is stand around here and argues as who is what in kinds of a mechanic.

"You Lenny," she blasts out on him, "you go on back and take care of the customers. You hears me?," she screams.

Then she turns on me and she says, "And you, Solly," she says, "you go fix up on your no good juke box or I will calling up Sally and she will bust a monkey wrench over your head unless you doing your work like you are supposing to doing your work. You hears me, Solly?," she bellows on me.

All of a sudden like the box blasts out with music. But I mean as she blasts. The volume is all on the way up on the top and it seems as like the whole joint will fall down flat from this here big blast boom noise.

So I dashes for the back of the box and I goes to turn down on the volume key and there ain't not no key there.

So I hollers on Lenny, "So where is this here volume key, Lenny?," I hollers.

So Lenny he runs on back of the box where I am and he too looks on the back of the box and he sees as how there is no volume key there and he says, "Solly," he says, "I do not know as where this here key is, honest I do not, Solly," he says.

All of a sudden like Lenny's missus lets out with a holler. "The volume control," she blasts, "under neath the bar," she screams, "push it on down and stop this here noise before the whole neighborhood is coming on out in here to see if this here is a atom bomb yet," she bellows.

So Lenny and me we dashes for under the bar. What do you thinks? There is that there monster. There is that there kid of Lenny's. There is he sittin' down on under the bar and he is playing hissself with the volume control and in one hand he is got hissself the control key from this here juke box.

Lenny is just ready to give this here little monster of his a bop on the bean and I am ready to kick his little pants in on him but good when Lenny's missus runs on up.

She says, "Do not you touch my little sweet sugar darling," she bellows, "or I will kick out the few teeth you both jerks has got left.

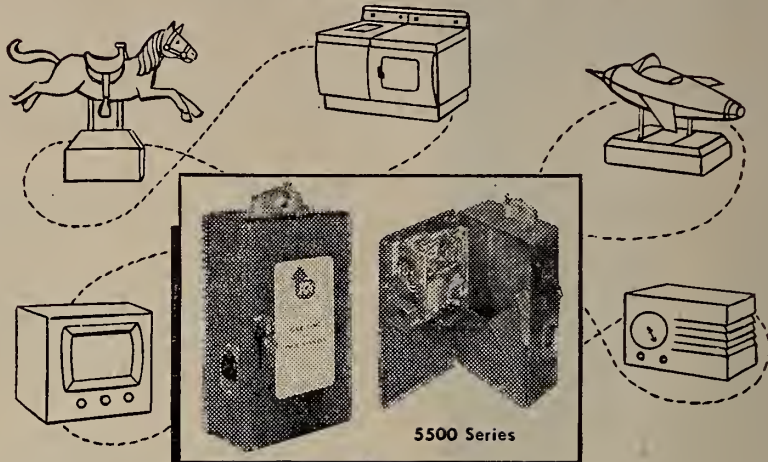
"The poor dear," she says very sweet like patting the little monster on his little monkey bean, "the poor little dear," she is saying, "he will be a big engineer yet," she is simpering on this here little monster real sugar sweet like.

Lenny looks on me and I looks

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These are reports from three leading operators whose names will be given you on request. These are only a few of the dozens of same reports we've had since introducing the Rock-Ola 120 SELECTION "Fireball" Phono to the field in our area. Call Today. Learn for yourself how you can earn more with the Rock-Ola "Fireball".



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Chicago 47
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on Lenny and Lenny he don't know what to saying to me.

So I am saying to him, "Just take the key from this here kid of yours, Lenny," I am saying, "and put it back on in the box and sets down the volume back on under the bar and keeping this here kid of yours away from this here box and this here volume control under neath the bar."

Anyways, to making a longer story real shorter like, Sam is closing up on the box and we is taking up our tools and we goes on out and gets on up in the pickup and we drives on back to the store.

I jumps on off and I walks on in whiles Sam Simpson is driving the pickup on out back of our store. There is Sally (that's Mrs. Slugger) she is standing on up by

her desk and I can see right quick as the black clouds is plenty crawled up on her eyes already.

"You dumb dope," she blasts on me, "you boob," she says, "you jerk," she screams, "don't you know nothin' yet as how a sweet little nice little boy like Lenny's missus is got is goin' yet to be a big engineer some day and as how you makes this here sweet little sweet darling crying his little sweet heart out because you is insulting his little self, you boob," she is screaming even as I dashes my self out fast for the back room repairs shop.

What are you going to do?

Sincerely,

Solly Slugger

"Your Operator Friend"

THRU THE COIN CHUTE

CHICAGO CHATTER

The battle is on. Once again the nation's juke box ops face a fight to preserve their livelihoods. Senator Pat McCarran (Dem., Nev.) has introduced the new ASCAP sponsored bill (S. 1106) into the Senate in an effort to amend the Copyright Act of 1909 so that juke box ops will have to pay royalty-tribute for the use of copyrighted music. In short, ASCAP is again trying to kill: **THE JUKE BOX GOOSE THAT LAYS THE GOLDEN EGGS**—for its own members and, at the same time: **CRUCIFY THE MUSIC OF THE POOR ON A CROSS OF GOLD.** . . . More pleasant news: Atlas Music employees donated \$50. to the Edgewater Heart Fund (Memorial to George D. Moloney). Among the employees: Harold Schwartz, Mike Blumberg, Bob Rosenow, Mort Jacobs, Frank Bach, Manuel Herman, Ed Kriz, Ronnie Kraus, Frank Mallak, Geo. Fisher, Pat Serbinski, Mary Ann Miskoci, Mildred Modelski. . . In the meantime Eddie Ginsberg returns from vacationing in Mississippi. So Morrie Ginsberg dashes down to Miami. Nate Feinstein still in Edgewater Hospital. Reported resting easy after his heart attack. And will be out in a few more weeks.

American Motorist, Jan. issue, Page 22, makes dirty underhanded attack on juke box biz. . . Donald J. Moloney, Donan Distrib. Co., reports his organization (and it's only 3 weeks after his wedding) already well under way with six people on the job. Offices and showrooms looking terrific. . . That "Kerry Drake" cartoon strip being protested by many in juke box biz with phone calls to local papers featuring this strip. One again proves what this publication has been urging for over ten years is an absolute need: "Public Relations Bureau." . . . Bob Gnarro and Earl Kiess met with Sampson's Gene Janklow (Columbia Records distrib here) and explained that music ops here didn't even average 50 percent of their orders filled. That in some cases they were buying records from retail stores. That Columbia not granting 5 percent return privilege as other disk mfrs. And many other points which all hope will completely awaken Columbia Records. . . Bally's Jack Nelson leaving for the east. Will be gone for some time. Visiting with firm's distribs and completing much business. . . Bill and Milt Marmer of Sicking, Inc., Cincinnati, O., (father & son) change firm name to Marmer Distributing. Will be in new quarters soon.

Importance of "optional depreciation" being realized by more and more coinmen as Mar. 15 tax date approaches. Write Congressmen and Senators to back Senate Bill 298. Introduced by Sen. J. Allen Frear, Jr., of Delaware. Would allow all to depreciate equipment on their own time. . . Paul Golden of LaRu Novelty still seeking trade school here that will set up "School for Coin Machine Mechanics" which Paul agrees with The Cash Box is an extreme necessity. . . Jack Nelson, Jr., has developed new line of vending machine charms that are going over great. . . The Cash Box thanks you for the many thrilling phone calls commending new column, "The Woman's Viewpoint of the Coin Machine Industry." . . Art Garvey on to Massachusetts. . . "20 Year Club" memberships continue to grow. Never knew so many old timers still around. Get into the "20 Year Club" if you have been active in coinbiz 20 years or longer.

Ben and Trudy Coven expected early Wednesday. But weren't in from New Orleans where they attended Wurlitzer confab. They drove down in Ben's new '53 Caddy. Ran into plenty ice and snow on way back. . . Mary Gillette's encouragement probably had much to do with Gillette holding lead in Chicago's Automatic Phonograph Bowling League. . . C. Latino maintained top spot in men's individual. . . Isabel Oomens maintained her leadership in women's division. . . Helped by the "Mighty Mite" Julius Mohill, who rang up a 535 series, and the old reliable, Isabel Oomens who came through with a 427 series, Oomens beat Decca for three games this past week. Both these series were the highs for men and women. . . Tony Galgano's gang squeaked through with 2 wins over A.B.C.'s No. 2 team. . . Meantime Johnny Oomens still ain't asayin' nothin' about his bowling these days. (Are you getting bashful, Johnny?) . . . Just got copy of circular being mailed by Jack Williams of Denver offering to pay half (\$7.50) for any coinman who subscribes to The Cash Box in his area. Jack calls The Cash Box, "The 'Bible' of our industry." (Thanks a million, Jack, we're just simply thrilled at this very beautiful offer on your part.)

Sincerest and humblest thanks to Art Weinand, Frank Mencuri, Ford Sebastian, and all the guys and gals of the "Exhibit Supply News Bulletin" for the very grand words they wrote about us in their last week's issue. . . Sam Lewis and Avron Gensburg advise that one reason they haven't had "even one bad report" on their new "Golden Nugget" is due to automatic tester which has been playing the game over 12 hours each day for weeks now. Not one mechanical fault has yet shown up. . . Nate Gottlieb came up with a lulu of a story this past week about a conversation between two drunks. Ask him to tell it to you. . . Alvin Gottlieb has just bought himself a stereo camera and will get 3 dimensional pics of all visitors. . . Sol Gottlieb on his way to Honolulu for a vacation. . . Fred Morris of Evans advises the firm had plenty of phone calls on appearance here of story that Evans building first replay game in 10 years called "Spin Table." . . Cole Products showed new Magniflo "1200" drink dispenser at very swanky Sarah Siddons Walk of Ambassador Hotel last week.

Len Micon compiled facts and figures on Rock-Ola "Fireball" which simply thrill him to teeny-weeny pieces. For example, one phono with over 12,500 plays, another with over 6,500 plays, and still another working 3½ months—and no service calls yet. . . 20 million bowlers can't be wrong. They're sparking the play of all shuffle bowling games. Leaders in the shuffle biz estimate there are over 50 million shuffle bowlers in the nation. . . Story now out of Seeburg's 200 selection phono for commercial and industrial field. It's not coin operated. But one of the most thrilling instruments ever. . . Howard Pretzel leaning against the wind on Wabash Ave. . . Paul Huebsch of Keeney

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NEW FEATURES GALORE!

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Name Spelling Feature—each time a player matches the last number of his score with lighted number, a letter of "Name Bowler" lights up.

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Number to be matched may be adjusted to light up at end of game, or at start of 10th frame.



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CHICAGO CHATTER

(Continued)

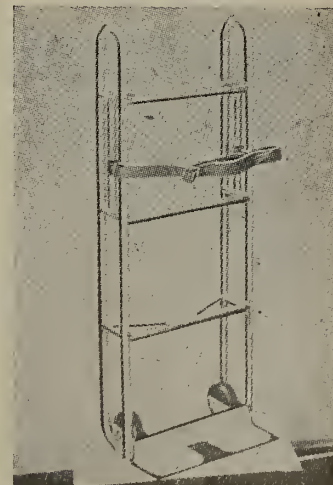
just thrilled with continued marvelous reports on their cigarette vendor which is winning more and more sales all over the country. . . Joe (Hot Coils) Kuss claims, "I'm now heating up Siberia. Just ask Sid Falk," he says, "who took a hot 'gin' lesson here last week." . . . Orchids to Herb Jones for one of the most outstanding issues of "Bally-Who." Just simply chock full of pictures and interesting reading material.

Morrie Wiczer just drove in from L. A. via Las Vegas moaning and groaning. The reason why? Morrie rolled 7 straight passes in Las Vegas and came in with only \$84. (He should moan and groan). . . Anyone know who manufactured the "Dutch Pool" game. Advise Nobel Ekern, Tomah, Wisc. . . Big shindig in-Cleveland this past week with music ops enjoying themselves at big evening banquet after listening to a serious biz all day long. Credit should go to Jackie Cohen, Sandy Levine, Jimmy Ross, James Burke, and all the other Ohio leaders. . . Louis Boasberg advises that the Louisiana state survey which appeared in Wall St., Journal written by one of his friend. . . Remember the Edgewater Heart Fund. Send in your donation today. Every dollar counts in this fight against America's No. 1 Killer—heart disease. . . A.B.C. Music Service Corp. held big meet this past week with Vernon Hamann talking on phono mechanisms and Bob Gnarro on records to Employees School which firm started last month.

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WANT

WANT—We buy new and used records all year-round. Highest prices paid for 78's and 45's. No quantity too large or too small. We also buy brand new LP's (33-1-3 RPM) in quantity. Write or phone. AL ABEL, FIDELITY DISTRIBUTORS, 666-10th Ave., NEW YORK 36, N. Y. Tel.: JUDSON 6-4568.

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

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

WANT—To Buy Four Player Keeney Super DeLuxe League Bowler (Mystery Score). State your lowest price. ANTHONY HIRT, 2420 NORTH 8th ST., SHEBOYGAN, WISC.

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

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

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.: THlden 4-9040.

WANT—Two- Four- or Six-Player Shuffle Bowling Games; Genco Shuffle Target; 22-foot National or Rockola Shuffle Board; Exhibit Pony Express; 100-Record Seeburg. Write stating condition, number, model and prices. STANLEY AMUSEMENT COMPANY, 5225 SOUTH TACOMA WAY, TACOMA, WASHINGTON.

WANT—Two Post War Getchen metal typers. Scientific Pokerino's—new and used. 1 Wilcox-Gay Voice Recorder. LIEBERMAN MUSIC CO., 257 PLYMOUTH AVENUE NORTH, MINNEAPOLIS, 11, MINNESOTA.

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

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

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

WANT—Keeney 4 Player Conversions, for long board with return puck; Genco Scoreboards; Keeney 6 Player Shuffle Alleys. UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH STREET, COLUMBUS, OHIO. Tel: UNiversity 6900.

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

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

CLASSIFIED ADVERTISING SECTION

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—Wurlitzer Phonograph Model 1400, 1250 and 1100; A.M.I. Phonograph Model A, B, C, and D; Seeburg Phonograph Model M 100 A, B and C. State quantity, condition and best price in first letter. COVEN DISTRIBUTING CO., 3181 ELSTON AVENUE, CHICAGO 18, ILL. Tel.: INdependence 3-2210.

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

FOR SALE

FOR SALE—Keeney 4 Player \$75; Genco Targets \$60; Bally Baseball \$50; Crusader Horse \$345. AN in excellent condition, ready to operate. Will take in trade 1422 Rock-Olas at \$50. Must be complete. No broken parts. NATIONAL NOVELTY COMPANY, MERRICK, N. Y.

FOR SALE—1 United A B C \$125; 1 United 3-4-5 \$145 Clean; 1 Bally Futurity \$235; 1 Double Action \$50; 2 United's Leader \$285 each clean and ready for location; 12 Packard Wall Boxes clean \$4.50 each. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA STREET, EVANSVILLE 10, INDIANA.

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

FOR SALE—Ready for location. C.C. King Pin \$125; Genco Hits and Runs \$75; The Thing \$45; Harvest Time \$50; Bomber \$70; Tahiti \$62.50; Utah \$50; Stop & Go \$70; Star Series \$49.50; Chicago Coin Pistol \$95; Dale Gun \$45. AMUSEMENT ARCADE CO., 419-9TH STREET, N.W., WASHINGTON, D. C.

FOR SALE—United Alleys: 5 Player \$215; 5 Player with Formica and large pins \$240; 6 Player \$240; 6 Player with Formica and large pins \$265; 6 Player Deluxe \$325; 6 Player Supers \$350. CLEVELAND COIN MACHINE EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND 15, OHIO. Tel: TOWER 1-6715.

FOR SALE—Different—Saloon type coin operated 65 note player piano; banjo effect; Seeburg approximately 35 years old. Beautiful mahogany completely refinished. All 80 some odd bellows recovered by professional church organ specialist; like new. A rare buy at \$299.50. Hot for any location. 40 tunes included. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVE., GLENS FALLS, N. Y. Tel.: 2-2519 and 2-6740.

FOR SALE—Bowlette \$25; Long Beach \$325; Leader \$300; Stars \$365; Star Series \$45; Tri-Score \$40; Temptation \$33; Trade Winds \$25; Three Feathers \$45; Triple Action \$25. Plenty of other bargains. F.O.B. St. Louis. REEL DISTRIBUTING CO., 4539 ST. LOUIS AVENUE, ST. LOUIS 15, MO.

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

FOR SALE—Skee Alleys: Roll in Barrel; High Score Flash Bowler; Bag-a-fiddy; United Skee Alley. \$50 each or trade on good Five Balls or Twin United Express Shuffle Alley. RED LINE VENDING, NEW HAMPTON, IOWA.

FOR SALE—Seeburg M100 A phonographs, thoroughly reconditioned and refinished. Look and operate like new phonographs \$649; Seeburg 148ML reconditioned, refinished \$259; Seeburg 147M reconditioned, refinished \$159; Seeburg H146 Hideaway reconditioned, refinished \$115. DAVIS DISTRIBUTING CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

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—Match The Wheel Shuffle Alley Conversion. Attached to top of head. Fits all types shuffle alleys. Only action matching unit. Only two wires to attach. Sample \$42.50. Write for quantity price. One third deposit with order. KINGS AMUSEMENT CO., 1505 CONEY ISLAND AVE., BROOKLYN 30, N. Y.

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

FOR SALE—We have all type Bingos at right prices. Genco's 400—all latest factory improvements for right results. Clean—ready for location \$275. MERIT INDUSTRIES, 542 W. 63rd St., CHICAGO 21, ILL. Tel: ENglewood 4-9202 and 4-9204.

CLASSIFIED ADVERTISING SECTION

FOR SALE — Reconditioned: Thing \$35; Lucky Inning \$35; Photo Finish \$35; Citation \$35; Champion \$45; Winner \$85; Goalee \$75; Carnival \$25; Control Tower \$85. J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS 3, MISSOURI. Tel. OLive 2800.

FOR SALE—Executive Ediphone Voice Writer, electronic with desk dictator and second station unit for playback, used only six months, \$575. WESTERN DISTRIBUTORS, 1226 S. W. 16th AVENUE, PORTLAND 5, OREGON. Tel.: ATwater 7565.

FOR SALE — Seeburg Wall Boxes 3W2L56 5c \$10 each; 3W5 & 7L56 (5-10-25) \$25 each; Post-war Seeburg, AMI, Wurlitzer, and Rock-Ola phonographs at lowest prices. Be wise and buy at SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVENUE, ELIZABETH, N. J. Tel: Blgelow 8-3524.

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—Packard Wall Boxes \$4 ea.; Wurlitzer 3031's \$5 ea.; Wurlitzer 3025's \$6 ea.; Photo Finishes and Citations \$25 ea.; Universal Five Stars \$100 ea.; Rock-Ola Playmasters \$50 ea. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CAL.

FOR SALE—Kiddie Rides—Beautiful Exhibit Big Broncos; Space Ships, all makes; Midget Movies; Boat Rides; Automobile Rides . . . all guaranteed 100%. Must be satisfied or may return within 30 days for full refund. WANTED to buy: Wurlitzer 1015's; 1100's, 1250's, 1400's. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON, MASS.

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

FOR SALE—ABC \$175; Long Beach \$375; 5 Star \$50; County Fair \$175; Steeplechase \$225; Stars \$450; AMI "A" \$325; "B" \$425; "C" \$475; 1015 \$100; Evans \$350. Write for Wholesale Premium List. CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS 3, MO. Tel.: GENeva 0972.

FOR SALE—Fifteen Turf Kings, A-1 condition, uncrated, write or call making an offer. PENNSYLVANIA VENDING CORP., 1822 CARSON STREET, PITTSBURGH 3, PENNA.

FOR SALE—Close outs right off the route—reconditioned like new: Coney Islands with latest improvement—5 finger contacts \$335; Atlantic Cities \$435; Bright Spots \$315; Leaders \$310; Bright Lights \$220; Genco 400's \$295; Genco Jumpin' Jacks (new write); Turf Kings \$120; Citations \$30; Hot Rods \$40; Genco Advance Rolls \$30; Flipper Pins (write). Genco 400's equipped with latest factory improvements for ideal results. One-third deposit. Balance C.O.D. W. E. KEENEY MFG. CO., 5231 S. KEDZIE AVE., CHICAGO, ILL. Tel.: HEMlock 4-3844.

FOR SALE—Seeburg 148 ML \$249; 147M \$140; 146s \$115; M100A \$645; Wurlitzer 1100 \$329; Wurlitzer 3020; Wallboxes \$25. CENTURY MUSIC DISTRIBUTORS, 1221 MAIN ST., BUFFALO 9, N. Y. Tel: SU 4938.

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

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

FOR SALE—or trade for shuffle alley—four to six players. Coney Island, Spot Light, Bright Light, Bright Spot, Stars, Zingo, Light A Line, hundred record Seeburgs, Wurlitzer 1250, excellent condition. Cash for music. V. YONTZ SALES CO., BYESVILLE, OHIO.

FOR SALE—100A Seeburg High Serial Number \$675; AMI "A" \$325; 1015 Wurlitzer \$150; C. C. Coin Hit Parade & Stand new \$175; United Official Bowler \$325; United 5 Player Bowlers Formica Top 7 & 10 Pick Up \$225; Wilcox Gay Recordio \$100; Thunderbolt Horses \$400; MOUNTAIN DISTRIBUTORS, 3630 DOWNING ST., DENVER, COLO. Tel.: Acoma 8518.

CLASSIFIED ADVERTISING SECTION

FOR SALE — United Bolero, \$165; Bally Bright Lights, \$169.50; Bally Spot Lights \$247.50; Bally Frolics \$415; Bally Palm Beach \$429. Send one third deposit. T & L DISTRIBUTING COMPANY, 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: MA 8751.

FOR SALE — C. C. 4 Player Derby \$195; Exhibit Jet Gun \$195; C. C. Pistol \$65; Quizzer \$75; Amusement Lite League \$49.50; New Royal Flush Pool Table \$50; Wm Long Beach \$275. MILLER-NEWMARK DISTRIBUTING COMPANY, 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—Exhibit Gun Patrol \$175; Exhibit Jet Gun \$195; Exhibit 6 Shooter \$150; C. C. Pistol \$125; C. C. 4-Player Derby \$150; Williams Horsefeathers \$150; C. C. King Pin \$150; Evans Bat-a-Score \$175; Mutoscope Sky Fighter \$125; Wilcox Recordio \$125; Jungle Joe \$125; Int. Mut. Deluxe Photo-mats \$395. WANT—We will buy at once—Quote lowest prices on Wurlitzer model \$1250; Seeburg M100 78 r.p.m.; Seeburg M100-45 BL. BUSH DISTRIBUTING COMPANY, 286 N. W. TWENTY-NINTH STREET, MIAMI 37, FLA.

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

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

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

FOR SALE—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—Chico 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 equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Universal; Genco and others. TARAN DISTRIBUTORS, INC., 3401 N. W. 36th ST. MIAMI, FLA. Tel.: 3-7648.

FOR SALE — United Steeplechase \$295; Coney Island \$245; Touch-down \$245; Williams Spark Plug \$250; Hayburner \$245; Sea Jockey \$245. Write for low prices on pins, bingos arcade games. LEHIGH SPECIALTY, 826 N. BROAD STREET, PHILADELPHIA 30, PA.

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—Spot Lites \$275; A.B.C. \$100; Zingo \$125; Stars \$325; Bright Lights \$250; Frolics \$450. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. Tel: WHeeling 5472.

FOR SALE—Star Series \$50; Quarterback \$35; Bing-A-Roll \$45; Bear Gun \$225; ABT Rifle Sport (1 unit with tunnel) \$595. Includes extras. WANT—United Six Player Supers & Twin Rebounds. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE—Coney Islands \$335; Atlantic Cities \$425; Universal Five Star \$75; Keeney Lite-A-Line \$95; Skee Alley \$65. Frolics—write. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILL.

FOR SALE—Chicago Coin Band Box \$150; Wurlitzer 1100 \$275; Super Twin Rotation \$200; Scientific Bating Practice \$65; Chicago Coin Hit Parade \$65. A. P. SAUVE & SON, 7525 GRAND RIVER AVENUE, DETROIT 4, MICHIGAN. Tel: TYler 4-3810.

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—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 — Music Machine Route. Locations in busy section of the Bronx. New equipment. Reasonable. ACE, 22 LAWRENCE ST., YONKERS, N. Y.

CLASSIFIED ADVERTISING SECTION

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, 3757 W. CHICAGO AVE., CHICAGO, ILL. Tel: Sacramento 2-5050.

FOR SALE—Juice Vending route on location 29 units. 3 day work week. Nets \$90 to \$100 weekly. Sacrifice price \$6500. Terms. **MUTUAL BROKERS**, 668 SUTTER AVE., BROOKLYN, N. Y. Tel: DI 6-8319.

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—115 New and used wall boxes \$100 at Thermopolis, Wyoming. "Radio" **JOE WARRINGTON**, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

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; Bit 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—Seeburg 147 \$99; Packard Manhattan \$99; Shuffle Alley Express \$29.50; Genco Target \$39.50; Viking Popcorn Machine \$79; Spares & Strikes \$149. **AMERICAN VENDING CO.**, 2359 CONEY ISLAND AVENUE, BROOKLYN, NEW YORK.

FOR SALE—Quartette \$160; Minstrel Man \$90; Globe Trotters \$135; Mermaid \$95; KO's \$45; Seeburg wall boxes \$5; All in A-1 shape. **STARK NOVELTY CO.**, 2429-7th, N. W., CANTON, OHIO.

FOR SALE—Wurlitzer 1080 \$179.50 ea.; Wurlitzer 1100 \$375 ea.; 10 Seeburg 100A-78 \$675. Plus \$10 for crating. Many others—write for list. **YOUNG DISTRIBUTING CO.**, 599 TENTH AVE., N. Y. C., N. Y. Tel.: CHICKERING 4-5050.

FOR SALE—The old reliable Massengrill coin operated pool tables. Write for price list on used equipment. We will buy one balls, Bingo games, recent shuffle alleys. **DARLINGTON MUSIC COMPANY**, DARLINGTON, S. C. Tel: 500.

FOR SALE—Bally Sunshine Parks, Atlantic City, Palm Beaches and Frolics. Also, all late Gottlieb 5-ball used games. If interested, call, write or wire. **NEW ORLEANS NOVELTY CO.**, 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA, Tel: CANAL 8318.

MISCELLANEOUS

NOTICE—"O.P.S. Off." Hawley Dime Converter Kit for old style and new style Packard Boxes. 25 Lots, \$1.25 ea.; Samples \$1.50. Contains Dime Glass, Dime Bushings, parts for retractor. Dime Bushings available, 25c ea. **HAWLEY DISTRIBUTING**, 2720 W. PICO BLVD., LOS ANGELES, CALIFORNIA.

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

NOTICE—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—New revised 1953 mailing list of more than 11,400 Active Coin Machine Operators and Distributors in the United States. Shows types of machines operated. \$25 per copy. State listings 1c per name. **L. W. WHIPPLE**, BOX 125, MATTHEWS, N. C.



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(FEBRUARY 28th)

"END-OF-MONTH INVENTORY ISSUE"

of The Cash Box

**FOR YOUR FIRM?
IF YOU DIDN'T, THEN TEAR OUT
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TODAY!**



THE CASH BOX
26 WEST 47th STREET
NEW YORK 36, N. Y.

Gentlemen:

Please send me a free copy of the last "End-Of-Month Inventory Issue" of *The Cash Box*. I'm enclosing \$15 for a full year's subscription for 52 weeks which includes the "End-Of-Month Inventory Issue" (the last issue of each month) and which lets me know just where I stand as far as what my equipment is worth by compiling a permanent monthly inventory record.

FIRM NAME

ADDRESS

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

Individual's Name

Notice!

YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX"

Your Deposit is GUARANTEED

AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

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

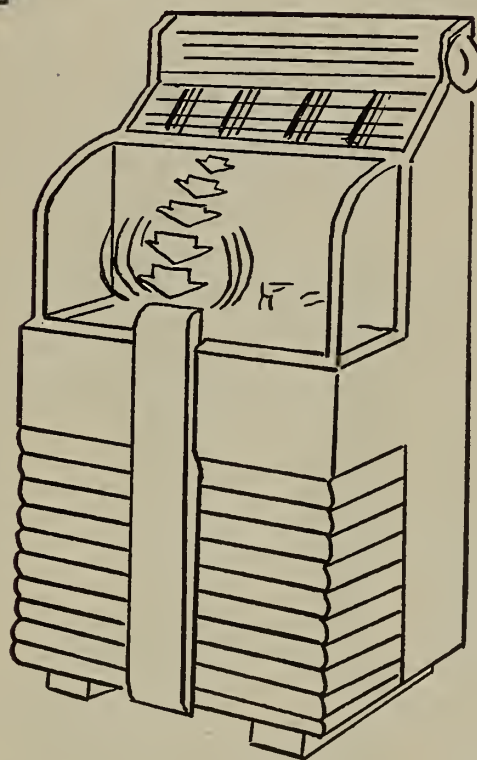
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Third Prize

This ad, designed by William S. Rider, A/2C, U. S. Air Corps, son of Mr. and Mrs. Cecil Rider, music operators at Gibson City, Ill., won duplicate 3rd Place award of \$250.00 cash in AMI's "Write-an-Ad" contest.



Table listing various items and their prices, including Futurity, Georgia, Gin Rummy, Gizmo, Glamour, Globe Trotter, Gold Cup, Gold Mine, Golden Gloves, Gondola, Grand Award, Handicap, Happy-Go-Lucky, Harvest Moon, Harvest Time, Harvey, Hawaii, Hayburner, Hit Parade, Hit Parade (CC), Hit & Runs, Hit 'N' Run, Holiday, Holiday (Ke 12/51), Hong Kong, Horsefeathers, Horse Shoe, Hot Rods, Humpty Dumpty, Jack 'N Jill, Jalopy, Jamboree, Jeanie, Jockey Special, Joker, Judy, Just 21, K. C. Jones, King Arthur, King Cole, King Pin, Knockout, Lady Robin Hood, Leaders, Leap Year, Line Up, Lite-A-Line, Long Beach, Lucky Inning, Lncy Star, Mad. Sq. Garden, Majors '49, Major League Baseball, Manbattan, Majorettes, Mardi Gras, Marjorie, Maryland, Merry Widow, Melody, Mercury, Mermaid, Minstrel Man, Monterey, Moon Glow, Morocco, Nevada, Niagara, Nifty, Nndgy, Oasis, Oklahoma, Old Faithful, Old Hilltop, Olympics, One Two Three, Palm Beach, Paradise, Paratrooper, Phoenix, Photo Finish, Pin Bowler, Pinch Hitter, Pinky, Play Ball, Play Boy, Playland, Playtime, Pnddin Head, Punchy, Quarterback, Quartet, Rag Mop, Rainbow, Ramona, Rancho, Record Time, Red Shoes, Repeater, Rio, Rip Snorter, Riviera, Rocket, Rockettes, Rondervo, Rose Bowl, Ronnd Up.

Table listing various items and their prices, including St. Louis, Sally, Samba, Saratoga, School Days, Score-A-Line, Screwball, Sea Hawk, Sea Jockeys, Sea Isle, Select-A-Card, Serenade, Sbanghai, Shantytown, Sharpshooter, Shoo Shoo, Shooting Stars, Short Stop, Show Boat, Silver Spray, Silver Streak, Singapore, Skill Pool, Sky Lark, Sky Line, Sky Ray, Slugfest, Slugger, Smarty, Smoky, South Pacific, Spark Plugs, Special Entry, Speed Ball, Speedway, Spinball, Spot Bowler, Spot-Lite, Sport Event, Sport Special, Sports, Sportsman, Spot-A-Card, Spot Pool, Springtime, Stage Door Canteen, Stars, Stardust, Steeple Chase, Stop & Go, Stormy, Streamliner, Smmertime, Sun Beam, Sunny, Sunshine Park, Snpercharger, Snper Hockey, Snperliner, Snperscore, Surf Queen, Snpense, Swanee, Sweepstakes, Sweetheart, Tahiti, Tampico, Target Skill, Telecard, Temptation, Tennessee, Thing, Three Feathers, Three Four Five, Three Mnsketeers, Thrill, Topic, Tornado, Touchdown, Towers, Trade Winds, Treasure Chest, Trigger, Trinidad, Triple Action, Triplets, TriScore, Trophy, Tropicana, Tucson, Tumbleweed, Turf Cbamp, Turf King, Utah, Vanities, Victory Special, Virginia, Watch My Line, Whizz Kids, Wild Fire, Wild West, Winner, Wisconsin, Yankee Doodle, Yanks, Zingo.

Table listing various items and their prices, including Bally Shuffle-Line, Bally Hook Bowler, Bally Baseball, Bally Shuffle Champ, Bally Shuffle-Bowler, Bally Speed Bowler, ChiCoin Bowling Alley, ChiCoin Alley w/con, ChiCoin Ace Bowl, ChiCoin Bowl Classic, ChiCoin Horseshoes, CbiCoin Rebound, ChiCoin Baseball, ChiCoin Trophy, ChiCoin 6 Player, ChiCoin 6 Player DeLuxe, Exhibit Strike, Exhibit Twin Rotation, Genco Shuffle Target, Genco Bowling League, Genco Baseball, Genco 8 Player Reb'd, Genco Target Skill, Gottlieb Bowlette, Keeney ABC Bowler, Keeney Bowling Champ, Keeney King Pin, Keeney Pin Boy, Keeney Ten Pins, Keeney Lucky Strike, Keeney Dbl. Bowler, Keeney League Bowl, Keeney Duck Pins, Keeney Super Deluxe League, Keeney DeLuxe League Bowler, Keeney Big League Bowl, Keeney 4-Way Bowl, Keeney 6-Player, Keeney Super DeLuxe, Rock-Ola Shuffle Jungle, Rock-Ola Shuffle-Lane, Univ. Deluxe Twin, Un. Deluxe 6-Player, Un. Super 6 Play, Un. Dbl. Shuffler, Un. Official Bowler, United Shuffle Alley, Un. Shuffle w/con, Un. Shuffle Alley Exp., Un. 2-play Express, Un. Sin Rebound, Un. Twin Rebound, United Slugger, United Skee Alley, Un. 4-Player, Un. 5-Player, Un. 6-Player, Un. Shuffle-Cade, Un. Twin Shuffle Cade, Univ. Super Twin, Universal Twin Bowler, Univ. HiScore Bowler, Williams DeLuxe Bowler, Williams Twin Shuffle, Williams Dbl. Head.

Table listing various items and their prices, including ABT 6 Gun Rifle Range, Advance Rolls, Allite Strike, Boomerang, Bally Big Inning, Bally Bowler, Bally Convoy, Bally Defender, Bally Eagle Eye, Bally Heavy Hitter, Bally King Pin, Bally Lucky Strike, Bally Rapid Fire, Bally Sky Battle, Bally Torpedo, Bally Undersea Raider, Bank Roll, Bing-A-Roll, Buckley DeLuxe Dig, Buckley Treas Is Dig, Champion Hockey, ChiCoin Basketball Champ, ChiCoin 4 Player Derby, ChiCoin Goalee, ChiCoin Hockey, Chi Midget Skee, ChiCoin Pistol, ChiCoin Roll-A-Score, Edaleo Pool Table, Evans Bat-A-Score, Evans Ski Roll, Evans Snper Bomber, Evans Play Ball, Evans Ten Strike '46, Evans Tommy Gun, Exhibit Dale Gun, Exhibit Gun Patrol, Exhibit Jet Gun, Exhibit Pony Express, Exhibit Rotary Mdsr, Exhibit Silver Bullets, Exhibit Six Shooter, Exhibit Merchantman Roll Ch Digger, Exhibit Vitalizer, Genco Glider, Genco Play Ball, Hy Roll, Jack Rabbit, Keeney Air Raider, Keeney Anti Aircraft Bl, Keeney Sub Gun, Keeney Texas Leaguer, Kirk Night Bomber, Lite League, Mutoscope Ace Bombers, Mnto. Atomic Bomber, Mutoscope Dr. Mobile, Mutos. Fly, Sancers, Mntos. Photo. (Pre-War), Mutoscope Silver Gloves, Mutoscope Sky Fighter, Mutoscope Voice-O-Grph, QT Pool Table, Quizzer, Rockola Ten Pins HD, Rockola World Series, Scientific Baseball, Scientific Basketball, Scientific Batting Pr., Scientific Pitch 'Em, Seeburg Bear Gun, Seeburg Chicken Sam, Seeburg Shoot the Chmte, Set Shot Basketball, Skee Barrel Roll, Spares & Strikes, Supreme Bolascor, Supreme Skee Roll, Supreme Skill Roll, Snpreme Rocket Buster, Tail Gunner, Teleguiz, Un. Team Hockey, Warner Voice Record, Western Baseball '39, Western Baseball '40, Whizz, Wilcox-Gay Recordio, Williams All Stars, Williams Box Score, Williams Star Series, Williams Super World Series, Williams Quarterback, Wurlitzer Skee-ball.



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Ball in **14 or 18** Pocket When Lit Releases Extra Ball

Ball in **16** Pocket When Lit Releases Extra Ball

Ball in **15 or 17** Pocket When Lit Releases Extra Ball

3 Extra Balls Maximum

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From coast to coast the cash-box verdict is unanimous: "Better than BEAUTY... greatest in-line money-maker... only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions... new 7-Choice Select-A-Spot ...and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

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

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

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



Bally SPACE-SHIP

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

Ride THE CHAMPION

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS

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

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

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



IT TROTS!
IT GALLOPS!

FINANCE PLAN
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

RIDE THE CHAMPION 10¢

Bally® MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
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