

THE CASH BOX

VOLUME 13

AUGUST 2, 1952

NUMBER 43



The artists, publishers and officials of the record companies which won the 1951 Cash Box Award are pictured above receiving their award. See page 5 for identification of the winners.

IT'S RED HOT! IT'S BRAND NEW!

THE ELECTRONIC SENSATION!

"Super TWIN ROTATION"



AT LAST!

Locations can now offer their players a game that's REALLY NEW!

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In popularity and construction, "SUPER TWIN ROTATION" will last for years!

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IT'S MYSTIFYING!

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IT'S REALISTIC!

Realism is a prime feature of "SUPER TWIN ROTATION." Here is a game with really true action.

IT'S DIFFERENT!

You've never seen anything like it before! Even the mechanical operation is revolutionary.

PLAYER PREFERENCE

is assured with "SUPER TWIN ROTATION"—the Electronic Sensation!

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PLAY IT!
ORDER
YOURS
TODAY!**

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- WESTERN DISTRIBUTORS
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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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CORRESPONDENTS IN LEADING CITIES
THROUGHOUT THE UNITED STATES

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GAMES BOOM IN THE GOOD OLD SUMMERTIME

Most heartening, most fascinating and most thrilling, is the game boom that is under way this good old summertime of 1952.

From everywhere in the nation come reports from outstanding operators that the games they are receiving at this time are, by far, the greatest that they've ever seen.

Right in the very heart of one of the most torrid and most humid summers in history, the amusement games manufacturers simply cut loose, and presented the finest products they've ever built.

Every game has the stamp of approval of operators who already have them on locations.

One operator after the other has reported, "There's never been anything like this during the summertime.

"The games the manufacturers are shipping us are the best we've ever operated.

"And that", they conclude, "takes in the past Spring and even the big Fall-Winter season of '51."

In short, there's a games boom under way the like of which no one believed would ever happen during the hot dog days of the summertime.

Furthermore, the games the factories are shipping have the finest play-appeal elements even old-timers in the trade have even seen.

Some of the resort operators claim that the new games are simply winning friends for them everywhere they are placed and in the largest numbers they've ever enjoyed.

(In addition to all this, even tho this is being written all about the big boom in amusement games this summertime season, the phono manufacturers are also enjoying a tremendous boom. Their problem is simply "delivery".)

What's most impressive is the fact that, regardless of the heat and humid-

ity blanketing the largest part of the nation, the games are getting better play action than anyone ever dreamed they would.

"In fact", as one outstanding distributor stated, "this definitely proves that there is no such thing as a 'season'."

The manufacturers have proved to themselves, as well as to everyone engaged in the field, that regardless of summertime heat or wintertime cold it's the products that count.

And when they can produce games, such as the games they are now shipping thruout the trade, there is no such thing as "a season".

The public isn't interested in the inner-trade definitions of "season".

The public likes entertainment. Especially so economical an entertainment as coin operated amusement products.

Players will cluster about the games, provided of course, that the games appeal to them. Interest them. And, especially, entertain them.

And that's just what is happening right during this torrid, humid summertime of 1952.

The games are so outstanding in play appeal; so interesting from an entertainment standpoint; and so novel from the public's viewpoint; that they are attracting bigger and more lucrative attention than ever before.

This good old summertime season of 1952 should, once and for all time, dispel the irritating and illogical statement:

"Well, the seasonal slump is now here."

There ain't no such animal as a "seasonal slump", provided that the manufacturers will continue to produce as outstanding, play-appealing, interesting, and entertaining products, as they are producing in this good old summertime of 1952.

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

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

THE CASH BOX



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

Pos. Last
Week

HERE IN MY HEART

AL MARTINO

BBS-101 (45x101)—Al Martino
CO-39745 (4-39745)—Tony Bennett
CR-60746 (9-60746)—Alan Dale

DE-28213 (9-28213)—The Andrews
Sisters/Dick Haymes
ME-5877 (5877x45)—Vic Damone

AUF WIEDERSEH'N SWEETHEART

VERA LYNN

CO-39776 (4-39776)—Champ Butler
CR-60773 (9-60773)—Ames Brothers
DE-28271 (9-28271)—Guy Lombardo O.

LO-1227 (45-1227)—Vera Lynn
ME-5871 (5871x45)—Eddy Howard
VI-20-4777 (4777)—Billy Shepard O.

KISS OF FIRE

GEORGIA GIBBS

CO-39737 (4-39737)—Toni Arden
DE-28179 (9-28179)—Guy Lombardo O.
DE-28177 (9-28177)—Louis Armstrong O.
ME-5823 (5823x45)—Georgia Gibbs

MG-11225 (K11225)—Billy Eckstine
VI-20-4671 (47-4671)—Tony Martin
VI-20-4705 (47-4705)—Ralph Flanagan

DELICADO

PERCY FAITH

LO-1151—Edmundo Ros O.
CA-2040 (F-2040)—Stan Kenton O.
CO-39708 (4-39708)—Percy Faith O.
CR-60729 (9-60729)—Laurindo Almeida
DE-28044 (9-28044)—Waldyr Azevedo O.

DE-28179 (9-28179)—Guy Lombardo O.
VI-20-4677 (47-4677)—Three Suns
VI-20-4719 (47-4719)—Dinah Shore
VI-20-4706 (47-4706)—Ralph Flanagan

HALF AS MUCH

ROSEMARY CLOONEY

CO-39710 (4-39710)—Rosemary Clooney
CO-20879 (4-20879)—Curley Williams
DE-28271 (9-28271)—Guy Lombardo O.

ME-6366 (45-6366)—Ken Marvin
MG-11202 (K11202)—Hank Williams

WALKIN' MY BABY BACK HOME

JOHNNIE RAY

AP-1088—Dean Martin
CA-2130 (F-2130)—Nat "King" Cole
CO-39750 (4-39750)—Johnnie Ray

DE-28277 (9-28277)—Guy Lombardo
SE-7002—Bernice Parks

I'M YOURS

DON CORNELL/EDDIE FISHER

CA-2102 (F-2102)—Baxter & Beavers
CO-39737 (4-39737)—Toni Arden
CR-60690 (9-60690)—Don Cornell

DE-28162 (9-28162)—Four Aces
VI-20-4680 (47-4680)—Eddie Fisher
VI-20-4705 (47-4705)—Ralph Flanagan

MAYBE

COMO-FISHER

VI-20-4744 (47-4744)—Como-Fisher

BLUE TANGO

LEROY ANDERSON

CA-1966 (F-1966)—Les Baxter
DE-27875 (9-27875)—Leroy Anderson
DE-28031 (9-28031)—Guy Lombardo

ME-5817 (5817x45)—Xavier Cugat
VI-20-4518 (47-4518)—Hugo
Winterhalter

BOTCH-A-ME

ROSEMARY CLOONEY

CO-39767 (4-39767)—Rosemary Clooney

**A DISTRIBUTOR'S JOB IS TO
Sell Records
NOT TO
Censure Them**

A distributor is a seller of records. That's his job. He's not an A & R man. He's not a musical director. He's not a critic. His function is selling—and that in itself is an important enough job in the record field without adding extraneous duties.

The distributor has a unique place in the record business. On him is dependent the kind of treatment any one disk is going to receive in his territory. On him very often depends the success of that disk. By proper handling, he can make it; by poor handling, he can ruin its possibilities.

Yet many distributors have a misconception of their function. They feel it's their duty to judge records, to act as a sort of pre-public censoring agency. In effect they usurp the duties of the record companies, the A & R men and the artists themselves.

They decide what they will give a big play to and what they will neglect very often on the basis of what they themselves like or what some particular salesman likes instead of on the basis of what the public will like. This is extremely short sighted policy. It is a deterrent to the distribution of records.

A distributor is there to expose records to the public. He should get a disk played as much as possible in his territory. He should get it to the juke box operators, retailers, disk jockeys. He should go out on it in every way possible. And then he should let the public decide whether it wants to buy it or not.

Naturally a distributor can't work on every record in the same way. He can't go all out on a disk which a company isn't going out on or on one which isn't getting any cooperation from the publisher or artist. But when all the others are putting forth their best efforts, when the diskery, publisher and artist say yes, when they believe a disk can make it, it certainly is not up to the distributor to say no.

Proper handling by a distributor is possibly the most vital step in the creation of a hit, after it is recorded. A distributor who is responsible for neglecting a record that could have been a bit, is doing a great injustice to everyone else concerned with the record, not to mention the fact that his own income suffers.

We very often hear of a disk which is going big in some territories and not in others. True there are regional differences in tastes. But when you take the country as a whole, they are not that great. So when a disk goes in one place and doesn't go in another, it means that one distributor is doing a job and the other isn't. It means that one distributor has had the imagination to be able to reach the public with his disk and the other hasn't. It means, in short, that one distributor is fulfilling his function in the record business and the other isn't.

A distributor of a record assumes a trust. He must do his absolute best for each disk which he has the power of life or death over. If he doesn't fulfill that trust, he is being untrue both to himself and to the business from which he earns his living.

11) LOVER. 12) SUGARBUSH. 13) SOMEWHERE ALONG THE WAY. 14) ONCE IN A WHILE. 15) VANESSA. 16) I'LL WALK ALONE. 17) WHEEL OF FORTUNE. 18) TAKE MY HEART. 19) WISH YOU WERE HERE. 20) SMOKE RINGS. 21) ALL OF ME. 22) BE ANYTHING. 23) SO MADLY IN LOVE. 24) HIGH NOON. 25) THIS IS THE BEGINNING OF THE END.

"The Cash Box" 1951 AWARDS (Front Cover Photo)



1. R. Murray and Hank Williams (Best Folk Record of 1951).
2. Sid Parnes of *The Cash Box* and Milton Rackmil, President of Decca (Best Country & Western Record of 1951).
3. Patti Page (Best Record of 1951 and Best Female Record of 1951).
4. Mrs. Pete Kameron and Bob Austin of *The Cash Box* (Best Country & Western Record of 1951).
5. Jack Rael, Art Talmadge, Executive Vice President of Mercury, and Bob Austin (Best Record of 1951).
6. Paul Barkmeier, Vice President and General Manager of the RCA Victor Record Department, Glenn McCarthy and Eddy Arnold (Best Folk Artist of 1951).
7. Guy Lombardo and Bob Austin (Best Orchestra of 1951).
8. Carl Haverlin, President of BMI and Sid Parnes (Special Award for Service to the Industry).
9. The Dominoes, Rose Marx and Sid Parnes Best Jazz N' Blues Record of 1951).
10. Bob Austin and Pee Wee King (Best Western Artist of 1951).
12. The Weavers and Leo Simon of *The Cash Box* (Best Folk & Western Artists of 1951).
13. Bob Austin and Sid Nathan, President of King Records (Best Jazz N' Blues Record of 1951).
14. James Conkling, President of Columbia, Tony Bennett and Bob Austin (Best Male Vocalist of 1951).
15. Les Paul, Mary Ford and Glenn Wallichs, President of Capitol Records (Best Small Instrumental Group of 1951).
16. Frank Walker, President of MGM Records, Bob Austin and Fred Rose (Best Folk and Western Record of 1951).

Winners not represented in these photographs are Vaughn Monroe, who tied for Best Orchestra of 1951; The Ames Brothers, Best Vocal Combo of 1951; Terry Gilkyson, Best Country & Western Record of 1951; and Charles Brown, Best Jazz N' Blues Artist of 1951.

Johnnie & Jack
sing...

"SLOW POISON"
BIG! BIG!

"HEART TROUBLE"
RCA VICTOR
20-4765 (47-4765)
BIG! BIG!

Going Strong

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

WEEK OF JULY 26

- \$ **Wish You Were Here / The Hand Of Fate**
Eddie Fisher 20-4830 (47-4830)*
- \$ **Someday / Luna Rossa**
Tony Martin 20-4836 (47-4836)*
- \$ **I'm Yours / Just A Little Lovin'**
Eddie Fisher 20-4680 (47-4680)*
- \$ **A Full Time Job / Shepherd Of My Heart**
Eddy Arnold 20-4787 (47-4787)*
- \$ **I Laughed At Love / Father Time**
Sunny Gale 20-4789 (47-4789)*
- \$ **Vanessa / Somewhere Along The Way**
Hugo Winterhalter 20-4691 (47-4691)*
- \$ **Maybe / Watermelon Weather**
Perry Como and Eddie Fisher 20-4744 (47-4744)*
- \$ **Forgive Me / That's The Chance You Take**
Eddie Fisher 20-4574 (47-4574)*
- \$ **Blue Tango**
Hugo Winterhalter 20-4518 (47-4518)*
- \$ **Li'l Ole Kiss Of Fire / I'm Yorn**
Homer & Jethro 20-4770 (47-4770)*
- \$ **Anytime**
Eddie Fisher 20-4359 (47-4359)*
- \$ **It Wasn't God Who Made Honky Tonk Angels / It'd Surprise You**
Rosalie Allen 20-4853 (47-4853)*
- \$ **Slow Poison / Heart Trouble**
Johnnie & Jack 20-4765 (47-4765)*
- \$ **Kiss of Fire**
Tony Martin 20-4671 (47-4671)*
- \$ **Lady's Man / Married By The Bible, Divorced By The Law**
Honk Show 20-4733 (47-4733)*

* 45 rpm cat. nos.

The stars who make the hits are on **RCA VICTOR Records**
RCA VICTOR DIVISION

Please mention THE CASH BOX when answering ads

RECORD REVIEWS

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

THE CASH BOX

DISK OF THE WEEK

"ONE LOVE TOO MANY" (2:46); "REMEMBERING" (2:51)

TONI ARDEN & CHAMP BUTLER
(Columbia 39810; 4-39810)



CHAMP BUTLER



TONI ARDEN

● It looks as though a new vocal team is in the making, and Toni Arden and Champ Butler are the partners. On the basis of their first recording together, the vocal artists seem to be slated for greater success. Both sides of the disk are slow pretty ballads. One end, tagged "One Love Too Many," is a beautiful slow number that shows all the quality of the stars' voices. Toni's clear and warm voice is bril-

liant and Champ's tender and feelingful vocaling is sincere. Together the voices make absolutely perfect harmony. Percy Faith's ork assists with a most beautiful backing. Flip is a side equally as wonderful as the top and is labeled, "Remembering." This sentimental ballad is one of the most expressive numbers to drift through the music world, and the pair does a wonderful job on it. Keep an eye on both decks.

WALTER SOLEK ORCHESTRA (RCA Victor 20-4762; 47-4762)

ⓐ "I WANNA BE YOUR DARLIN'" (2:45) A lovely waltz is run through by the Walter Solek ork as he lends his pleasing voice for the chanting of the pretty tune. Lyrics are enjoyable.

ⓐ "LOLLAPALOOZA" As the name might indicate, this number is a gay and bouncing polka that has a lilting arrangement and could garner its share of coin in the right locations.

JIMMY WAKELY (Capitol 2078; F-2078)

ⓑ "FORGIVE ME" (2:22) Jimmy Wakely projects some fine vocal matter in his reading of a pretty ballad. String accompaniment fits Jimmy's voice perfectly.

ⓐ "JUST BECAUSE" (1:59) With a vocal quartet assisting him Jimmy chants this rapidly moving piece. Cute number is enjoyably delivered by the songster.

BILLY KEITH

(King 15194; 15194 x 45)

ⓑ "HIGH NOON" (2:48) A loud echoing beat opens the fascinating vocal rendition that Billy Keith gives a steady beat excited type number. When flick of same name breaks Billy's version could happen too.

ⓐ "THE FOUNTAIN OF YOUTH" (2:45) The vocal artist shows his versatility in his presentation of a slow waltz beat melody. Fine ork support on both decks deserves credit.

CAMARATA ORCHESTRA (Decca 28332; 9-28332)

ⓑ "MANDOLINO—MANDOLINO" (2:52) The lush and brilliant orchestra of Camarata works through a beautiful tango number with vocalizing done by a male chorus. Effect is lovely.

ⓑ "WHO KNOWS" (2:51) Camarata leads the orchestra through an attractive slow number with a full sounding instrumental as a mixed chorus chants the harmonious offering.

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.

- ★ "WISH YOU WERE HERE"..... Guy Lombardo... Decca 28308; 9-28308
- ★ "DOODLETOWN FIFER"..... Sauter-Finegan Orchestra
RCA Victor 20-4866; 47-4866
- ★ "COCOANUT GROVE"
- ★ "LITTLE GRASS SHACK"..... Johnny Maddox..... Dot 15020
- ★ "DARLIN' YOU CAN'T LOVE TWO".... Gisele MacKenzie... Capitol 2156; F-2156
- ★ "TO YOU, WITH LOVE"..... Buddy Costa..... Pyramid 902
- ★ "HIGH NOON"..... Billy Keith..... King 15194; 15194 x 45

GISELE MACKENZIE (Capitol 2156; F-2156)

ⓑ "DARLIN'! YOU CAN'T LOVE TWO" (2:01) A cute novelty number with a great deal of punch is wonderfully bounced through by Gisele MacKenzie. Fine lyrics, a good tune and terrific backing by Buddy Cole ork and vocal group makes this a grand side.

ⓑ "ADIOS" (2:51) A Latin-American oldie gets the Canadian thrush's going over as the rhythmic backing is credited by Buddy Cole's boys once again. Chirp's voice sounds fine.

THE FOUR HORSEMEN (MGM 11300; K11300)

ⓐ "INDIAN LOVE CALL" (2:46) The Four Horsemen accompany themselves on their journey through a grand oldie in a western style rendition. Slow tempo and yodel chant effect is interesting.

ⓐ "SAN ANTONIO ROSE" (2:39) The string playing by the Four Horsemen is creditable as they strum out a moderate fast beat item with a Hawaiian like sound.

BUDDY COSTA (Pyramid 902)

ⓑ "TO YOU, WITH LOVE" (2:59) To lyrics written by Bobo Rockefeller was set a beautiful melody which Buddy Costa chants with the utmost of feeling. The tenderly read vocal gets a fitting orking from Johnny Michaels' boys.

ⓑ "FOOL THAT I WAS" (3:06) Buddy's voice sounds grand once again as he presents another lovely ballad based on the melody of Masetnet's "Elegie." Star could arrive with this disk.

COLUMBIA TOKYO ORCHESTRA (Columbia 10092; 4-10092)

ⓐ "TOKYO BOOGIE WOOGIE" (2:45) A softer more conservative boogie woogie number is presented by the versatile Columbia Tokyo Orchestra as the vocal sung in Japanese is offered by Shizuko Kasagi.

ⓐ "JAPANESE RUMBA" (2:47) The Columbia ork opens this number with an Oriental sound and delivers some fine dance music. Vocal is interestingly done in Japanese and disk could get spins in the correct locations.

CECIL YOUNG QUARTET (King 15192; 15192 x 45)

ⓐ "FINE AND DANDY" (2:07) The Cecil Young Quartet quickly races through a swell oldie and comes up with a side made strictly for listening. Some fine and stylish saxing is featured throughout.

ⓐ "SOUTH OF THE BORDER" (2:37) Another oldie gets a jump reading by the Young Quartet as the rhythm group presents some more listening material. Numbers are too fast for dancing.

MARIO ARMENGOL ORCHESTRA (RCA Victor 20-4837; 47-4837)

ⓑ "MARIA MY OWN" (2:50) A slow lovely Latin beat instrumental having a heavenly lush aire is wonderful mood music and fine material for dancing. Number is effectively portrayed by the Mario Armengol ork.

ⓐ "PROMISE, LOVE" (2:46) The Armengol orchestra glides over another lush instrumental this time with a light tangoish tempo. Both decks are fine for listening.

"FRIDAY" HUGHES (MGM 11290; K11290)

ⓐ "SCHOOL FOR LOVE" (2:43) "Friday" Hughes warbles a slow number in his relaxed manner as the light backing fits the artist's style perfectly. Lyrics are interesting.

ⓐ "THE GYPSY DIDN'T TELL ME" (2:36) A gypsy violin is the fitting background for a slow and touching number with an o. k. melody. This deck shows vocalist's voice to better advantage.

TENNESSEE ERNIE (Capitol 2042; F-2042)

ⓐ "PUT YOUR ARMS AROUND ME" (2:33) The polished and resonating voice of Tennessee Ernie gives its western twang to a slow and sentimental number with the ork support projected by Clifflie Stone.

ⓑ "EVERYBODY'S GOT A GIRL BUT ME" (1:57) Here Tennessee Ernie chants a cute number with a moderate beat as this western piece of blues gets the artist's full vocal treatment.

COLUMBIA TOKYO ORCHESTRA (Columbia 10093; 4-10093)

ⓐ "CHINA NIGHT" (2:57) Some interesting listening is delivered by the Columbia Tokyo Orchestra in their playing of a tune with a pretty melody as the high bell like voice of Grace Amamiya. Number is sung in English.

ⓐ "APPLE SONG" (2:49) Another pretty item with a fine melody is portrayed by the orchestra as Grace sings the number with a lovely Oriental flavor. Disk could garner its share of coin in the right spots.

ANITA O'DAY (Coral 60803; 9-60803)

ⓑ "WHAT IS THIS THING CALLED LOVE" (2:40) A grand Cole Porter oldie gets a terrific send off by Anita O'Day as she chants the favorite at high speed. Anita changes her pace and continues number with a slow tempo.

ⓐ "I AIN'T GETTIN' ANY YOUNGER" (2:43) Anita's voice sounds fine as she gets some good ork support on her talking and singing type rendition of a jumpy number.



FALL KICK-OFF...

THE AMES Brothers

"STRING ALONG"

b/w
ABSENCE MAKES THE HEART GROW FONDER
 (For Somebody Else)

with Orchestra directed by **RAY BLOCH**
 Coral 60804 (78 RPM) and 9-60804 (45 RPM)



and

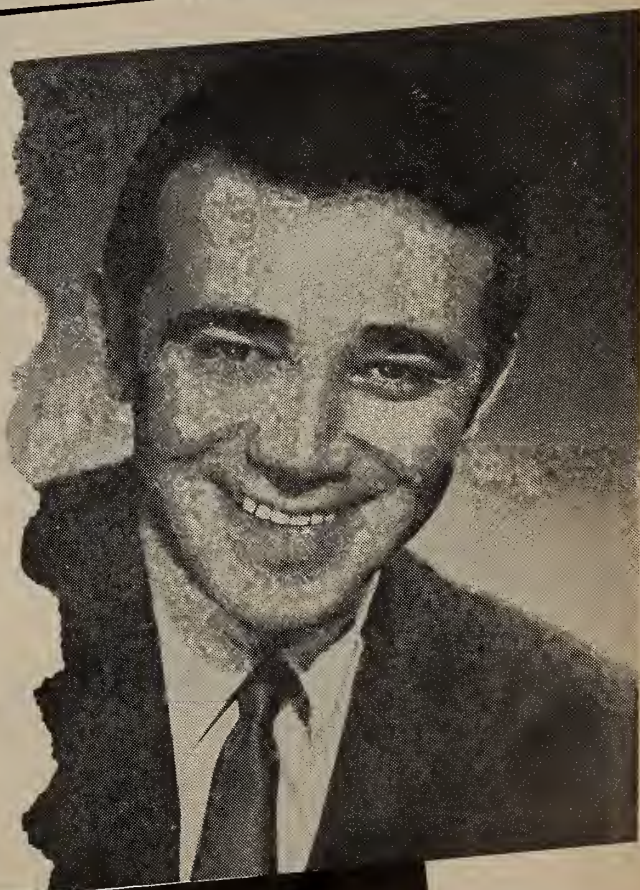
ALAN DALE

"YOU'RE MY DESTINY"

and

"MY THRILL"

with Orchestra directed by **RAY BLOCH**
 Coral 60809 (78 RPM) and 9-60809 (45 RPM)



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

IN CANADA Rogers Majestic Radio Corp. Ltd., Toronto—Montreal—Winnipeg

RECORD REVIEWS

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

GEORGIE'S TAVERN BAND
(Decca 28312; 9-28312)

- ⓐ "THE MERRY-GO-ROUND POLKA" (2:28) Bob the Bartender is the vocalist on this gay and bouncing polka with novelty lyrics. Georgie's Tavern band hops through happy backing.
- ⓑ "ONE DOLLAR POLKA" (2:29) A banjo strums in the background of this polka with humorous lyrics as Georgie's band accompanies and Bob the Bartender again warbles the lyrics.

CECE BLAKE
(Vernon 177)

- ⓑ "OUR LOVE (WALTZ)" (2:38) Based on the melody of Shubert's Unfinished Symphony is this number which Cece Blake sings so touchingly. Soft backing for slow number is ably projected by Buddy Cole's ork.
- ⓑ "OO! OO! PEEKABOO!" (2:22) Buddy Cole's ork offers the bouncing tempo for a cute number happily sung by the thrush. Novelty could draw coin. It's light listening.

JOHNNY MADDOX
(Dot 15020; 45-15020)

- ⓑ+ "COCOANUT GROVE" (2:25) Johnny Maddox glides over the 88's in his wonderful piano rendition of a potent moderate beat number. The Rhythmasters aid perfectly with their rhythmic backing.
- ⓑ+ "LITTLE GRASS SHACK" (2:20) The polished pianist dances over the keys in a rag time manner as this great oldie with a jazzy beat comes out. Johnny handles the piano in hot style.

SY OLIVER ORCHESTRA
(Decca 28320; 9-28320)

- ⓐ+ "SLICK CHICK" (2:45) A fast moving jump number with hand-clapping is beat out by Sy Oliver with zest. Vocal aid by the trio adds to side.
- ⓐ+ "THE GIRLS ARE MARCHING" (1:42) Sy Oliver's ork sets up the vocal rendition of the Ray Charles Quintet as they chant a march beat patriotic number dedicated to the women of the Armed Forces.

SAUTER-FINEGAN ORCHESTRA
(RCA Victor 20-4866; 47-4866)

- ⓐ+ "AZURE-TE" (3:28) Some fine listening is presented in wonderful imaginative fashion of Sauter and Finegan as they lead the ork through an eerie, different style and slow moving instrumental.
- ⓑ+ "DOODLETOWN FIFERS" (3:10) The two fine arrangers come up with another terrific orking of an old and familiar melody. The ork's great rhythm is most outstanding on this side. This moderate beat item could happen.

THE CASH BOX SLEEPER OF THE WEEK

"STRING ALONG" (2:20)
"ABSENCE MAKES THE HEART GROW FONDER" (2:23)

AMES BROTHERS
(Coral 60804; 9-60804)



AMES BROTHERS

● The grand sounding harmony that comes from the voices of the Ames Brothers blends perfectly on a handclapping bouncer that seems

to be slated for the top. The number, entitled "String Along," seems to have all the qualities necessary to make this rendition rise to the heights. It has the folk type atmosphere that makes it a bit different from the run of the mill material, it has good lyrics and a wonderful melody, and gets the one and only treatment that the Mills Brothers can give it. The fitting ork accompaniment is portrayed by Ray Bloch and his boys. The under side is a slow number with some fine harmony exhibited throughout. The pretty lyrics and fine tune make it pleasant on the ear. The top deck is the one we're excited about and think the ops oughta get with.

SAVANNAH CHURCHILL
(RCA Victor 20-4773; 47-4773)

- ⓐ+ "DON'T WORRY 'BOUT ME" (2:30) A slow number is sung in torchy fashion by Savannah Churchill. The thrush's feelingful reading gets soft and smooth accompaniment by the ork.
- ⓐ+ "WAITING FOR A GUY NAMED JOE" (3:20) Soft group humming and subdued orking is the backdrop which showcases the chirp's slow and sexy reading. Soothing voice of Savannah makes for inviting listening.

DICK BALDWIN
(Skylark 545)

- ⓑ "JUST A SENTIMENTAL FOOL" (2:46) The persuasive voice of Dick Baldwin tenderly and sweetly glides through a lovely tune with colorful lyrics. Group vocal backing adds taste to the sentimental ballad.
- ⓐ+ "DID I SAY I LOVE YOU" (2:40) An orkan sets the atmosphere for another pleasing ballad that Dick sings in a tasteful manner. Soft slow vocal is appealingly presented.

MILLS BROTHERS
(Decca 28309; 9-28309)

- ⓑ "BLUE AND SENTIMENTAL" (3:03) The inviting harmony of the Mills Brothers sounds grand as they sing a slow sentimental ballad. Sy Oliver's ork backs colorfully as the lead vocalist's voice stands out.
- ⓐ+ "JUST WHEN WE'RE FALLING IN LOVE" (2:55) The brothers bounce through a cute hopper with an enjoyable melody as their harmonic voices again blend well.

JON TILMAN'S TRIO
(MGM 11289; K11289)

- ⓐ+ "THE JAZZ ME BLUES" (2:39) A fast moving rhythmic number gets a fine instrumental rendition from the Jon Tilman Trio. Interesting arrangement is inviting.
- ⓑ "SMOKE RINGS" (2:41) Another lovely oldie, this one being currently revived, gets a fine going over by the Tilman Trio. Sound of the harmonica is attractive.

COLEMAN HAWKINS
(Decca 28311; 9-28311)

- ⓐ+ "SPELLBOUND" (3:03) The always remembered melody from the flick "Spellbound" gets a beautiful tenor sax solo as Coleman Hawkins leads the ork through this deep and appealing melody.
- ⓐ+ "MIDNIGHT SUN" (2:54) Here Danny Mendelsohn conducts the orchestra behind the polished sax playing of Coleman. This instrumental makes some fine mood music.

LAWRENCE WELK ORCHESTRA
(Coral 60806; 9-60806)

- ⓑ "PADAM... PADAM..." (2:42) Roberta Linn and The Sparklers join in a tender rendition of a grand waltz number. Lawrence Welk and his Champagne Music offer the most appropriate setting.
- ⓐ+ "YOUR EYES ARE SO LOVELY" (3:07) Waltz tempo is the pace for this number that the duet of Gene Pursell and Roberta Linn deliver vocally. Lawrence and his lush ork deal out some fine backing as usual.

JOSEF MARAIS AND MIRANDA
(Decca 28334; 9-28334)

- ⓐ+ "HENRIETTA'S WEDDING" (2:15) Josef Marais and Miranda, the authors of "AyRound The Corner" come up with another self-written novelty with cute lyrics. Light bounce and light accompaniment add to side.
- ⓐ+ "SONG OF THE POTATO" (2:30) A folk type manner is the style in which the two artists chant another self written and composed novelty item with a slow bounce.

GLORIA HART
(Mercury 5881; 45 x 5881)

- ⓑ "I WOULD RATHER LOOK AT YOU" (2:21) The persuasive voice of Gloria Hart dishes up a fine vocal rendition of lyrics set to the wonderful classical melody of The Barcarolle from the "Tales of Hoffman."
- ⓐ+ "NICKLES, QUARTERS AND DIMES" (2:07) Gloria chirps a cute novelty number in her pleasant voice style as the cute bouncer gets some light backing by the ork and the effects of coins tinkling in the backdrop.

BING CROSBY and ANDREWS SISTERS
(Decca 28256; 9-28256)

- ⓑ "I'LL SI-SI YA IN BAHIA" (2:52) Another cute novelty from the flick "Just For You" is given a fine vocal going over by Bing Crosby and the Andrews Sisters as the fast Latin tempo is appropriately orked by John Scott Trotter's crew.
- ⓐ+ "THE LIVE OAK TREE" (2:45) The grand sounding recording mates offer some more novel vocalizing as this moderate beat cutie from the same movie. Ork credits again go to the Trotter men.

GUY LOMBARDO
(Decca 28308; 9-28308)

- ⓑ+ "WISH YOU WERE HERE" (2:47) The Latin beat title song from the musical "Wish You Were Here" gets a fine instrumental going over by the Guy Lombardo ork and some fitting vocalizing by Kenny Martin.
- ⓑ "HONKY TONK SWEET-HEART" (3:06) The Lombardo quartet lends some vocal backing to Kenny Garner as he warbles a sentimental number. Guy and the crew provide the lovely waltz backing.

SAUTER-FINEGAN ORCHESTRA
(RCA Victor 20-4867; 47-4867)

- ⓑ "STOP! SIT DOWN! RELAX! THINK!" (2:48) The newly formed Sauter-Finegan ork comes up with an agreeable side. This jump number is rhythmic and has a cute vocal by the band.
- ⓑ "RAIN" (2:45) The two talented leaders conduct a most unusual instrumental with some fine effects. The moderate beat oldie is given an instrumentally treatment that makes you feel as though you are out in the rain. Sound is terrific.

no. 1... and still climbing!

VERA LYNN
and a chorus of
70 soldiers and airmen singing....

**"AUF
WIEDERSEH'N
SWEETHEART"**

backed by
**"FROM THE TIME
YOU SAY GOODBYE"**
No. 1227 & 45-1227



LONDON
RECORDS

Other top Vera Lynn recordings

- 1233 PADAM, PADAM
- 45-1233 BY THE FIRESIDE
- 1202 BE ANYTHING
- SLEEPING BEAUTY
- 1196 BLUE FOOL
- A HOUSE IS A HOME
- 1172 TULIPS AND HEATHER
- 45-1172 ONCE I LOVED YOU
- 1169 CRY
- AND LOVE WAS BORN
- 1156 IF YOU GO
- 45-1156 JEALOUSY
- 1146 WISH ME LUCK
- WE'LL MEET AGAIN
- 1051 MY FRIEND THE ROBIN
- DON'T MAKE A MEMORY OF ME
- 1007 THAT'S HOW I REMEMBER YOU
- WONDRIN AND WISHIN
- 940 I KEEP TELLING MY HEART
- DUET
- 836 A RAINY DAY REFRAIN
- IT'S SO EASY
- 746 CHRISTMAS TIME
- 30159 JOLLY JOLLY JINGLE
- 745 ACCIDENTS WILL HAPPEN
- AND YOU'LL BE HOME
- 742 IT WAS NICE WHILE IT LASTED
- THEY'RE PLAYING OUR SONG
- 741 I'LL BUILD A DREAM HOUSE
- GOLDEN SAILS ON A SEA OF BLUE
- 729 CHERRY STONES
- YOUR HEART AND MY HEART
- 724 HOW CAN I TELL
- SAY IT ISN'T THE NIGHT
- 716 OUR LOVE STORY
- I NEVER KNEW I LOVED YOU
- 702 ON THE OUTGOING TIDE
- 30128 ONE SIDED LOVE
- 644 STAY WELL
- 30095 THE LITTLE GRAY HOUSE
- 584 SO THIS IS LOVE
- 30018 SPEAK A WORD OF LOVE
- 581 TOO-WHITI TOO-WHOO!
- IT'S THE LITTLE THINGS
- 535 AULD LANG SYNE
- THIS PERFECT DAY
- 530 EVERYTHING THEY SAID CAME TRUE
- SONG OF SURRENDER
- 507 THROUGH A LONG AND SLEEPLESS NIGHT
- A THOUSAND VIOLINS
- 480 YOUR MOM'S LIKE MINE
- HOW GREEN WAS MY VALLEY
- 478 YOU'D BE HARD TO REPLACE
- HAVIN' A WONDERFUL WISH
- 463 LET'S HARMONIZE (with Anne Shelton)
- HOLLYWOOD SQUARE DANCE (Anne Shelton)
- 459 FOLLOW THAT SWALLOW
- TO HIDE-A-WAY HOLLOW
- NOW THAT I NEED YOU
- 426 DO I LOVE YOU
- ANOTHER DAY
- 403 I DON'T SEE ME IN YOUR EYES ANYMORE
- I'LL KEEP THE LOVELIGHT BURNING
- 387 LOVE FINDS A WAY
- MY DREAM IS YOURS
- 374 ONCE UPON A WINTERTIME
- IT'S EASY TO REMEMBER
- 364 ONE SUNDAY AFTERNOON
- LOVE ME
- 351 I'M SENDING A LETTER TO SANTA CLAUS
- I'M SENDING MY BLESSINGS
- 328 NEAREST THING TO HEAVEN
- BREAK MY HEART
- 310 LAVENDER BLUE
- AGAIN
- 306 CHRISTOPHER ROBIN IS
- 30146 SAYING HIS PRAYERS
- THE ROSARY
- 274 THE HYMNS MY MOTHER USED TO SING
- DRIFTING AND DREAMING
- 232 THE SILVER WEDDING WALTZ
- YOU'RE THE ONE I CARE FOR
- 229 IT'S A MOST UNUSUAL DAY
- PUT YOUR DREAMS AWAY
- 202 YOU CAN'T BE TRUE DEAR
- ONCE UPON A WINTERTIME
- 199 THE FLOWER SELLER
- FAREWELL TO ARMS
- 172 WHEN YOU AWAKE
- SO RARE
- 119 I'LL MAKE UP FOR EVERYTHING
- AT THE CANDLELIGHT CAFE
- 107 WHEN YOUR HAIR HAS TURNED TO SILVER
- HOW LUCKY YOU ARE
- LPB-58 YOU'RE THE ONE I CARE FOR
- HOW GREEN WAS MY VALLEY
- PENTHOUSE SERENADE
- WHEN YOUR HAIR HAS TURNED TO SILVER
- SO RARE
- GOODNIGHT WALTZ
- FAREWELL TO ARMS
- DRIFTING AND DREAMING

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

THE PEOPLE

THAT GREAT HETEROGENEOUS MASS OF TOE-TAPPERS . . .
POLKA, WALTZ, RHUMBA AND RHYTHM DANCERS . . . HEAD-
SHAKERS AND NOGGIN-NODDERS . . . SMILERS AND FROWNERS
..JIGGERS AND STOMPERS..ALL THE YOUNG AND ALL THE OLD..

PICK THE TUNES AND CONTROL THE WORLD'S JUKE BOXES!

AND THAT'S WHY THE JUKE BOX IS FUNDAMENTALLY SOUND BECAUSE IT LETS THE PEOPLE PLAY
WHAT THEY WANT TO HEAR AND FOR AS LONG AS THEY WANT TO HEAR IT!!

There's an old expression . . . about fooling some of the people some of the time, etc., etc.

This same expression holds true as far as the juke box, and the operator of that juke box, is concerned.

Yes, a fast moving, fast talking, hot jiggling salesman, can sell some juke box operator boxes and boxes full of records.

But, he isn't fooling that operator and, especially, and most definitely, he isn't fooling the juke box itself.

Why?

Because the people pick the tunes (make the hits) and, thereby, control all the world's juke boxes and, conclusively, all the music in those juke boxes.

The juke box operator can only go by what the play-meter back of each record he puts in his juke boxes reads.

If that meter hasn't moved then he knows that the people don't even want to play that recording.

If it's moved just an eighth or a quarter of an inch, then he knows that the record definitely does not meet with the approval of the patrons of that location.

If the meter has swung all the way around, and he then doesn't even know how many times that very record has been played, then he has a "hit".

And that's why the juke box can't be fooled!

That's why it's fundamentally sound!

Because the people can play what they

want to hear, for as long as they want to hear it, *ONLY ON A JUKE BOX!*

No other medium in the world can bring such perfect reproduction of any artist's voice, orchestra, or any other musical entertainment factor which can be recorded, and yet so definitely (without any revocation) prove the factual and actual success, or failure, of the end-product.

Yes! The people pick the tunes! And, what's more, thereby actually control the world's juke boxes.

It's their coin that decides.

It's their choice that brings in that coin.

And, beyond that, there's no reasoning power on earth that can change the resultant fact.

Whatever the artist thinks. Whatever the publisher believes. Whatever the recording manufacturer feels. The end result is "*THE PEOPLE PICK THE TUNES*".

And therein lies the great success of the 550,000 or more juke boxes in these United States. And the many thousands of others in Canada, Mexico, Brazil, Argentina, Venezuela, Cuba, Germany, France, Iceland, England, Korea, Japan, all over the Pacific Islands, and the rest of the known world, this side of the iron curtain.

Never before the advent of the Juke Box has such a tremendously powerful, fact-finding, factual showcase, existed in all the history of the World's Music Industries!

Here, in this striking, attention-getting and, therefore, garishly beautiful, entrancingly great, perfection of artistic sound (which every record is supposed to be ac-

ording to the artist as well as the manufacturer who creates it is *THE ANSWER* to the music of today, tomorrow and the days yet to come.

This is *IT!*

This is the *PEOPLE OF THE WORLD EXPRESSING THEIR PREFERENCE!*

This is something that never before has happened to benefit everyone engaged in the music world.

This tells the artist whether his latest rendition is, or is not, *A HIT!*

This is the beginning of greatness! Or the beginning of the end

This is the one medium where the people of the world tell the artists whether they like them, or dislike them, or think highly of their efforts, or think nothing at all of their efforts.

You *can't* fool a juke box!

That meter, that gauge, that instrument, that's the thing that tells the juke box operator how wrong, or how right, his choice was.

And that *can not be fooled!* (Because that mechanical thing has no sentiment).

Because that meter back of every record in every juke box *TELLS THE STORY OF THE PEOPLE!*

Tells the artist! Tells the band leader! Tells the publisher! Tells the recording manufacturer. Tells everyone and anyone engaged in the world of music that:

THE PEOPLE PICK THE TUNES AND CONTROL THE WORLD'S MUSIC VIA JUKE BOXES.



♡♡ CAPTURED THE HEART OF THE NATION!...
"Mr Heart"

AL MARTINO

♡ Taking the Country by Storm, singing...

"TAKE MY HEART"

BACKED WITH
"I NEVER CARED"

CAPITOL RECORD # 2122

THE NATION'S **THE CASH BOX**

TOP TEN JUKE BOX TUNES

"HERE IN MY HEART"
① Al Martino

Personal Mgt.
JOE PICCOLA

Public Relations
FRANK LAW

Record Promotion
KAPPI JORDAN

MANAGEMENT
GENERAL ARTISTS CORPORATION
NEW YORK CINCINNATI CHICAGO DALLAS BEVERLY HILLS LONDON



Randy Wood

of
DOT RECORDS

extends Greetings
to All NAMM'ERS
and Welcomes
All Distributors

DOT is HOT with
"TRYING"

by
THE HILLTOPPERS

Dot 15018

and

America's Greatest Piano Stylist

JOHNNY MADDOX

playing

"COCOANUT GROVE"

backed with

"LITTLE GRASS SHACK"

Dot 15020

DOT RECORDS

Gallatin, Tenn.

Columbia Execs In West Coast Conference

LOS ANGELES—More than 150 sales personnel from the San Francisco, Portland, Seattle, Texas, Denver and local Columbia distributors attended the company's Western regional convention at the Hollywood Roosevelt Hotel on Saturday, July 19, and heard Columbia president Jim Conkling and other top executives outline promotion and sales policy for the year.

In from New York with Conkling for the meet were Paul Wexler, Mitch Miller, Danny Kessler, Jim Sparling and Hecky Krasno.

Heading the host delegation were Andrew J. Schrade, Columbia vice-president in charge of production on the West Coast; Paul Peppin, Western division manager, and Jack Devaney, West Coast Promotion Manager, Paul Weston, A & R chief for the West Coast, also represented the home team, as did sales personnel from the Ray Thomas Co., Columbia distributor, headed by manager Norman Goodwin.

Business sessions lasted from 10 a. m. to 7 p. m., with dinner and social gatherings lasting past midnight. Guests at the latter functions, and during daytime meetings, were Columbia artists Jo Stafford, Rosemary Clooney, Frankie Laine, Nelson Eddy, Marais Miranda and pianist Liberace, who arrived after playing a concert at the Hollywood Bowl to a full house.

One theme of the convention was the further coordination of promotion and merchandising with artist and repertoire programming. Signing of Nellie Lutcher to a Columbia contract was announced at one of the meetings.

NAMM PROGRAM

SUNDAY, JULY 27

- 10:00 a. m. — Registration. Ballroom Foyer, Second Floor
- 11:30 a. m. — National Association of Musical Merchandise Wholesalers Executive Committee—Parlor "B"
- 2:00 p. m. — National Association of Music Merchants, Inc., Board of Directors Annual Meeting—Parlor "A"
- 6:30 p. m. — National Association of Musical Merchandise Wholesalers Annual Meeting—Terrace Room
- 6:30 p. m. — National Association of Musical Merchandise Manufacturers Annual Meeting—Parlor "A"

MONDAY, JULY 28

- 9:00 a. m. — Exhibits Open
- 10:00 a. m. — NAMM Press Conference—Panel Room
- 12:00 noon — Convention Opening Luncheon—Grand Ballroom
- 3:00 p. m. — Industry Trade Practice Committee Meeting—Parlor "B"
- 3:30 p. m. — NAMM Advertising Committee—Parlor "A"
- 4:00 p. m. — Ladies Convention Tea & Reception—Grand Ballroom
- 6:00 p. m. — Exhibits Close

TUESDAY, JULY 29

- 9:00 a. m. — Exhibits Open
- 9:30 a. m. — NAMM Annual Meeting of Members—Grand Ballroom (Members Only)
- 2:00 p. m. — "More Profit Through Sheet Music"—Panel Room
- 3:00 p. m. — NAMM-AMC Industrial Music Clinic—Grand Ballroom (Members Only)
- 6:00 p. m. — Exhibits Close

WEDNESDAY, JULY 30

- 9:00 a. m. — Exhibits Open
- 10:00 a. m. — NAMM Store-Studio Clinic—Grand Ballroom (Members Only)
- 12:00 noon — National Association of Music Merchants, Inc., Board of Directors' Reorganization Meeting—Panel Room
- 6:00 p. m. — Exhibits Close

THURSDAY, JULY 31

- 9:00 a. m. — Exhibits Open
- 10:00 a. m. — NAMM Store-Studio Clinic—Grand Ballroom (Members Only)
- 2:00 p. m. — Tuner-Technician Forum—Panel Room
- 5:00 p. m. — Exhibits Close
- 7:00 p. m. — Music Industry Banquet The Waldorf-Astoria—Grand Ballroom

STARS ALONG THE KING HORIZON...

MARY SMALL

"EVERYTHING YOU SAID CAME TRUE"
"IMMEDIATELY"

#15189

BILLY KEITH

"HIGH NOON"
"FOUNTAIN OF YOUTH"

#15194

ROYE GOODRICH

"THE BIG SKY"
"THE SHOW IS OVER"

#15196

"JUNGLE DRUMS"
"TO YOU"

DEWEY BERGMAN

(Artists & Repertoire)

Steve Lawrence

"MINE AND MINE ALONE"
"ALL MY LOVE BELONGS TO YOU"

#15190

Going Strong
"POINCIANA"

LIZA MORROW

"I AIN'T GOT NOBODY"
"FOOLISH PRIDE"

#15191

DICK BROWN

"BOOMERANG"
"A LETTER FROM A LADY"

#15188

TEDDY PHILLIPS

"I'M NOT GONNA LET'CHA IN"
"TODAY, TOMORROW, AND ALWAYS"

#15183



WATCH FOR RECORDINGS BY...

- BAKER BROTHERS
- RUBY WRIGHT
- HOT LIPS PAGE
- ELLIOTT LAWRENCE
- LARRY FOTINE

Exhibitors At 1952 Music Trade Show

(Record Manufacturers & Suppliers)

AMERICAN MUSIC CONFERENCE Chicago, Ill.	Room 947
AMSCO AND ASHLEY MUSIC PUB. CO. New York, N. Y.	Room 617
BOOSEY & HAWKES, LTD. San Antonio, Texas	Room 623
C. BRUNO & SON, INC. New York, N. Y.	Room 538
BRUNSWICK DIVISION (Radio and Television, Inc.) New York, N. Y.	Room 724
CAPITOL RECORDS, INC. Hollywood, Calif.	Booths 6, 7
CONTINENTAL MUSIC (Div. of C. G. Conn, Ltd.) (Epiphone, Inc.) Elkhart, Ind.	Rooms 532-535
CONTINENTAL MUSIC (Piano Supply Div.—Div. of C. G. Conn, Ltd.) Evanston, Ill.	Room 817
DECCA RECORDS—CORAL RECORDS New York, N. Y.	Booth 4
FOLKWAYS RECORDS AND SERVICE CORP. New York, N. Y.	Booth 19
GROSSMAN MUSIC CORP. Cleveland, Ohio	Rooms 620, 621
LIBRARY OF CONGRESS (Copyright Office) Washington, D. C.	Room 957
LINCOLN RECORDS, INC. Philadelphia, Pa.	Room 1040
MAURICE LIPSKY MUSIC CO. New York, N. Y.	Room 601
LONDON GRAMOPHONE CORP. New York, N. Y.	Room 943
MAJOR MUSIC Irvington, N. J.	Room 971
C. MEISEL MUSIC CO. Union, N. J.	Room 503
MELODY RECORD SUPPLY CO. New York, N. Y.	Room 1028
MERCHANDISING DISPLAYS, INC. Colorado Springs, Colo.	Booths 13, 14
MERCURY RECORD CORP. Chicago, Ill.	Booth 3
MGM RECORDS New York, N. Y.	Booth 2
MILLS MUSIC, INC. New York, N. Y.	Booth 20
MUSIC EDUCATORS NATIONAL CONFERENCE Chicago, Ill.	Room 963
MUSIC PUBLISHERS ASS'N OF THE U. S. New York, N. Y.	Booth 18
OAHU PUBLISHING CO. Cleveland, Ohio	Room 547
PEERLESS ALBUM CO., INC. Brooklyn, N. Y.	Room 920
PERMO, INC. Chicago, Ill.	Booth 8
RADIO CORP. OF AMERICA (RCA Victor Div., Home Inst. Dept.) Camden, N. J.	Section A. N. Ballroom
RECORD CORP. OF AMERICA Union City, N. J.	Room 904
RECORD GUILD OF AMERICA, INC. New York, N. Y.	Room 917
RECOTON CORP. New York, N. Y.	Room 1044
REMINGTON RECORDS, INC. New York, N. Y.	Booth 12
RITE-WAY MUSIC SUPPLY CO. New York, N. Y.	Room 987
ROWE INDUSTRIES Toledo, Ohio	Room 646
SAVOY-REGENT RECORD CO., INC. Newark, N. J.	Room 902
SIMON & SCHUSTER, INC. New York, N. Y.	Room 928
WEBSTER-CHICAGO CORP. Chicago, Ill.	Rooms 705, 706
RUDOLPH WURLITZER CO. (DeKalb Div.) DeKalb, Ill.	Room 825

Visit MGM Records exhibit booth # 2
Mezzanine floor

See movie preview of sound track albums

M-G-M Records
introduces with pride
a new thrill in music

ACQUAVIVA
and His Orchestra

BEYOND THE NEXT HILL | **TILLIE'S TANGO**

MGM 30614 78 rpm
K30614 45 rpm

THE BEST FOR YOUR MONEY

ALAN DEAN
sings

LUNA ROSSA | **I'LL FORGET YOU**

MGM 11269 78 rpm—K11269 45 rpm

The Greatest of Them All

HANK WILLIAMS
JAMBALAYA
and
WINDOW SHOPPING

MGM 11283 78 rpm K11283 45 rpm

... and still the BEST version and the BEST seller.

SLAUGHTER ON TENTH AVENUE

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

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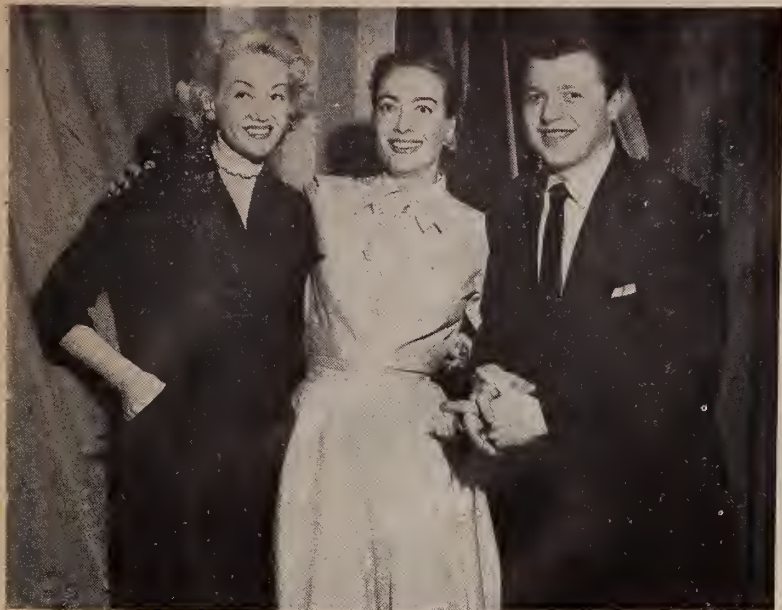
The Greatest Name in Entertainment

LENNIE HAYTON AND THE MGM ORCHESTRA
MCM 30174 K30174

ALSO AVAILABLE IN LONG PLAYING ALBUM
E540 AND 45 RPM SET
K128

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

Steve's "Sudden Fear" Gets Big Push



NEW YORK — Song "Sudden Fear," from Joe Kaufman's picture by the same name, is getting one of the most intensive plays ever given a tune by Mutual Network.

Deal was staged by Fred Norman, director of music promotion for RKO, which is releasing the picture. Norman, president of Fredbee Music Corporation, is publisher of the song, which was written by Art Altman and Irving Taylor, and has been recorded by Steve Lawrence for King label.

Gimmick is a six-week contest conducted by Paula Stone, Mutual's new celeb-interviewer, who is heard over 530 stations across the U. S., Monday

through Friday. Listeners will be asked to answer in 100 words or less "What Was My First Sudden Fear and How Did I Overcome It?"

Mutual's stations will plug Steve Lawrence's recording heartily through diskers during the contest August 4 through September 12. Copies are going out to all, with complete contest instructions as well.

RKO's thirty-odd field men are also receiving copies of tune, for plugging through all radio stations in their territories covering over 150 key cities, where picture will play during this period.



THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. AUF WIEDERSEH'N SWEETHEART Vera Lynn (London)
2. HERE IN MY HEART Al Martino (B. B. S.)
3. DELICADO Percy Faith (Columbia)
4. LOVER P. Lee-G. Jenkins (Decca)
5. KISS OF FIRE Georgia Gibbs (Mercury)
6. WALKIN' MY BABY BACK HOME Johnnie Ray (Columbia)
7. I'M YOURS Don Cornell (Coral)
Eddie Fisher (RCA Victor)
8. BOTCH-A-ME Rosemary Clooney (Columbia)
9. HALF AS MUCH Rosemary Clooney (Columbia)
10. SOMEWHERE ALONG THE WAY Nat "King" Cole (Capitol)

Buddy Deane (WITH-Baltimore, Md.) has come up with a gimmick that is a terrific attention getter, but my! oh! my!—could it get out of hand. The show is called "Wake Up Baltimore" and an announcement is made on the air that any listener who desires a call at a specific time while the show is on the air will receive that "wake up" call if he makes the request. In addition, at the time the call is put through to awaken the interested party, his or her favorite song, if requested, will be played, thus making getting out of bed as painless as possible. Buddy's better half makes the calls from the Deane home but the job is getting to be more than she can handle. . . . A program that is fast growing in popularity is the Sabby Lewis Show (WBMS-Boston). Sabby, equally at home on the bandstand and before the mike, has been in the music business for some time and has worked many famous spots throughout the United States and Canada. Sabby's band is currently appearing at the successful Boston night spot, the Mayfair-Sugar Hill. The Sabby Lewis show is heard six days a week, Monday through Saturday, from 6 to 7 p.m. Sabby has entertained such guests as Errol Garner, Ella Fitzgerald, Billy Strayhorn, Marion McPartland, Arnett Cob, Edna McGriff, Josh White, Slam Stewart, and many others.

Hal Fredericks (KXOK-St. Louis, Mo.) now is on the air twice daily with his "Song and Dance Parade." Hal spins the disks from 12:15 to 1 p.m. and 3 to 4 p.m. Fredericks also fills in during the hours of 1 to 3 p.m. on the days when there is no ball game. . . . Peter Potter's TV show "Search For A Song" proudly boasts two more recordings of songs discovered on the WFWB, Hollywood station. They are "No Deposit, No Return," recorded by Martha Davis on Coral, and "Bundle From Heaven" recorded by the Ink Spots on Decca. "Bundle" was the first song presented on the Potter song finding show, and recorded on the second anniversary of the show. . . . Paul E. X. Brown (WERD-Atlanta) writes "I am doing several record programs and I find that your inclusion of Gospel records is a great help in my recorded Gospel Train Program. Especially helpful on my Swing Club Program—a half hour featuring something old, something new, something borrowed and something blue—The Cash Box proves to be of incalculable aid. It is from your Top Ten, Hot Charts and Blues and Rhythm listings I can weigh my audience reception in this area of numbers played on my Swing Club show. . . . Johnny Grant (KMPC-Los Angeles) is off to Korea with a USO troupe. Grant is collecting a raft of taped interviews with the Los Angeles GI's and will play them on his daily show, "The Johnny Grant Show," when he returns. Each interviewee will have his favorite record played after the interview is aired. . . . Steve Bailey, also of KMPC, uses the facilities of Western Union to describe the interesting portions of daily major league baseball games as he rides the records on his "Major League Show."



HAL FREDERICKS
(KXOK—St. Louis)

Bud Brees (WPEN-Philadelphia) tapes his daily 8:05-9 p.m. show at 2 p.m. each afternoon in the largest of Sun Ray's 150 drug stores, 12th and Markets Streets. Bud does his show with an audience from the Philadelphia Room, which is a very smart restaurant on the mezzanine of the store. The show features all kinds of gimmicks—women participating from the audience, prizes, famous guest stars every performance, and of course, Bud's singing. "The Brees" is also singing MC of the Wilson Lines, sailing the Delaware River Wednesday's thru Sunday nights on the "Delaware Belle." . . . Joe Delaney (WJMR-New Orleans), Dick Martin (WWL-New Orleans) and Frank Donaldson of the same city have really gone overboard for the new Acquaviva-MGM release. Delaney has picked it as his instrumental of the week. MGM also clicked with Joe when he picked Billy Eckstine's "Strange Sensation" as the best vocal of the week.



Worthy follow-up to his
"MASK IS OFF"

**Buddy
COSTA**
singing

"FOOL THAT I WAS" *and* "TO YOU WITH LOVE"

Ork conducted by Johnny Michaels • PYRAMID Record #902

DISTRIBUTORS: Contact us for a few choice open territories.

PYRAMID RECORDS - 1658 Broadway - New York, N. Y.

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

ROUND THE WAX CIRCLE

NEW YORK:

All the record firms are now studying the provisions of the new Fair Trade law trying to find out what it permits them to do in the way of controlling the selling price of disks. The law may strike a blow at all the cut rate sales of LP disks. . . . Bernice Parks showed what a great artist she is at her opening at the Versailles this week. The way she handles an audience is something to see. Bernice, by the way, has just cut four terrific sides for Seger Records and they should be making noise real soon. . . . Guy Mitchell a smash in England. . . . Herman Lubinsky was presented with a 38 ft. cabin cruiser for his birthday by his wife. We're going to take Herman up on his invitation one of these week-ends. . . . Meridian Music, subsidiary of Edward H. Morris, took over "Have Mercy, Baby." The Dominoes' Federal record of the number is one of the biggest in the R & B field. . . . The Four Aces, currently at the Golden Hotel in Reno, are having picture reps visiting them talking about a future movie deal. . . . Patti Page teams up with Rusty Draper on her next Mercury release. . . . The Bell Sisters have a cutie in "Wise Little Echo." . . . Ruth Casey, the original "Cry" girl, has been recuperating from an appendicitis operation for the past several weeks. She hopes to be able to contact her friends real soon. . . . Steve Levitz of Robbins, Feist and Miller has just become a grandfather. . . . The Baker Brothers on a new King release are really song writers Dick Rogers and Hughie Prince. . . . Bob Anthony replaces Bob Haymes of WNEW during his vacation.



GUY MITCHELL

CHICAGO:

Max Marek, wrestler 'round these parts known as the "Polish Champ," and who owns a popular tavern at 63rd & Damen, decided that the disk biz was for him when he found he had the hottest entertainer his place had ever known: James "Jumping Red" Cassidy. Max waxed "Jumping Red" singing a Polish polka (and in Polish yet) "My Grey Mare Polka," backed with the most Jolsonesque side yet heard of Chicago's own: "Back Of The Yards." The disk is on Rain label and being distributed 'round these parts by Charley Michaels' Coral outfit. Not only is it catching on with the juke box ops, but, now people are asking, "Who's 'Jumping Red' Cassidy?" From what we've been told, Cassidy's been around about 20 years, singing his heart out in the good, old, bang-up, rootin'-tootin' Chicago style, while jumping all about the joint. He's 42 years old. Has seven children. And may yet become tomorrow's clickeroo. (Who knows for sure these days?) . . . Tommy Reed postcards to advise his ork'll be back at the Oh Henry Ballroom in Willow Springs on Aug. 13. . . . Leonard and Phil Chess shoutin' out loud that they've "sure got one" on their Checker label that's gonna ride the top of the "Hot Charts." It's Little Walter's "Juke." Last Sattidy A.M. Leonard received 500 from his press plant down Memphisway and instantly phoned for 500 more to be airshipped for afternoon's biz. Claim they're sellin' 1,000 per day 'round these parts. . . . Johnny Holiday dropped in to kinda hint may play Chicago thitter here sometime soon. Good break for a good kid. . . . Art Sheridan of Chance disks gettin' hot over a new one he hopes to break big at the NAMM convensh in Noo Yawk. . . . Lew Simpkins went back to Abe Lincoln to tell the story of United's quick success in the disk biz. . . . Otto K. Eitel, Pres. of the Bismarck Hotel, invites music biz and press to meet Victor Young at the Walnut Room July 29 on completion of 12th week of "The Greatest Show" at Eitel's Palace. . . . "Hope they get Johnny Desmond's new disk, "One Way Heart," into R&B spots," is comment of noted music guys 'round town. Desmo's grand on this one. . . . Tim Gayle advises that his Missus' (Lorry Raine's) dinking of, "Underneath The Love You Tree," breaking very swell.



JAMES "Jumping Red" CASSIDY

LOS ANGELES:

Livening up the good old summertime was the Mercury party for Xavier Cugat at the Brown Derby prior to Cugie opening with his band and revue at the Downtown Paramount theater. . . . Just about everybody was at the clam-bake, including Cugie complete with caricature pad and beauteous Abbe Lane. . . . A fine job of hosting was turned in by Lee Palmer and Stan Hickman of Mercury Distribs, with Harry Bloom and Hank Fine also on hand to meet and greet the guests. . . . Among the latter were Herald-Express columnist Bill Kennedy, who pulled a cute switch on Cugie by sketching the maestro; dee-jays Gene Norman and Dick Whittingill and a complete line-up of radio station librarians, those gals and guys who know more about records, old and current, than the average dee-jay would learn if he whirled like a dervish 24 hours a day for a hundred years. . . . Peter Potter, he of TV, was also well represented by attractive blonde Mary Markham, his ex-secy. promoted to an exec post, and attractive brunette Marilyn Maurice, who doesn't look much older than the younger Bell Sister.



XAVIER CUGAT

One of the nicest people we met at the party was Hank Fine's daughter, Mimi, who left her library retreat at UCLA to discover that most musical and sundry characters at a Hollywood cocktail party behave almost like people. . . . The jukebox department was represented by Bill Leuenhagen with Mary and Kay Solle. . . . Cugie's new Mercury release, "African Lament," we were told by Mary, should leave him, Harry Bloom, Lee Palmer and the gang very little to cry about. . . . Danny Kessler tells he's just signed Nellie Lutcher. Capitol's Stan Freberg up to Portland for a Jantzen Beach Ballroom blow-out with ork and troupe, also a political parade complete with banners reading "Abe Snake for President," which happens to be the title of Stan's latest. . . . Leo Mesner of Aladdin in New York cooling off for a week while brother Eddie on the go with "Call Operator 210." . . . A hot one, breaking fast in the blues and rhythm department, is "The River," cut by Little Caesar on Recorded in Hollywood, whose Franklin Kort is heading East for the NAMM convention. . . . Had us a local phone hello from New York publisher Artie Mogull of Starlight Music, who was in town to see a few people. . . . Tempo's Little Billy Big ("Saddest Dream") opening at the Tiffany Club, good progress for Billy.

This Ad Is Unnecessary

because

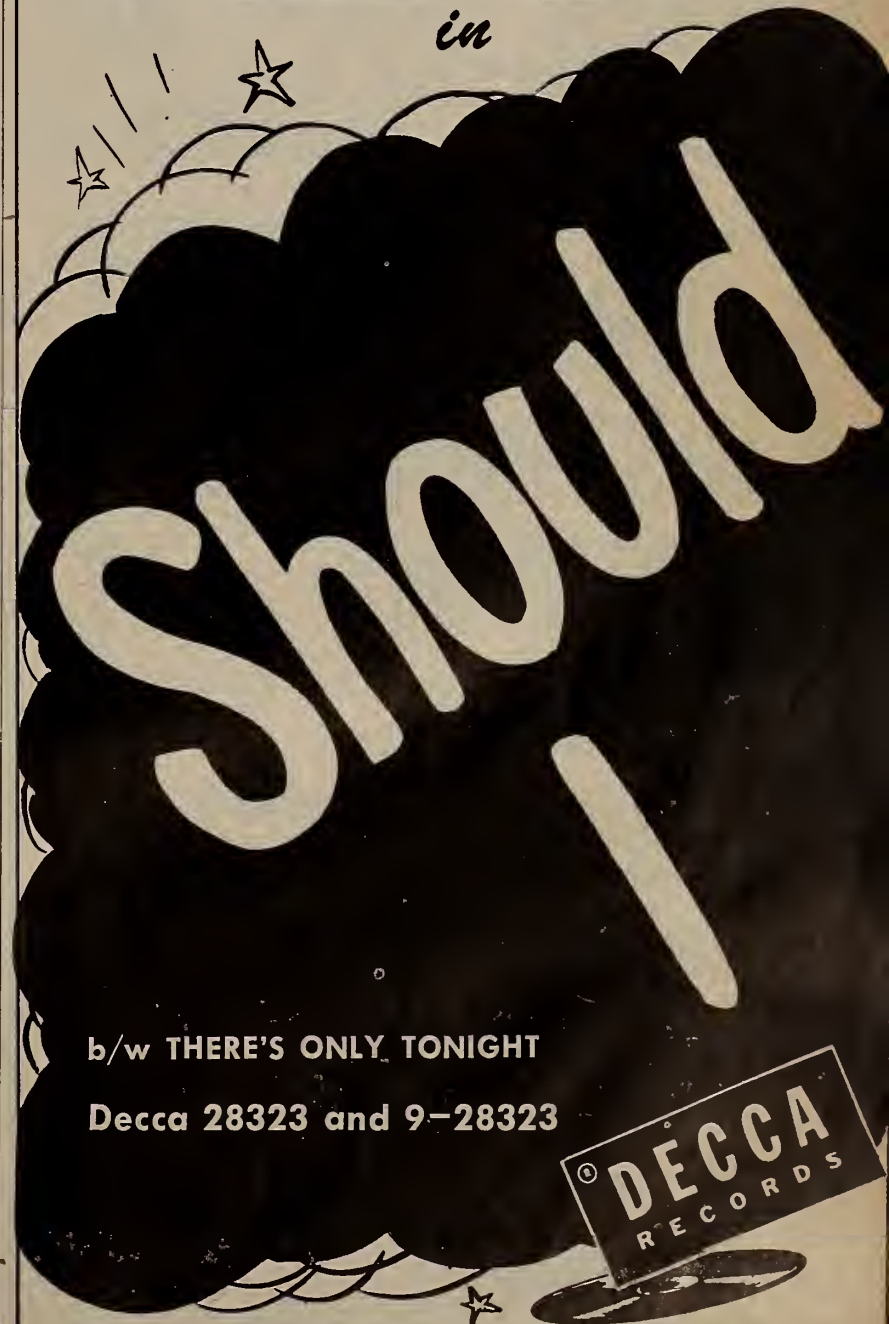
The FOUR ACES



have an

INSTANTANEOUS SMASH

in



b/w THERE'S ONLY TONIGHT

Decca 28323 and 9-28323



*Ad was scheduled prior to release of "SHOULD I," but the record didn't just "break" — it exploded.

Question:
WHAT CAN A SONG DO?

Answer:
**IT CAN MAKE OR BREAK
A RECORD...**

**"THAT'S WHAT A
SONG CAN DO"**

makes —
Bernice Parks
SEGER 7003

Hear
it on →



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- ✓ FIDELTONE NEEDLES
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- ✓ VM CHANGERS
- ✓ CHICAGO STORAGE ALBUMS

THE CASH BOX
Disk Jockeys'
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending July 26 without any changes on the part of THE CASH BOX.

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| <p>Bud Brees
WPEN—Philadelphia, Pa.</p> <ol style="list-style-type: none"> 1. Auf Wiederseh'n Sweetheart (Vera Lynn) 2. Vanessa (Hugo Winterhalter) 3. Half As Much (R. Clooney) 4. Gonna Get Along Without Ya (Teresa Brewer) 5. A Mighty Pretty Waltz (Jeri Southern) 6. I'd Rather Look At You (Gloria Hart) 7. Maybe (Como-Fisher) 8. Botch-A-Me (R. Clooney) 9. Take Me In Your Arms (Doris Day) 10. Wish You Were Here (Eddie Fisher) | <p>Bob Murphy
WJBK—Detroit, Mich.</p> <ol style="list-style-type: none"> 1. Tennessee Newsboy (Frank Sinatra) 2. It's Meant To Be That Way (Johnny Desmond) 3. Somewhere Along The Way (Nat "King" Cole) 4. Just One Of Those Things (Lee-Jenkins) 5. Walkin' My Baby Back Home (Nat "King" Cole) 6. I Laughed At Love (S. Gale) 7. How Much Will I Miss You (Johnny Desmond) 8. This Is The Beginning Of The End (Don Cornell) 9. It's Best We Say Goodbye (Billy Williams Quartet) 10. Wonder (Don Cherry) | <p>Roger Clark
WNOR—Norfolk, Va.</p> <ol style="list-style-type: none"> 1. Auf Wiederseh'n Sweetheart (Vera Lynn) 2. Lover (Lee-Jenkins) 3. Zing A Little Zong (Crosby-Wyman) 4. Rosanne (Vic Damone) 5. Luna Rossa (Tony Martin) 6. This Is The Beginning Of The End (Don Cornell) 7. Have A Good Time (Tony Bennett) 8. Wish You Were Here (Eddie-Fisher) 9. Just One Of Those Things (Lee-Jenkins) 10. The World Has A Promise (Dinah Shore) |
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| <p>Earle Pudney
WGY—Schenectady, N. Y.</p> <ol style="list-style-type: none"> 1. The Mask Is Off (B. Costa) 2. In The Good Old Summertime (Paul-Ford) 3. Auf Wiederseh'n Sweetheart (Vera Lynn) 4. Somewhere Along The Way (Nat "King" Cole) 5. Botch-A-Me (R. Clooney) 6. Zing A Little Zong (Crosby-Wyman) 7. Just One Of Those Things (Peggy Lee) 8. Delicado (Percy Faith) 9. Smoke Rings (Paul-Ford) 10. Once In A While (Patti Page) | <p>Bob Perry
WLAW—Boston, Mass.</p> <ol style="list-style-type: none"> 1. Delicado (Percy Faith) 2. Auf Wiederseh'n Sweetheart (Vera Lynn) 3. Kiss Of Fire (Georgia Gibbs) 4. Perfidia (Ben Light) 5. Walkin' My Baby Back Home (Johnnie Ray) 6. Carioca (Paul-Ford) 7. Strange Sensation (June Valli) 8. You'll Never Walk Alone (Frank Sinatra) 9. Here In My Heart (Al Martino) 10. Why Did you Leave Me (Perry Como) | <p>Bob Watson
WSB—Atlanta, Ga.</p> <ol style="list-style-type: none"> 1. Here In My Heart (Al Martino) 2. Blue Tango (Leroy Anderson) 3. Delicado (Percy Faith) 4. Auf Wiederseh'n Sweetheart (Vera Lynn) 5. Kiss Of Fire (Georgia Gibbs) 6. As Time Goes By (Ray Anthony) 7. Lover (Lee-Jenkins) 8. Walkin' My Baby Back Home (Johnnie Ray) 9. So Madly In Love (G. Gibbs) 10. Walkin' To Missouri (Sammy Kaye) |
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| <p>Joe Deane
WHCC—Rochester, N. Y.</p> <ol style="list-style-type: none"> 1. Botch-A-Me (R. Clooney) 2. Delicado (Percy Faith) 3. Auf Wiederseh'n Sweetheart (Vera Lynn) 4. Should I (Four Aces) 5. This Is The Beginning Of The End (Don Cornell) 6. In The Good Old Summertime (Paul-Ford) 7. Poinciana (Steve Lawrence) 8. Here In My Heart (Tony Bennett) 9. I'm Yours (Don Cornell) 10. Jump In The Line (Woody Herman) | <p>Bob Larsen
WEMP—Milwaukee, Wisc.</p> <ol style="list-style-type: none"> 1. Auf Wiederseh'n Sweetheart (Vera Lynn) 2. Walkin' My Baby Back Home (Johnnie Ray) 3. This Is The Beginning Of The End (Don Cornell) 4. Lover (Lee-Jenkins) 5. Maybe (Como-Fisher) 6. Botch-A-Me (R. Clooney) 7. A Mighty Pretty Waltz (Jeri Southern) 8. Strange Sensation (June Valli) 9. Scatterbrain (Ray Anthony) 10. Wish You Were Here (Eddie Fisher) | <p>Joe Ryan
WALL—Middletown, N. Y.</p> <ol style="list-style-type: none"> 1. Lonely Wine (Bill Darnell) 2. Chicago (Rosemary Clooney) 3. Golden Hair (Dolly Dawn) 4. Auf Wiederseh'n Sweetheart (Vera Lynn) 5. And The Angels Sing (Anne Shelton) 6. My Heart Cries (Ray Arlo) 7. On The Alamo (G. Auld) 8. There's A Broken Heart For Every Light On Broadway (Rosemary Clooney) 9. Rosanne (Vic Damone) 10. Gonna Get Along Without Ya (Teresa Brewer) |
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| <p>Lou Barile
WKAL—Rome, N. Y.</p> <ol style="list-style-type: none"> 1. Auf Wiederseh'n Sweetheart (Vera Lynn) 2. Delicado (Percy Faith) 3. Botch-A-Me (R. Clooney) 4. I'm Yours (Eddie Fisher) 5. Once In A While (Patti Page) 6. Watermelon Weather (Como-Fisher) 7. Maybe (Como-Fisher) 8. Take My Heart (Toni Arden) 9. Walkin' My Baby Back Home (Johnnie Ray) 10. Here In My Heart (Tony Bennett) | <p>Paul Flanagan
WTRY—Troy, N. Y.</p> <ol style="list-style-type: none"> 1. High Noon (Bill Hayes) 2. Auf Wiederseh'n Sweetheart (Vera Lynn) 3. Botch-A-Me (R. Clooney) 4. Delicado (Percy Faith) 5. Maybe (Como-Fisher) 6. Rock Of Gibraltar (F. Laine) 7. Zing A Little Zong (Crosby-Wyman) 8. Half As Much (R. Clooney) 9. Here In My Heart (Al Martino) 10. Somewhere Along The Way (Nat "King" Cole) | <p>Sandy Jackson
KOWH—Omaha, Neb.</p> <ol style="list-style-type: none"> 1. Walkin' To Missouri (Sammy Kaye) 2. In The Good Old Summertime (Paul-Ford) 3. Auf Wiederseh'n Sweetheart (Vera Lynn) 4. Half As Much (R. Clooney) 5. Walkin' My Baby Back Home (Nat "King" Cole) 6. Poinciana (Steve Lawrence) 7. Botch-A-Me (R. Clooney) 8. I'm Yours (Ralph Flanagan) 9. Sugarbush (Laine-Day) 10. Take My Heart (Al Martino) |
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| <p>Joe Delaney
WJMR—New Orleans, La.</p> <ol style="list-style-type: none"> 1. Auf Wiederseh'n Sweetheart (Vera Lynn) 2. Half As Much (R. Clooney) 3. Delicado (Percy Faith) 4. Kiss Of Fire (Georgia Gibbs) 5. Botch-A-Me (R. Clooney) 6. Walkin' My Baby Back Home (Johnnie Ray) 7. I'm Yours (Don Cornell) 8. Here In My Heart (Al Martino) 9. Blue Tango (Leroy Anderson) 10. Lover (Lee-Jenkins) | <p>Ray Drury
WSPR—Springfield, Mass.</p> <ol style="list-style-type: none"> 1. Delicado (Stan Kenton) 2. Lover (Lee-Jenkins) 3. Walkin' My Baby Back Home (Johnnie Ray) 4. Why Did you Leave Me (Perry Como) 5. I'm Yours (Don Cornell) 6. Botch-A-Me (R. Clooney) 7. Here In My Heart (Al Martino) 8. Blue Tango (Leroy Anderson) 9. Kiss Of Fire (Georgia Gibbs) 10. High Noon (Frankie Laine) | <p>Claude Taylor
WMBR—Jacksonville, Fla.</p> <ol style="list-style-type: none"> 1. Here In My Heart (Al Martino) 2. I'm Yours (Don Cornell) 3. Kiss Of Fire (Georgia Gibbs) 4. I'm Sorry (Bobby Wayne) 5. Forgive Me (Eddie Fisher) 6. Delicado (Percy Faith) 7. Never Leave Me (Frank Stevens) 8. Little Grass Shack (Johnny Maddox) 9. Smoke Rings (Paul-Ford) 10. Blue Tango (Dick Hayman) |
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| <p>Joe Grady & Ed Hurst
WPEN—Philadelphia, Pa.</p> <ol style="list-style-type: none"> 1. A Sinner Am I (J. Ray) 2. Tennessee Newsboy (Frankie Laine) 3. Forgetting You (Esquire Boys) 4. Kisses On Paper (T. Brewer) 5. Botch-A-Me (R. Clooney) 6. Auf Wiederseh'n Sweetheart (Vera Lynn) 7. The Mask Is Off (B. Costa) 8. I Waited A Little Too Long (Kay Starr) 9. Take My Heart (Vic Damone) 10. Rock The Joint (Bill Haley) | <p>Alan Black
WPIT—Pittsburgh, Pa.</p> <ol style="list-style-type: none"> 1. One Little Candle (P. Como) 2. We Three (Ink Spots) 3. Take My Heart (Al Martino) 4. Maybe (Como-Fisher) 5. Idaho State Fair (Vaughn Monroe) 6. Lover (Lee-Jenkins) 7. You Lied (Phil Brito) 8. Heaven Drops Her Curtain (Camarata) 9. Somewhere Along The Way (Nat "King" Cole) 10. Botch-A-Me (R. Clooney) | <p>Ray Perkins
KFEL—Chicago, Ill.</p> <ol style="list-style-type: none"> 1. Delicado (Percy Faith) 2. Here In My Heart (Al Martino) 3. Half As Much (R. Clooney) 4. I'm Yours (Eddie Fisher) 5. Kiss Of Fire (Georgia Gibbs) 6. Walkin' My Baby Back Home (Johnnie Ray) 7. Blue Tango (Leroy Anderson) 8. Sugarbush (Laine-Day) 9. Auf Wiederseh'n Sweetheart (Vera Lynn) 10. Maybe (Como-Fisher) |
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| <p>Ruth Stone
WAVZ—New Haven, Conn.</p> <ol style="list-style-type: none"> 1. Here In My Heart (Al Martino) 2. Kiss Of Fire (Georgia Gibbs) 3. Botch-A-Me (R. Clooney) 4. Walkin' My Baby Back Home (Johnnie Ray) 5. Blue Tango (Leroy Anderson) 6. Sugarbush (Laine-Day) 7. Smoke Rings (Paul-Ford) 8. Delicado (Percy Faith) 9. Maybe (Como-Fisher) 10. Be Anything (H. O'Connell) | <p>Bob Corley
WQXI—Atlanta, Ga.</p> <ol style="list-style-type: none"> 1. Here In My Heart (Al Martino) 2. Delicado (Percy Faith) 3. Kiss Of Fire (Georgia Gibbs) 4. The Parting Song (Vera Lynn) 5. Be Anything (Eddy Howard) 6. Auf Wiederseh'n Sweetheart (Vera Lynn) 7. Lover (Lee-Jenkins) 8. I'm Yours (Eddie Fisher) 9. Maybe (Como-Fisher) 10. So Madly In Love (Peggy Lee) | <p>Chaz Roye
WDAE—Tampa, Fla.</p> <ol style="list-style-type: none"> 1. The Mask Is Off (B. Costa) 2. Good Night (Buddy Costa) 3. Here In My Heart (Al Martino) 4. Delicado (Percy Faith) 5. Kiss Of Fire (Georgia Gibbs) 6. Lover (Lee-Jenkins) 7. So Madly In Love (G. Gibbs) 8. Half As Much (R. Clooney) 9. Walkin' My Baby Back Home (Johnnie Ray) 10. Lonely Wine (Les Baxter) |
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Finburgh Retires From Music Biz

NEW YORK—Lee Finburgh, president of Lee Finburgh, Inc., this week announced his retirement from the music publishing business.

While the offices and firm of Lee Finburgh, Inc., remains intact under the direction of Morton Browne Finburgh will reside in Miami and be active in the general insurance busi-

ness there.

Lee Finburgh's exit from the music publishing business climaxes sixteen years in the entertainment industry. He was associated with B.V.C. as their West Coast manager for eleven years before coming East to go with Bourne Music and subsequently opening his own firm.

THE CASH BOX DISC HITS BOX SCORE

The Nation's TOP 50

Comprising 100 Selections

AL—Aladdin
AP—Apollo
AT—Atlantic
BU—Bullet
CA—Capitol
CH—Chess
CO—Columbia

CR—Coral
DA—Dana
DE—Decca
DY—Derby
FE—Federal
4 Star—Four Star
IN—Intro

CODE
JU—Jubilee
KI—King
LO—London
ME—Mercury
MG—MGM
MO—Modern

NA—National
OR—Orion
PE—Peacock
PR—Prestige
RA—Rainbow
RE—Regent
SA—Sevoy

SIT—Sittin' In
SP—Specialty
SW—Swingtime
TE—Tempe
TN—Tennessee
UN—United
VI—Victor

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(Phone: Capitol 7-0506)

On It's Way!...
"SOMEWHERE ALONG THE WAY"
JERRY GRAY—Decca
HUGO WINTERHALTER—R.C.A. Victor
NAT King COLE—Capitol
TONY BENNETT—Columbia
UNITED MUSIC CORP. 1619 Broadway, N.Y. 19, N.Y.

TODAY... The Disk Jockeys # 1 Pick
TOMORROW.. THE PEOPLES CHOICE

The New Exciting NATURAL Voice of ...
SANDY SOLO
"I'M THROUGH WITH LOVE"
and
"LA ROSITA"
ABBEY RECORD # 15073 and 45 x 15073 by arrangement with Barry Record Co.
ABBEY RECORDS, INC.
418 West 49th Street New York, N.Y.

Aug. 2 July 26		Aug. 2 July 26		Aug. 2 July 26	
1—Auf Wiederseh'n Sweetheart 103.6 83.9 CA-2143 (F-2143)—LES BAXTER <i>Padam... Padam...</i> CO-39776 (4-39776)—CHAMP BUTLER <i>Padam, Padam</i> CO-39809 (4-39809)—KEN GRIFFIN <i>Half As Much</i> CR-60773 (9-60773)—AMES BROTHERS <i>Break The Bands That Bind Me</i> DE-28271 (9-28271)—GUY LOMBARDO O. <i>Half As Much</i> LO-1227 (45-1227)—VERA LYNN <i>Parting Song</i> ME-5871 (5871x45)—EDDY HOWARD <i>I Don't Want To Take A Chance</i> MG-11278 (K11278)—DEMARCO SISTERS <i>Watermelon Weather</i> VI-20-4777 (47-4777)—BILLY SHEPARD O. <i>The Mask Is Off</i>	5—I'm Yours 77.6 74.7 CA-2102 (F-2102)—BAXTER & BEAVERS <i>Kiss Of Fire</i> CO-39737 (4-39737)—TONI ARDEN SR-60690 (9-60690)—DON CORNELL <i>My Mother's Pearls</i> DE-28162 (9-28162)—FOUR ACES <i>I Understand</i> VI-20-4680 (47-4680)—EDDIE FISHER <i>Just A Little Lovin'</i> VI-20-4705 (47-4705)—RALPH FLANAGAN <i>Kiss Of Fire</i>	9—Blue Tango 37.7 67.4 CA-1966 (F-1966)—LES BAXTER <i>Please, Mr. Sir</i> DE-27875 (9-27875)—LEROY ANDERSON <i>Belle Of The Ball</i> DE-28031 (9-28031)—GUY LOMBARDO <i>At Last; At Last</i> ME-5790—DICK HAYMAN <i>For Sentimental Reasons</i> ME-5817 (5817x45)—XAVIER CUGAT O. <i>Junale Flute</i> VI-20-4518 (47-4518)—HUGO WINTERHALTER O. <i>The Gypsy Trail</i> VI-20-4541 (47-4541)—FRANKIE CARLE	12—Somewhere Along The Way 31.6 15.4 CA-2069 (F-2069)—NAT "KING" COLE <i>What Does It Take?</i> CO-39695 (4-39695)—TONY BENNETT <i>Sleepless</i> DE-28141 (9-28141)—JERRY GRAY O. <i>Pittsburgh, Pa.</i> VI-20-4691 (47-4691)—HUGO WINTERHALTER <i>Vanessa</i>	13—Maybe 26.4 31.4 VI-20-4744 (47-4744)—COMO & FISHER <i>Watermelon Weather</i>	14—Sugarhush 24.3 12.1 CO-39693 (4-39693)—F. LAINE & D. DAY <i>How Lovely Cooks The Meat</i> DE-28287 (9-28287)—JOSEF MARAIS <i>How Lovely Cooks The Meat</i>
2—Here In My Heart 99.9 83.4 BBS-101—AL MARTINO <i>I Cried Myself To Sleep</i> CO-39745 (4-39745)—TONY BENNETT <i>I'm Lost Again</i> CR-60746 (9-60746)—ALAN DALE <i>I'm Sorry</i> DE-28213 (9-28213)—THE ANDREWS SISTERS <i>DICK HAYMES</i> ME-5877 (5877x45)—VIC DAMONE <i>Rosanne</i>	6—Half as Much 46.1 38.7 CO-39710 (4-39710)—ROSEMARY CLOONEY <i>Poor Whelp-Poor-Will</i> CO-20879 (4-20879)—CURLLEY WILLIAMS CO-39809 (4-39809)—KEN GRIFFIN <i>Auf Wiederseh'n Sweetheart</i> ME-6366 (6366x45)—KEN MARVIN MG-11202 (K-11202)—HANK WILLIAMS DE-28271 (9-28171)—GUY LOMBARDO O. <i>Auf Wiederseh'n Sweetheart</i>	10—Lover 36.1 31.1 CA-1600 (F-1600)—LES PAUL & MARY FORD <i>Brazil</i> DE-28215 (9-28215)—PEGGY LEE <i>You Go To My Head</i>	15—Be Anything (But Be Mine) 18.9 31.9 AP-1191—BOBBY SMITH <i>Skippin' and Hoppin'</i> CA-2011 (F-2011)—HELEN O'CONNELL <i>Right Or Wrong</i> CO-39690 (4-39690)—CHAMP BUTLER <i>When I Look Into Your Eyes</i> CR-60686 (9-60686)—JACK HASKELL DE-28039 (9-28039)—BUDDY STARK <i>Sincere</i> DE-28142 (9-28142)—LEE-JENKINS <i>Forgive Me</i> JU-6002—DOLLY DAWN <i>You're Not Worth My Tears</i> ME-8270 (8270x45)—WINI BROWN ME-5815 (5815x45)—EDDY HOWARD O. <i>She Took</i> MG-11187 (K11187)—ALAN DEAN <i>All My Life</i> VI-20-4576 (47-4576)—DON ESTES <i>Everytime</i> VI-20-4704 (47-4704)—RALPH FLANAGAN <i>Forgive Me</i>	16—Once In A While 17.9 7.4 CR-60456 (9-60456)—HERB JEFFRIES DE-28306 (9-28306)—LOUIS ARMSTRONG DE-28277 (9-28277)—GUY LOMBARDO JU-5090—McGRIFF-TIL-LUCAS ME-5867 (5867x45)—PATTI PAGE <i>I'm Glad You're Happy</i> VI-20-0004—TOMMY DORSEY	
3—Delicado 80.2 82.2 LO-1151—EDMUNDO ROS O. <i>Baiao</i> CA-2040 (F-2040)—STAN KENTON O. <i>Bags And Baggage</i> CO-39708 (4-39708)—PERCY FAITH O. <i>Festival</i> CR-60729 (9-60729)—LAURINDO ALMEIDA <i>R'Eco—R'Eco</i> DE-28044 (9-28044)—WALDYR AZEVEDO O. <i>See If You Like It</i> DE-28179 (9-28179)—GUY LOMBARDO O. <i>Kiss Of Fire</i> DE-28304 (9-28304)—ETHEL SMITH <i>Poinciana</i> SE-7002—BERNICE PARKS <i>Walkin' My Baby Back Home</i> VI-20-4677 (47-4677)—THREE SUNS <i>Plink, Plank, Plunk!</i> VI-20-4719 (47-4719)—DINAH SHORE <i>The World has A Promise</i>	7—Botch-A-Me 42.8 38.8 CO-39767 (4-39767)—ROSEMARY CLOONEY <i>On The First Warm Day</i>	11—I'll Walk Alone 33.4 48.5 CA-2000 (F-2000)—MARGARET WHITING <i>I Could Write A Book</i> CA-2044 (F-2044)—JANE FROMAN <i>With A Song In My Heart</i> CO-39654 (F-39654)—BURT TAYLOR <i>Sollitude</i> CR-60659 (9-60659)—DON CORNELL <i>That's The Chance You Take</i> DE-23340 (9-23340)—MARY MARTIN <i>Good Night, Whenever You Are</i> DE-28038 (9-28038)—PATTY ANDREWS <i>That's The Chance You Take</i>	17—Take My Heart 16.5 14.7 CA-2122 (F-2122)—AL MARTINO <i>I Never Cared</i> CO-39768 (4-39768)—TONI ARDEN <i>Tell Your Tale, Nightingale</i> ME-5877 (5877x45)—VIC DAMONE <i>Rosanne</i>	18—Vanessa 16.4 19.2 VI-20-4691 (47-4691)—HUGO WINTERHALTER O. <i>Somewhere Along The Way</i>	

Best Selling Records

COMPILED BY JACK "ONE SPOT" TUNNIS

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

Comprising
100
Selections

- Aug. 2 July 26
- 19—Wish You Were Here** 16.1 7.3
 DE-28308 (9-28308)—GUY LOMBARDO O.
 Honey Tank Sweetheart
 MG-11270 (K11270)—FRAN WARREN
 What Is This Thing Called Love?
 VI-20-4830 (47-4830)—EDDIE FISHER
 The Hand Of Fate
- 20—Smoke Rings** 12.9 17.6
 CA-2123 (F-2123)—LES PAUL & MARY FORD
 In The Good Old Summertime
- 21—All of Me** 11.6 —
 CA-1793 (F-1793)—BILLY MAY
 Leon Boby
 CO-38163 (4-38163)—FRANK SINATRA
 CO-39788 (4-39788)—JOHNNIE RAY
 A Sinner Am I
 DE-28335 (9-28335)—LOUIS JORDAN O.
 ME-8941 (45-8941)—ILLINOIS JACQUET
 MG-30413 (K-30413)—TEDDY WILSON
- 22—You** 11.5 3.9
 CO-39724 (4-39724)—SAMMY KAYE
 Oh, How I Miss You Tonight
 CO-39537 (4-39537)—JANETTE DAVIS
 Mad About Him, Sad Without Him
 DE-28235 (9-28235)—FRED WARING O.
 It Happened In Monterey
 MG-11245 (K11245)—TOMMY FURTADO
 Wonder
- 23—Lonely Wine** 8.7 5.2
 CA-2106 (F-2106)—LES BAXTER O.
 Lost In Meditation
 DE-28216 (9-28216)—COLEMAN HAWKINS
 Carioca
 DE-28192 (9-28192)—BILL SNYDER
 My Melancholy Baby
 DE-27994 (9-27994)—BILL DARNEL
 Alone And Forsaken
 VI-20-4695 (47-4695)—EDDIE MILLER
 Saturday Rag
- 24—Watermelon Weather** 8.5 9.2
 DE-28238 (9-28238)—CROSBY & PEGGY LEE
 Moon Came Up With A Great Idea
 MG-11278 (K11278)—DEMARCO 51STERS
 Auf Wiederseh'n Sweetheart
 VI-20-4744 (47-4744)—COMO & FISHER
 Maybe
- 25—So Madly In Love** 8.3 9.4
 DE-28251 (9-28251)—DOROTHY COLLINS
 From The Time You Say Goodbye
 ME-5874 (45x5874)—GEORGIA GIBBS
 Make Me Love You
 VI-20-4759 (47-4759)—JUNE VALLI
 Strange Sensation
- 26—A Sinner Am I** 6.9 —
 CO-39788 (4-39788)—JOHNNIE RAY
 All Of Me
- 27—Some Day** 6.7 —
 VI-20-4836 (47-4836)—TONY MARTIN
 Luno Rosso
 VI-20-4725 (48-4725)—VAUGHN MONROE

- Aug. 2 July 26
- 28—In the Good Old Summertime** 6.4 9.3
 CA-2123 (F-2123)—LES PAUL & MARY FORD
 Smoke Rings
 DE-24605 (9-24605)—ANDREWS S1S. & DAILEY
 Take Me Out To The Ball Game
- 29—This is the Beginning of the End** 6.3 5.6
 CR-60748 (9-60748)—DON CORNELL
 I Can't Cry Anymore
- 30—A Guy is a Guy** 6.2 17.5
 CO-39673 (4-39673)—DORIS DAY
 Who, Who, Who
 DE-28049 (9-28049)—ELLA FITZGERALD
 That Old Feelling
 TT-128—JUANITA HALL
 Wheel Of Fortune
- 31—I'm Confessin'** 6.1 3.7
 CA-2080 (F-2080)—LES PAUL & MARY FORD
 Carioca
 DE-28306 (9-28306)—LOUIS ARMSTRONG O.
 Once In A While
- 32—Rock of Gibraltar** 6.0 6.9
 CO-39770 (4-39770)—FRANKIE LAINE
 High Noon
- 33—Carioca** 5.9 4.5
 CA-2080 (F-2080)—LES PAUL & MARY FORD
 I'm Confessin' That I Love You
 DE-27757 (9-27757)—ANDREWS SISTERS
 Daddy
 DE-28216 (9-28216)—COLEMAN HAWKINS
 Lonely Wine
 LO-1234 (45x1234)—EDMUNDO ROS O.
 Perfidia
 ME-8966 (8966x45)—CHICO O'FARRILL O.
- 34—High Noon** 5.7 13.3
 CA-2120 (F-2120)—TEX RITTER
 Go On! Get Out!
 CO-39770 (4-39770)—FRANKIE LAINE
 Rock Of Gibraltar
 LO-1232 (45-1232)—LITA ROZA
 Love, Where Are You Now?
 MG-11266 (K11266)—BILL HAYES
 Podom . . . Padam . . .
- 35—Forgive Me** 4.9 5.9
 CR-60718 (9-60718)—GEORGIE AULD
 A Room With A View
 MG-11170 (K11170)—TOMMY EDWARDS
 The Bridge
 VI-20-4574 (47-4574)—EDDIE FISHER
 That's The Chance You Take
- 36—Luna Rossa** 4.8 —
 CO-39787 (4-39787)—FRANK SINATRA
 Tennessee Newsboy
 MG-11269 (K-11269)—ALAN DEAN
 I'll Forget You
 VI-20-4836 (47-4836)—TONY MARTIN
 Some Day
- 37—I Remember When** 4.4 2.3
 DE-28041 (9-29041)—LENNY HERMAN O.
 Would You Donce With A Stranger?

- Aug. 2 July 26
- 38—I Understand** 4.3 1.6
 CR-60740 (9-60740)—VINNI DE CAMPO
 Roindrops
 DE-28162 (9-28162)—FOUR ACES
 I'm Yours
 VI-20-4724 (47-4724)—RALPH FLANAGAN O. South
- 39—Wheel of Fortune** 3.9 9.6
 CA-1964 (F-1964)—KAY STARR
 I Wanna Love You
 CR-60650 (9-60650)—JIMMY SCOTT
 Come What May
 DE-27967 (9-27967)—ARTHUR PRYSOCK
 'Till The Stars Fall
 DE-48280 (9-48280)—HELEN HUMES
 All Night Long
 DY-787—SUNNY GALE & EDDIE WILCOX
 KI-1051 (45-1051)—JIMMY THOMASON
 Klamish Cheetow Row
 ME-5779 (5779 x 45)—BOBBY WAYNE
 If I Had The Heart Of A Clew
 TT-128—JUANITA HALL
 A Guy Is A Guy
 VI-20-4349 (47-4349)—JOHNNY HARTMAN
 VI-20-4520 (47-4520)—BELL SISTERS
 Poor Whip-Poor-Will
- 40—Blacksmith Blues** 3.7 7.1
 CA-1922 (F-1922)—ELLA MAE MORSE
 Love Me Or Leave Me
 DE-27968 (9-27968)—BILL DARNEL
 Salty Dog Rag
 MG-11171 (K11171)—ART MOONEY
 You're Not Worth My Tears
 VI-20-4532 (47-4532)—ELTON BRITT
 Retreat
 VI-20-4505 (47-4505)—GRANDPA JONES
 VI-20-4706—RALPH FLANAGAN
 Delicado
- 41—You'll Never Be Mine** 3.6 5.5
 CA-2120 (F-2120)—TEX RITTER
 Go On! Get Out!
- 42—I Waited a Little Too Long** 3.2 2.5
 MG-11266 (K11266)—BILL HAYES
 Podom . . . Padam . . .
- 43—Busybody** 2.2 3.6
- 44—I'm Sorry** 1.9 1.1
- 45—Just a Little Lovin'** 1.7 1.4
- 46—With a Song In My Heart** 1.5 4.4
- 47—Pittsburgh, Pennsylvania** 1.4 8.7
- 48—Anytime** 1.3 2.4
- 49—Oakie Boogie** 1.2 4.9
- 50—The Day of Jubilo** 1.1 4.3

Vogue Records Plans Promotional Drive



BOB STEPHENS

HOLLYWOOD, Calif.—A new diskerie, Vogue Records, has been formed with the home office in Hollywood and the firm has set forth with an ambitious program and a well staffed organization.

Bob Stephens, vice-president, is the A&R director, and is regarded as one of the most capable men in this field. He was with Decca Records for twelve years, as well as manager of the Mills Brothers for four years. Stephens has worked on many hits and his reputation holds the respect of artists, distributors and record company executives.

F. L. Harper, head of Vogue Records, is a prominent West Coast businessman, but will devote a large percentage of his time to the record company.

Johnny Anz, secretary and treasurer, is a veteran in the field of music. An accomplished composer, arranger and conductor, he will be on hand to personally supervise every recording session.

Artists under contract, include: Bob Keene, clarinetist; Joe Yukl, former Dorsey brothers trombonist; Larry Noble, ballad type singer with Ted Weems, Nick Stuart and Jimmy Dorsey; Jerry Wallace, vocalist; Artie Wayne, vocalist; Herm Sanders, instrumentalist with Meredith Wilson, Bob Crosby, David Rose and others; The Republic Rhythm Riders, musical and vocal aggregation who work for Republic Pictures; and the Morgan Sisters, vocal quartet.

Vogue will have five key promotion men in Los Angeles, New Orleans, Chicago, Atlanta and New York that will promote through disk jockies and control sales through distributors.

In the belief that the juke box and deejay is today the most important cog in creating a market for records, they are selecting men for these five key cities who have the acceptance and good will of the disk jockey in each given territory.

Schwartz Appointed Columbia Sales Promotion Manager

NEW YORK—The appointment of Arthur Schwartz as Sales Promotion Manager of Columbia Records was announced last week by Irving Townsend. Advertising Manager for the company. Schwartz will be responsible for the conception and preparation of all sales promotion material and will participate in all phases of advertising and promotion initiated by the Advertising department.

The appointment is effective immediately. Schwartz will report to Townsend and his office will be in the company's New York headquarters.

For the past two years, Schwartz has been Advertising and Promotion Manager of Times-Columbia, Inc. New York distributor for Columbia Records.

HERE'S A REAL MONEY GRABBER



"Jumping Red" CASSIDY

ACCOMPANIED BY THE DIXIELAND SIX
 SENSATIONALLY SINGING

"BACK OF THE YARDS"

(Chicago's Theme Song)
 BACKED WITH

"MY GREY MARE POLKA"

(Irisher Sings it in Polish)

DISTRIBUTED BY CORAL RECORDS

161 WEST HURON CHICAGO, ILL.
 (Phone: WHitehall 3-0750)

DIRECTION: GAC
 Personal Management: MAX MAREK
 1932 WEST 63rd STREET CHICAGO
 (Tel.: RE 7-9896)

"AZURE-TE"

(paris blues) —

FRANK SINATRA Columbia
 Decca

LOUIS JORDAN RCA Victor

SAUTER-FINEGAN Ork.

BILLY WILLIAMS Mercury
 Okeh

BILL DAVIS GALE & GAYLES, Inc., 1619 Bway, New York City

Candidate For Stardom



NEW YORK — Bernice Parks is greeted by her fan club as she arrives at New York's Versailles for her opening. Bernice whose Seger Record of "Walking My Baby Back Home" created quite a stir, now follows it up with another powerful disk, "That's What A Song Can Do" and "Intrigue Me." It's being distributed by Jack Bergman's Tempo Distributors.

Register Your Opinion on
THE CASH BOX
End of Month Inventory Issue
(See Page 44)

"HAVE A GOOD TIME"
by
Tony Bennett Columbia 39764

A Saga of Courage; the Sandy Solo Story

NEW YORK—Prior to his enlistment in the Air Corps the current singing hopeful Sandy Solo was a commercial artist with ambitions toward a career as a sculptor. One of his pieces, The Tumblers, won the National Scholastic Contest and as a consequence he received a four year scholarship to Carnegie Institute of Technology. He abandoned the scholarship to enlist in the Air Corps in 1942.

During the course of his enlistment, he flew 49 missions and won the Distinguished Flying Cross, Air Medal with four clusters, Purple Heart with two clusters, the Asiatic Pacific ribbon, Philippine Liberation ribbon and three battle stars.

In 1944, during a raid, Sandy's plane was hit; two of the crew were killed and Sandy was severely injured. His life hung in the balance for fifteen days until he was transferred from the emergency aid station on Palawan to the Army hospital on Leyte. He was there five days when the doctor came into his room to tell him they would have to amputate his arms. Tortured thoughts raced through his mind, thoughts of the end of the career he built his life around, thoughts of going through life without arms.

After the operation, he was transferred to the McCornack General Hospital in Pasadena, California.

There, the call for entertainers among the patients went out and Sandy volunteered to do his part. He went from ward to ward singing with a small musical group. After singing at one of the hospital shows he was contacted by a Special Services Officer who paved the way for a singing spot over KXLA Pasadena. Sandy had his own show there for three months, who immediately signed him to a

thirteen week contract, as featured singer on the Canada Dry Show. At the culmination of the contract Sandy traveled to New York, where he appeared on, and won the Arthur Godfrey Talent Scout Show. From there he spotlighted on his own show over WMGM New York for 20 months and has since appeared on numerous television shows, among them, Jackie Gleason's Cavalcade of Stars, The Steve Allen Show and the Frances Langford-Don Ameche Show.

Signed to an exclusive record contract with Abbey in June, 1952, Sandy's first sides for the label are "La Rosita" and "I'm Through With Love."

**Standard Songs
are MONEY MAKERS!**

**"ALONE
TOGETHER"**

JO STAFFORD—Capitol
TOMMY DORSEY—Decca
CY WALTERS—Columbia

Pub. by HARMS, INC.

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



Cordial Greetings
To The Nation's Dealers,
Distributors attending
The NAMM Convention

**PEE WEE
KING**

and his Band featuring REDD STEWART

WITH A 2 SIDER SMASH!

**"TWO
FACED
CLOCK"**

And

**"MIGHTY
PRETTY
WALTZ"**

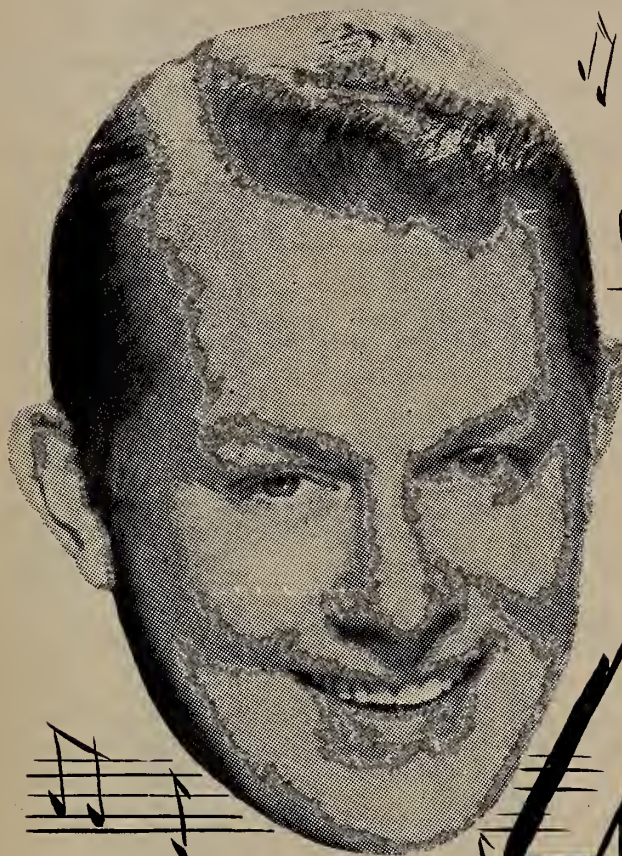
RCA VICTOR #20-4883 (47-4883)

RCA VICTOR RECORDS

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

"BEST ORCHESTRA OF 1951"

Greetings NAMM



as voted by the Nation's Juke Box Operators in The Cash Box Annual Poll.

VAUGHAN MONROE

Current RCA Victor HIT...

"LEARN TO LOSE"

and

"DANCING GIRL"

RCA Victor 20-4850 (47-4850)

Back on the air beg. Sept. 3rd
7th Consecutive Year
for

CAMEL CIGARETTES

Wed., 8 PM, NBC

Watch For Our Tunes
Coming Up From Our Next
Republic Picture

"TOUGHEST MAN IN ARIZONA"

Opening Sept. 1st

WALDORF-ASTORIA

HOTEL, N. Y.



Exclusive Management

Willard Alexander, Inc.

30 Rockefeller Plaza, N. Y.

Direction

Marchard Music



HOT

Rhythm & Blues

ON
Mercury
RECORDS

NEW RELEASES

CALL OPERATOR
No. 210

1 BABY BABY BLUES
b/w
Johnny Otis & His Orchestra
featuring Mel Walker
8289

2 I'LL ALWAYS BE IN LOVE WITH YOU
Paul Quinchette
8272

3 PERFIDIA
b/w
DELICADO
Freddie Mitchell & His Orchestra
8286

4 MAD ABOUT THE BOY
Dinah Washington
5842

5 SHAD ROE
b/w
THE HOOK
Paul Quinchette & His Orchestra
8287

6 LET ME FLY YOUR KITE
Lightnin' Hopkins
8274

7 NEW BLOWTOP BLUES
Dinah Washington
8269

8 HERE IN MY HEART
Wini Brown
5870

9 MOPPERS' BLUES
b/w
I KNOW SHE WILL
Big Bill
8284

10 FORGET IF YOU CAN
b/w
I'VE GOT AN INVITATION TO A DANCE
Bubber Johnson
8285

THE CASH BOX

Rhythm & Blues

Ramblings

Oscar Peterson, wizard of the keys, who collapsed from exhaustion a few weeks ago is making a complete recovery and will be back on the job on August 1st. Oscar opens in the Ebony in Cleveland. . . . Norman Granz has signed Paul Williams and Al Hibbler to recording contracts for Mercury-Jazz At The Philharmonic. . . . The Bull Davis Trio has put to bed the stories that it is too religious for the masses. The group is booked solid until January 4th with no open time, proving the boys are crowd pleasers. . . . The Clover-Roscoe Gordon package was so tremendous on its recently concluded tour that they have arranged a new one that will start on the west coast on September 1.

Atlantic Records has released four new records, scheduled to hit the market with the gathering of the clan for the NAMM Convention in New York this week. Ruth Brown, pride and joy of the Atlantic stable, dishes up a rhythmic side in "Daddy Daddy" and gives it her sexiest treatment. The flipside has Ruth wailing her heart out on a ballad "Have A Good Time." Joe Morris offers an instrumental, "Ghost Train" backed with a robust blues number "Bald Head Woman." Billy Mitchell does the vocal, and the lyrics will give it a big boost for the boxes. The Cardinals give out on a pair called "She Rocks" and "The Bump"; and Soldier Boy Houston, his first time on wax, turns out two blues sides titled "Hug Me Baby" and "Western Rider Blues."

Billy Eckstine, George Shearing and Count Basie with his big band form the sensational package that will work its way across the nation starting on the west coast some time in mid-September. That combo should really tear all existing records to shreds. . . . Ruth Brown and Willis Jackson are also forming a package that will go to the west coast about the end of August. . . . Johnny Hodges treats himself to a two week vacation in August. This will mark the first time in two years that Hodges has been able to knock off for a rest.

New Hit! New Release!

BABY, DON'T GO

by
JESSE BELVIN
435

Specialty records

8508 Sunset Blvd., Hollywood 46, Cal.

HOT

in HARLEM on CHICAGO'S South Side in NEW ORLEANS

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

- 1** LAWDY, MISS CLAWDY
Lloyd Price
(Specialty)
- 2** HAVE MERCY, BABY
The Dominoes
(Federal)
- 3** BESIDE YOU
The Swallows
(King)
- 4** GOIN' HOME
Fats Domino
(Imperial)
- 5** I'M GOING TO PLAY THE HONKY TONKS
Marie Adams
(Peacock)
- 6** MOODY MOOD FOR LOVE
King Pleasure
(Prestige)
- 7** ONE MINT JULEP
The Clovers
(Atlantic)
- 8** SOMEWHERE ALONG THE WAY
Nat "King" Cole
(Capitol)
- 9** MIDDLE OF THE NIGHT
The Clovers
(Atlantic)
- 10** EASY, EASY BABY
Varetta Dillard
(Savoy)

- LAWDY, MISS CLAWDY
Lloyd Price
(Specialty)
- GOIN' HOME
Fats Domino
(Imperial)
- MARY JO
Four Blazes
(United)
- MOODY MOOD FOR LOVE
King Pleasure
(Prestige)
- ONE MINT JULEP
The Clovers
(Atlantic)
- SOMEWHERE ALONG THE WAY
Nat "King" Cole
(Capitol)
- SO TIRED
Roy Milton
(Specialty)
- HAVE MERCY, BABY
The Dominoes
(Federal)
- TING-A-LING
The Clovers
(Atlantic)
- NO MORE DOGGIN'
Roscoe Gordon
(R. P. M.)

- MARY JO
Four Turner
(United)
- TING-A-LING
The Clovers
(Atlantic)
- DON'T YOU CRY
Joe Turner
(Atlantic)
- BELLS ARE RINGING
Smiley Lewis
(Imperial)
- CALL OPERATOR 210
Floyd Dixon
(Aladdin)
- GUITAR SHUFFLE
Lowell Fulson
(Swingtime)
- MY HEART'S DESIRE
Jimmy Lee & Artis
(Modern)
- MOODY MOOD FOR LOVE
King Pleasure
(Prestige)
- LAWDY, MISS CLAWDY
Lloyd Price
(Specialty)
- BESIDE YOU
The Swallows
(King)

in PHILADELPHIA in SAN FRANCISCO in MEMPHIS

- 1** LAWDY, MISS CLAWDY
Lloyd Price
(Specialty)
- 2** GOIN' HOME
Fats Domino
(Imperial)
- 3** HAVE MERCY, BABY
The Dominoes
(Federal)
- 4** AGED AND MELLOW
Little Esther
(Federal)
- 5** MARY JO
Four Blazes
(United)
- 6** SO TIRED
Roy Milton
(Specialty)
- 7** MY SONG
Johnny Ace
(Duke)
- 8** TING-A-LING
The Clovers
(Atlantic)
- 9** MOODY MOOD FOR LOVE
King Pleasure
(Prestige)
- 10** HADACOL, THAT'S ALL
Treniers
(Okeh)

- MARY JO
Four Blazes
(United)
- CALL OPERATOR 210
Mel Walker
(Mercury)
- HAVE MERCY, BABY
The Dominoes
(Federal)
- LAWDY, MISS CLAWDY
Lloyd Price
(Specialty)
- IF YOU EVER LEARN TO LOVE
Lionel Hampton
(Decca)
- BEE HIVE BOOGIE
Ben Burton
(Modern)
- MY HEART'S DESIRE
Jimmy Lee & Artis
(Modern)
- SO TIRED
Roy Milton
(Specialty)
- TING-A-LING
The Clovers
(Atlantic)
- I'LL DROWN IN MY TEARS
Sonny Thompson
(King)

- MARY JO
Four Blazes
(United)
- LAWDY, MISS CLAWDY
Lloyd Price
(Specialty)
- HAVE MERCY, BABY
The Dominoes
(Federal)
- MY HEART'S DESIRE
Jimmy Lee & Artis
(Modern)
- MY SONG
Johnny Ace
(Duke)
- I'M GOING TO PLAY THE HONKY TONKS
Marie Adams
(Peacock)
- ALL IN MY DREAMS
Boyd Gilmore
(Modern)
- GOIN' HOME
Fats Domino
(Imperial)
- HEAVENLY FATHER
Edno McGriff
(Jubilee)
- PLEASE HAVE MERCY
Muddy Waters
(Chess)

HOT

in
DALLAS

in
LOS ANGELES

in
ST. LOUIS

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

- | | | |
|--|---|---|
| <p>1 BESIDE YOU
<i>The Swallows</i>
(King)</p> | <p>MARY JO
<i>Four Blazes</i>
(United)</p> | <p>HAVE MERCY, BABY
<i>The Dominoes</i>
(Federal)</p> |
| <p>2 HAVE MERCY, BABY
<i>The Dominoes</i>
(Federal)</p> | <p>HAVE MERCY, BABY
<i>The Dominoes</i>
(Federal)</p> | <p>MY SONG
<i>Johnny Ace</i>
(Duke)</p> |
| <p>3 LAWDY, MISS CLAWDY
<i>Lloyd Price</i>
(Specialty)</p> | <p>CALL OPERATOR 210
<i>Floyd Dixon</i>
(Aladdin)</p> | <p>LAWDY, MISS CLAWDY
<i>Lloyd Price</i>
(Specialty)</p> |
| <p>4 TING-A-LING
<i>The Clovers</i>
(Atlantic)</p> | <p>I'M GOING TO PLAY
THE HONKY TONKS
<i>Marie Adams</i>
(Peacock)</p> | <p>TING-A-LING
<i>The Clovers</i>
(Atlantic)</p> |
| <p>5 MARY JO
<i>Four Blazes</i>
(United)</p> | <p>LAWDY, MISS CLAWDY
<i>Lloyd Price</i>
(Specialty)</p> | <p>GOIN' HOME
<i>Fats Domino</i>
(Imperial)</p> |
| <p>6 CALL OPERATOR 210
<i>Floyd Dixon</i>
(Aladdin)</p> | <p>STRICTLY CASH
<i>Preston Lowe</i>
(Federal)</p> | <p>CALL OPERATOR 210
<i>Floyd Dixon</i>
(Aladdin)</p> |
| <p>7 DON'T YOU CRY
<i>Joe Turner</i>
(Atlantic)</p> | <p>GOIN' HOME
<i>Fats Domino</i>
(Imperial)</p> | <p>MOODY MOOD FOR
LOVE
<i>King Pleasure</i>
(Prestige)</p> |
| <p>8 SO TIRED
<i>Roy Milton</i>
(Specialty)</p> | <p>MOODY MOOD FOR
LOVE
<i>King Pleasure</i>
(Prestige)</p> | <p>WALKIN' MY BABY
BACK HOME
<i>Not "King" Cole</i>
(Capitol)</p> |
| <p>9 TWO HEARTS ARE
GREATER THAN ONE
<i>Percy Mayfield</i>
(Specialty)</p> | <p>MY HEART'S DESIRE
<i>Jimmy Lee & Artis</i>
(Modern)</p> | <p>SO TIRED
<i>Roy Milton</i>
(Specialty)</p> |
| <p>10 ONE MINT JULEP
<i>The Clovers</i>
(Atlantic)</p> | <p>THE RIVER
<i>Little Caesar</i>
(Recorded In Hollywood)</p> | <p>JUKE
<i>Little Walter</i>
(Checker)</p> |

**NOTHING CAN STOP
THIS ONE**

**FROM TAKING THE
COUNTRY BY STORM!**

"THE RIVER"

RECORDED IN HOLLYWOOD 234

*Introducing The Sensationally
Different Vocal Styling of*

Little Caesar



And The Distinctive Music of

QUE MARTIN

★
36,000 SOLD IN FIRST
FIVE DAYS OF RELEASE!
★



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President, WILL BE AT THE NEW YORKER
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A California Corporation

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LOS ANGELES 11, CALIF.

(PHONE: ADams 1-4221)

- | | | |
|---|---|--|
| <p style="text-align: center;">in
RICHMOND</p> <p>1 LAWDY, MISS CLAWDY
<i>Lloyd Price</i>
(Specialty)</p> <p>2 GOIN' HOME
<i>Fats Domino</i>
(Imperial)</p> <p>3 MY HEART'S DESIRE
<i>Jimmy Lee & Artis</i>
(Modern)</p> <p>4 MARY JO
<i>Four Blazes</i>
(United)</p> <p>5 I'M GOING TO PLAY
THE HONKY TONKS
<i>Marie Adams</i>
(Peacock)</p> <p>6 EASY, EASY BABY
<i>Varetta Dillard</i>
(Savoy)</p> <p>7 SO TIRED
<i>Roy Milton</i>
(Specialty)</p> <p>8 NEW ORLEANS
WIMMEN
<i>Roscoe Gordon</i>
(R. P. M.)</p> <p>9 LILLIE MAE
<i>Smiley Lewis</i>
(Imperial)</p> <p>10 HEAVENLY FATHER
<i>Edno McGriff</i>
(Jubilee)</p> | <p style="text-align: center;">in
NEWARK</p> <p>LAWDY, MISS CLAWDY
<i>Lloyd Price</i>
(Specialty)</p> <p>GOIN' HOME
<i>Fats Domino</i>
(Imperial)</p> <p>ONE MINT JULEP
<i>The Clovers</i>
(Atlantic)</p> <p>EASY, EASY BABY
<i>Voretta Dillard</i>
(Savoy)</p> <p>I'M GOING TO PLAY
THE HONKY TONKS
<i>Marie Adams</i>
(Peacock)</p> <p>HAVE MERCY, BABY
<i>The Dominoes</i>
(Federal)</p> <p>MY HEART'S DESIRE
<i>Jimmy Lee & Artis</i>
(Modern)</p> <p>CALL OPERATOR 210
<i>Floyd Dixon</i>
(Aladdin)</p> <p>HERE IN MY HEART
<i>Varetta Dillard</i>
(Savoy)</p> <p>TING-A-LING
<i>The Clovers</i>
(Atlantic)</p> | <p style="text-align: center;">in
ATLANTA</p> <p>MARY JO
<i>Four Blazes</i>
(United)</p> <p>HEAVENLY FATHER
<i>Edno McGriff</i>
(Jubilee)</p> <p>CALL OPERATOR 210
<i>Floyd Dixon</i>
(Aladdin)</p> <p>HAVE MERCY, BABY
<i>The Dominoes</i>
(Federal)</p> <p>MY HEART'S DESIRE
<i>Jimmy Lee & Artis</i>
(Modern)</p> <p>LOUISIANA
<i>Percy Mayfield</i>
(Specialty)</p> <p>TING-A-LING
<i>The Clovers</i>
(Atlantic)</p> <p>LAWDY, MISS CLAWDY
<i>Lloyd Price</i>
(Specialty)</p> <p>GOIN' HOME
<i>Fats Domino</i>
(Imperial)</p> <p>I NEVER LOVED
ANYONE BUT YOU
<i>Joe Medlin</i>
(Decca)</p> |
|---|---|--|

JAZZ 'N BLUES REVIEWS

ⓐ A DISK & SLEEPER	ⓐ GOOD
ⓑ B+ EXCELLENT	ⓐ C FAIR
ⓑ B VERY GOOD	ⓐ D MEDIOCRE

THE CASH BOX

★ AWARD O' THE WEEK ★

"GEE" (3:03)

"WITHOUT YOUR LOVE" (2:25)

CHARLES BROWN
(Aladdin 3138)



CHARLES BROWN

● Charles Brown dishes up a light moderate beat bounce with an effervescent vocal that should make "Gee," the happy ditty on

the upper lid, an instantaneous hit. Brown, whose "Hard Times" stayed in the "Hot" charts all over the country for quite a spell and brought loads of coins into the boxes, seems to have latched onto another dinking that should have the same effect on the juke patrons. The artist's polished and zestful reading of the fetching lyrics and the solid orking behind the singer makes this a "can't miss" disk. The lower lid is a slow soft piece that shows off Charles Brown's versatility. Charles delivers warmly and with feeling as the band provides an unobtrusive backdrop. We like both sides but look for the upper deck to break out fast.

CHRISTINE KITTRELL

(Tennessee 128)
B "SITTIN' HERE DRINKING" (2:34) A slow beat is sung with much conviction by fem thrush Christine Kittrell. Orking is full and handles a dramatic arrangement in solid manner.

B "I AIN'T NOTHING BUT A FOOL" (2:37) The under portion is a dramatic fast beat number excitingly done by Kittrell who is ably backed by the musical aggregation.

JERRY WALLACE

(Vogue 1006)
B "MIS'RABLE BLUES" (2:45) Jerry Wallace sings his own tune and does a sock job with it. A slow dramatic item, Jerry vocalizes in lush manner and is strongly backed by the Joe Yukl Sextette on the instruments and the Morgan Sisters on the harmony.

B "THERE'LL BE SOME CHANGES MADE" (2:33) The second side is a moderate beat oldie, rhythmically done by the same artists. Wallace does a fine vocal backed by the Morgan Sisters harmony wise.

THE ROYALS

(Federal 12088)
B "FIFTH STREET BLUES" (2:27) The Royals beat out a fast bounce in driving style as they are backed with handclapping and background shouts. The instrumentation is torrid and the total effect is a wildish side.

C+ "MOONRISE" (2:45) The boys etch a change of pace in a haunting manner, as they chant the slow piece sincerely.

J. B. LENOIR

(J.O.B. 42344)
C+ "LET'S ROLL" (2:34) J. B. Lenoir sings the moderate beat ditty with rhythm and bounce. Cute lyrics and strong instrumentation round out the side.

C+ "PEOPLE ARE MEDDLING" (2:31) The fem thrush delivers a slow beat item with a low down vocal.

PEPPERMINT HARRIS

(Aladdin 3141)
B+ "I CRY FOR MY BABY" (2:00) Peppermint Harris bounces through a moderate fast tempo in his inimitable style as he is backed smoothly but lightly by Maxwell Davis and his All-Stars.

B "THERE'S A DEAD CAT ON THE LINE" (2:50) Peppermint has a similar beat item on the reverse end. His fetching delivery of the cute lyrics sells this platter.

GENE AMMONS

(Chess 1525)
B "ONCE IN A WHILE" (2:37) Gene Ammons blows his mellow sax with ear pleasing smoothness as he does the sweet oldie softly.

C+ "TENOR ELEVEN" (2:34) The second side is a fast beat instrumental with Gene again taking top honors with his sax. However, the ork is more in evidence on this end.

THE RADIO FOUR

(Republic 7003)
B "WHY NOT TONIGHT" (2:41) The Radio Four (actually a quintette) harmonize beautifully on a slow rhythmic and shouty spiritual dinking.

C+ "BLOOD DONE SIGNED MY NAME" (2:37) The under portion is a fast exciting gospel tune harmonized rhythmically and light jubilee.

THE GRIFFIN BROTHERS & MARGIE DAY

(Dot 1108)
B+ "THE CLOCK SONG" (2:43) A moderate fast novelty number with cute lyrics is sold by thrush Margie Day with alive and bouncy vocal. The Griffin Brothers land some solid orking to the happy etching.

B "ACE IN THE HOLE" (2:45) The second side is a moderate beat ditty with humorous lyrics. Thrush Day's delivery is precocious and enunciation is clear. The orking is alive and helps round out a strong disk.

THE CASH BOX

Jazz 'n Blues

SLEEPER OF THE WEEK

"THE RIVER" (2:38)
 "LONG TIME BABY" (2:37)

LITTLE CAESAR
(Recorded In Hollywood 234)



LITTLE CAESAR

● A slow tempo piece that is dramatically done by Little Caesar comes out a strikingly different etching that we believe will cause a great deal of excitement among

the listeners. Against a background of soft but stirring music, Little Caesar portrays the melancholy and despondent lover who cannot live without his woman. From the beginning the tension builds up as the chanter moves closer to the river in his unrelenting but unrewarded search which ends with the gurgle of water indicating his drowning. Little Caesar's stirring performance as he projects the haunting lyrics makes this a top-flight side. The reverse siding is a change of pace. The fast beat number is wed to a cute set of lyrics and the singer is backed with some chorus chanting and torrid orking. Ops oughta get with this disk.

WYNONIE HARRIS

(King 4555)
B "NIGHT TRAIN" (2:30) The ditty that started in r & b and moved into pop, is given a solid R & B reading by Wynonie Harris and ork. The driving number opens with a train whistle and is taken for a hot bit of instrumentation from there.

B+ "DO IT AGAIN, PLEASE" (2:20) Wynonie belts out a fast tempo item dynamically as he reads the double entendre lyrics. His expressive vocalizing and the strong orking make this a raucus and exciting side.

MOOSE JACKSON

(King 4551)
B "BEARCAT BLUES" (2:43) A slow beat instrumental, is bounced through lightly by Moose Jackson and the orchestra. Some fine saxing is outstanding in the arrangement.

B "THERE IS NO GREATER LOVE" (2:39) Moose sings a beautiful slow beat oldie with feeling.

JOAN SHAW

(Coral 65095)
C+ "BETTER BE ON MY WAY" (2:49) Joan Shaw projects a feelingful vocal of a moderate tempo blues. The rhythmic jump comes off well as Joan is backed with some burning orking.

B "TROUBLES" (3:07) The flip-side is a slow blues in which Joan sings of her man troubles.

JOHNNY OTIS

(Savoy 855)
B "IT AIN'T THE BEAUTY" (2:41) An exciting arrangement of a wild number is taken for a ride by the Johnny Otis group. George Washington sells the peppy number with a sprightly reading of the cute lyrics.

B+ "GONNA TAKE A TRAIN" (2:38) The lower deck is a slow low down blues dramatically sung by Redd Lyte and outstandingly backed by the Otis ork.

SAXIE RAMBO

(Recorded In Hollywood 229)
C+ "TORNADO" (2:34) Saxie Rambo and his Jump Combo drive out a wild instrumental with a bit of handclapping mixed in.

B "SUGAR CANE" (2:37) Flip-side is a moderate beat rhythmic jump instrumental that features some fine sax work by Rambo.

JOHNNY MOORE'S THREE BLAZERS

(Aladdin 3139)
B "HOW COULD YOU BE SO MEAN" (3:22) Johnny Moore's Three Blazers dish up a smooth slow beat blues expressively vocalized by Mari Jones.

B "MEAN PAPA BLUES" (3:05) The under portion is another slow, but real low down, item smoothly played by the instrumentalists and warmly delivered by the fem thrush.

The Atlantic Record Story; Five Years To Tops In R&B Field

In the five brief but colorful years of its history, ATLANTIC RECORDING CORPORATION, headed by Herb Abramson and Ahmet Ertegun, has soared to the lead spot in the Blues and Rhythm field. Statistical surveys show that the youthful label cops over 50% of all R & B hits and grabs a large part of the total juke plays throughout the nation's R & B locations.

As of mid-year, 1952, ATLANTIC holds a commanding lead in total placements in this mag's "Hot" charts, often placing as many as four records in the major columns simultaneously.

With the Rhythm and Blues segment of the record industry increasing in importance every day, ATLANTIC'S definite lead in the field makes them an important factor in the industry.

Herb Abramson, the indie's prexy, declared that the clear cut and conscientiously planned policy which guides the ATLANTIC operation is responsible for the label's success. Abramson outlined the five-point policy by which Atlantic operates as: (1) thorough knowledge of every facet of the R & B field, (2) logical spacing and limiting of Atlantic releases to 'milk every hit dry', (3) a distinctive recording technique which provides an inimitable and distinctive rhythm and blues sound, (4) solid cooperation between distributors and home office, and (5) an awareness of responsibility to a loyal public following which has learned that the music they like best is on Atlantic records.

Tight Co-op In Distrib Set-up Assures Sales

A well organized and equitably established liaison between Atlantic's national distributors and Atlantic Sales Company, is responsible for the high degree of efficiency with which the indie handles distribution. "Distribution," stated Ahmet Ertegun, veep in charge of sales, "is the key to successful selling. Meeting consumer demand in time to catch sales is THE important phase of distribution that can make or break a record company."

Ertegun, expressing appreciation for the role played by Atlantic's distributors in the company's rise, pointed out that ATLANTIC strives to attain and maintain a day-to-day and even hour-to-hour close relationship with its distributors.

It was also pointed out that Lou Krefetz, dynamic head of Sales Relations for Atlantic devotes an average of 20 days per month to personal visits with distributors throughout the country. Meanwhile, through its organizational news letter edited by Jack Walker, the label's Director of Publicity and Promotion, Atlantic maintains unusually close contact with the nation's deejays and distributors as well as retail outlets.

Four New Atlantic Discs Just Issued

Four new releases, timed for the current NAMM Convention and primed for August market, were released by ATLANTIC this week.

The fabulous 'First Lady of Style', Ruth Brown leads this batch with a solid pairing of hot and torch. Ruth, treating the rhythmic side of this new disc, "Daddy, Daddy", with a 'New Orleans beat' gives with more than usual verve and bounce. Backing "Daddy" is "Have A Good Time", a new ballad which Ruth handles in a manner reminiscent of her debut disc, "So Long". (Atlantic 973)

The Cardinals, meanwhile, come up with a rhythmic blues coupling which showcases their new styling and features their recent addition, Lance Tarber. Cardinals offering is "She Rocks" backed with "The Bump" a pair for which teen-agers will go in a big way.

The Blues Calvacade of maestro Joe Morris returns in this batch with a wailing instrumental tone-picture, "Ghost Train", backed with blues singer Billy Mitchess's best-to-date, the raucous and delightful "Bald Head Woman". "Ghost Train" is an eerie and compelling mood piece, musically depicting a spirit train high-balling through the night.

...this new release in-
...ton, a
...in the
...stakes'.
...Hug Me
...g. wolf"
...e mood"
...ble-voice
...s a new
...ging 'au
...Houston
...rn Rider
...singer's
...olishments
...he sure

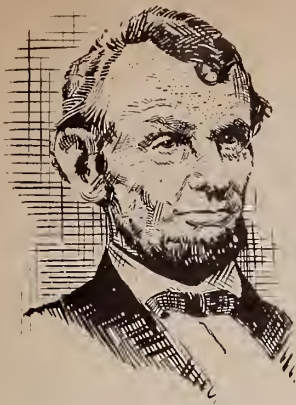
ATLANTIC

ATLANTIC
DADDY DADDY
(Toombs)
RUTH BROWN
with ORCHESTRA
973

RECORDS

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



United Address

FOUR SEASONS AND SEVEN DAYS AGO UNITED RECORD COMPANY BROUGHT FORTH ON THIS CONTINENT A NEW LABEL CONCEIVED IN RHYTHM AND DEDICATED TO THE PROPOSITION THAT ALL RECORDS ARE NOT CREATED EQUAL.

NOW WE ARE ENGAGED IN A GREAT SALES WAR, TESTING WHETHER THIS COMPANY OR ANY COMPANY SO CONCEIVED, CAN LONG ENDURE.

WE ARE MET HERE ON A GREAT MUSICAL BATTLEFIELD OF THAT WAR. WE HAVE COME TO DEDICATE A PORTION OF THAT FIELD AS A FINAL RESTING PLACE FOR THOSE MANUFACTURERS WHO HERE LOST THEIR PANTS, SHIRTS, DIGNITY AND HONOR THAT RHYTHM AND BLUES MIGHT LIVE. IT IS ALTOGETHER FITTING AND PROPER THAT WE SHOULD DO THIS. BUT IN A LARGER SENSE WE CANNOT DEDICATE, WE CANNOT IMITATE BUT WE CAN HOPE TO SURPASS. THE BRAVE MEN, SUCCESSFUL AND OTHERWISE, WHO STRUGGLED HERE, HAVE IMITATED FAR ABOVE OUR POWER OR INTENTION TO SO DO. THE INDUSTRY WILL LITTLE NOTE NOR LONG REMEMBER WHAT WE SAY HERE, BUT IT WILL NOT SOON FORGET THE CONTRIBUTION OF SUPERIOR MUSIC THAT UNITED HAS SO PROUDLY GIVEN. IT IS FOR US, THE STAFF AT UNITED, TO BOAST NOT OF "WINDY CITY BOOGIE"; "BECAUSE OF YOU"; "HANDS ACROSS THE TABLE"; "SIN"; "NIGHT TRAIN"; "MARY JO"; NOR THE STRING OF HITS THAT HAVE ELECTRIFIED THE INDUSTRY DURING THE YEAR PRECEDING. IT IS RATHER FOR US TO BE DEDICATED TO THE GREAT TASK REMAINING BEFORE US TO PRODUCE MORE AND BIGGER HITS—THAT FROM THESE HONORED PAST ACHIEVEMENTS WE TAKE INCREASED DEVOTION TO THAT CAUSE FOR WHICH OUR COMPETITORS HAVE LONG STRIVEN—THAT WE RESOLVE THAT THESE NOBLE CONTEMPORARIES SHALL NOT HAVE RECORDED IN VAIN—AND THAT MUSIC OF THE PEOPLE, BY THE PEOPLE, AND FOR THE PEOPLE SHALL NOT PERISH FROM THE EARTH.



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AMERICA'S TOP JAZZ LINE
NEW FALL RELEASES READY NOW

JOE HOLIDAY - STAN GETZ - GENE AMMONS
JAMES MOODY - SONNY STITT - WARDELL GRAY
MILES DAVIS - ZOOT SIMS - BENNY GREEN
AND "THE NEW SOUNDS FROM SWEDEN"

Over 35 LPS—NOW!
and more coming

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

Peacock Takes Over Duke Label

HOUSTON, Texas—Peacock Records has taken over the Duke label, it was announced this week. Duke specializes in the rhythm and blues field and issues hot and modern jazz records.

The new firm will be headed by Don Robey, David James and Irving Marcus who also run the Peacock label.

Duke will be operated in the same manner as Peacock with one pressing plant in the East, one in the South and one in California.

The first releases include "My Song" by Johnny Ace; "Baby Baby" and "Rock The Bottle" by Earl Forrest; and "New Orleans Woman" and "T Model Boogie" by Roscoe Gordon.

One of the most valuable properties which was acquired with the Duke label is the services of Roscoe Gordon for the artist is under exclusive contract to Duke, according to officials of the company.

Sheridan Changes Firm Name - Moves Quarters

CHICAGO — Art Sheridan, well known Rhythm & Blues label distributor here, announced this past week, that the firm had changed their name from American Record Distributors to that of Sheridan Distributors, Inc.

Sheridan advises his new quarters are more spacious and will prove more efficient for his business, while giving customers fine parking space and greater comfort.



- He's So Wonderful
SISTER JESSIE MAE RENFRO
(Peacock)
- How About You
PILGRIM TRAVELLERS
(Specialty)
- In The Upper Room
MEHALIA JACKSON
(Apollo)
- If Jesus Goes With Me
ANGELIC GOSPEL SINGERS
(Gotham)
- I Will Trust In The Lord
CLARA WARD
(Savoy)
- Stop Right Now
BELLS OF JOY
(Peacock)
- Tell Me Angel
ANGELIC GOSPEL SINGERS
(Gotham)
- Wading Through Blood And Water
DIXIE HUMMING BIRDS
(Peacock)
- When He Spoke
WARD SINGERS
(Savoy)
- When I Reach My Heavenly Home On High
ORIGINAL GOSPEL HARMONETTES
(Specialty)

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

Ernie Simon Signed To Long Term Contract by WGN, Chicago



CHICAGO—Shown here being interviewed by Sam Evans (right), well known WGN disk jockey and Cash Box columnist, Ernie Simon, has

been signed to an exclusive long term contract by WGN, it was announced by Frank P. Schreiber, manager and treasurer. The comic and well-known disc jockey's services will be available to both WGN and WGN-TV and their associated networks, Mutual and Du-Mont.

Simon has been one of the outstanding personalities to develop on the Chicago radio-television scene since he invaded this city in November, 1946. He followed the burlesque, night club route to radio, launching his career after World War II, in Baltimore, Maryland, and Washington, D. C. In Chicago he earned the reputation of being the hardest working man in radio and TV, at one time handling a three-hour daily radio program, a nightly 15-minute television program that established a record for longevity, plus a half-hour television variety show once a week.

Ray Rates Riteups

NEW YORK—It wouldn't be at all surprising to happen upon the life story of Johnnie Ray in the next edition of the "Almanac" or in the latest "Medical Journal." It seems as though any and every piece of published matter has been or is carrying a life story of the famous singing star. In the short period of less than one year, "Mr. Emotion" has been so extensively written about that almost everyone in every nook of the nation has heard about him. Since last November, Johnnie has had his profile in some of the leading magazines and newspapers. *Life, Look, Newsweek, Pathfinder, The New York Times, The American Weekly, Redbook, and Quick* are just a few of the publications covering the artist's rise to the top in show business.

Now in the current issue of *The Saturday Evening Post*, there is an interesting and fully informing three page article about the wailer. The famed writer Robert Sylvester is the author of this tale about the "Million Dollar Teardrop." What's the strong appeal of that caterwauling singer Johnnie Ray who admits: "Man, I have no talent!" and goes on to draw \$10,000 a week and sell 4,000,000 records in less than a year. Robert Sylvester answers this question and many others. How the songster rose from a \$100 a week singer to the all time attendance breaker at every spot he's been. How Johnnie had only one suit, how Bernie Lang realized the artist's skills, and how "Cry" was recorded are just a few of the facts revealed in this article.

This story is far from the last to be written on Johnnie Ray. You'll be hearing a lot more about him.

Getting Stronger Day by Day!



Savoy #847

VARETTA DILLARD'S

"EASY EASY BABY"

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We'll be there to greet you.

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OPS—DEALERS

BE SURE TO

- STOP!
- LOOK!
- LISTEN!

To OUR LATEST RELEASES

FIVE LONG YEARS

1 b/w
Blue Coat Man
J. O. B. 1007
By EDDIE BOYD

SENTIMENTAL JOURNEY

2 b/w
Firedome
Featuring SCHOOLBOY PORTER
Chance 1117

ROCK ME MAMA

3 b/w
Josie Jones
By JOHNNY SELLERS
Chance 1120

FARMER'S BLUES

4 b/w
Lonesome Ole Train
Featuring JAMES WILLIAMSON
Chance 1121

CHANCE RECORD INC.

1151 EAST 47th STREET
CHICAGO, ILL. KEnwood 8-4812

NEW RELEASES

ON

Peacock

RHYTHM AND BLUES

- "ALONE" by MARIE ADAMS
PEACOCK # 1604
- "HE'S MY MAN" by MEMPHIS SLIM
PEACOCK # 1602
- "SITTIN' AND THINKIN' " by WILLIE MAE THORNTON
PEACOCK # 1603
- "LIVING LIKE A KING" by JIMMY McCRACKLIN
PEACOCK # 1605
- "EVERY TIME I THINK OF YOU" by
PEACOCK # 1603
- "MISCHIEVOUS BOOGIE" by
PEACOCK # 1603
- "SHE'S GONE" by
PEACOCK # 1605
- "MY DAYS ARE LIMITED" by

NEW RELEASES

ON

Peacock

SPIRITUAL

SENSATIONAL NIGHTINGALES

SINGS

"WILL HE WELCOME ME THERE"

"A SOLDIER NOT IN UNIFORM"

PEACOCK # 1704

STARS OF HOPE

SINGS

"I WANT TO BE MORE AND MORE LIKE JESUS"

"I JUST CAN'T KEEP FROM CRYING"

PEACOCK # 1703

ORIGINAL FIVE BLIND BOYS

SINGS

"GOD LEADS LITTLE CHILDREN" "PRECIOUS MEMORIES"

SOUTHERN WONDERS

SING

"COME ON OVER HERE" "WHO IS THAT KNOCKING"

PEACOCK # 1702

NOTICE — NOTICE — NOTICE

PEACOCK PROUDLY INTRODUCES

DUKE RECORDS

A Hot Rhythm and Blues Line, With Such Artists As:

ROSCOE GORDON

WATCH FOR NEW RELEASE

AND

JOHNNY ACE With the New Blues Sound

SINGING: "MY SONG" "FOLLOW THE RULE"

DUKE # 102

"BABY, BABY"

EARL FOREST doing "I'LL ROCK THE BOTTLE"

DUKE # R-103

BOBBY BLUE Next Release "LOVING BLUES"

"I. O. U. BLUES"

World's

Peacock
RECORDS, INC.

4104 Lyons,
Houston, Texas

Greatest

JUBILEE

extends Greetings to All
Distributors Attending
Convention

OPEN HOUSE AT N.Y. OFFICE

Here's Our
Lineup of HITS!

BUDDY LUCAS

and his Band of Tomorrow

"I'LL NEVER SMILE AGAIN"

b/w

"Hustlin' Family Blues"

JUBILEE # 5083

THE ORIOLES

"GETTIN' TIRED, TIRED, TIRED"

b/w "BAR FLY"

JUBILEE # 5084

Terrific 1st Release

FRANK (Fat Man) HUMPHRIES

"LULU BELLE BLUES"

b/w "I Can't Get Started With You"

JUBILEE # 5085

He's New — He's Hot!

BILLY PAUL Singing

"THE STARS ARE MINE"

b/w "YOU DIDN'T KNOW"

JUBILEE # 5086

EDNA McGRIFF

"IT'S RAINING"

b/w "NOT NOW"

JUBILEE # 5087

3 Stars on 1 Record

EDNA McGRIFF - SONNY TIL

with BUDDY LUCAS Ork.

"ONCE IN A WHILE"

b/w "I ONLY HAVE EYES FOR YOU"

JUBILEE # 5090

GETTING STRONGER

EDNA McGRIFF'S

"HEAVENLY FATHER"

JUBILEE # 5073

THE MARYLANDERS

"I'M A SENTIMENTAL FOOL"

JUBILEE # 5079

SONNY TIL

"PROUD OF YOU"

JUBILEE # 5076

Zooming

DOLLY DAWN'S

"BUZZ ME BABY"

JUBILEE # 6009

also on 45's

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

Kickin' The Blues Around

with Sam Evans



By the time this hits the streets the air will have quieted from the strong, hoarse voices of the Democratic convention, and the public will be back to buying records and attending shows (we hope). . . . Chess records very smartly made a merchandising tie-in with the extremely hot weather, sweeping the country, and the hottest disc from that shop in many a moon. Titled "Juke" and played on a mouth harp by Little Walter, tune has lots of that stuff the R & B market will buy. Talent has long been a mainstay with the Muddy Waters group, which means plenty of savvy in the blues field. . . . Lou Krefetz has a one track mind. He claims that everything great in records, both begins and ends with Atlantic label. What keeps the industry alive and exciting is the fact that each record mfr. has a man with the same convictions. Charity begins at home and a man who can't boost his own products is a poor salesman. . . . Gene Howard, west coast promotion man, has a striking stationery stunt for Peggy Lee. Gal's picture takes up 1/4 of the sheet, and it's a real good looking picture of a real good lookin' gal.

Larry Newton, topper at Derby, happy these days with the initial kick-off of "Cracklin' Bread." Tune has clever lyrics, the bounce and beat reminds us of "Hambone." Ed Barron brings to the recording a mature sense of timing and showmanship that can push this up on the Hot charts. . . . Irv Victor, head wrapper at Record Pak, cooling for the summer until the fall mail order buying picks up. His label, Irene, named for his wife, features mostly western and hill-william. Irv is remembered as one of the first western styled deejays. Long airing over the nation's big stations with the mail order pitch at late nite hours. After years of making gelt for others, he now has his own Fort Knox. . . . The Fontane Sisters with a string band backing, do up brown the Arnold Sundgard-Al Lafett tune "There's Doubt In My Mind." . . . Ernie and George Leaner, Midwest distributors for some of the nation's fastest moving independent record companies, recently held a swank cocktail party, to which the entire trade was invited. Reason for the guzzlin' event was the grand opening of their new and enlarged quarters. The boys are handling Apollo, Swingtime, Prestige, RPM, Peacock United and several others. This writer remembers not too many years ago when the brothers were both working for Milt Salstone, where they got their know-how of the business. After a short stint with Monti Passos, they hit out with one label and a will to do business for themselves. Today the Leaner Bros. are an ever growing factor in the record distributing business. Good-luck to two smart young operators.

John Dolphin, the wizard of L. A.'s Central Ave., comes out with one of the most unusual records to hit the stands in a long time. Called "The River," tune has a character named Little Ceasar who sobs his heart out through the record and then it gets so good to him that he jumps in the "River," and you can hear him splashing around and, I guess, go down for the third time. . . . RCA Victor people are using for the summer months a guest type deejay show. Plan is being worked in about 50 key markets to hypo sales on radios and records. In each town used, the deejays of various stations come in for one show, thus keeping the program alive and changing each week for the 13 week cycle. Stories coming in attest to the selling punch of this new and different show.

One of the outstanding news commentators in the mid-west, is NBC-WMAQ's Clifton Utley. Gabber, long a favorite with local audiences, finally came to the attention of the eastern bigwigs due to Clifton's masterful handling of the Republican convention. Brass is handing a bigger slice of chores to newsman for the Democratic confab, with plans for a build-up to making him a figure in the national eye. . . . Omaha joins the growing list of cities adding a R & B show. KFAB see's in the 40,000 plus, Negro market, a sales potential long overlooked. Show will hit 7/29—11:30 to 11:55 PM. Reid Whatley will do piloting. . . . Chick Finney, writer for the potent St. Louis Angus, is having success with his Talent Scout show, aired from a local station. . . . Invites are out to the trade for the preview showing of Paramount's "Son Of Paleface." . . . Otto K. Eitel, who owns Chi's big and plushy Bismarck Hotel, and the adjacent Palace Theater, throwing a reception royal on 7/29. Occasion will mark the completion of a 3 month run of the movie "The Greatest Show On Earth." Victor Young, who did the score, will plane in as special guest. . . . Jack Gale passing thru town from the west enroute to the east, and raving about Nat Cole's "Somewhere Along The Way." By the way this is one of the best Nat has done in a long time. . . . High Noon is the time set for the opening of the picture "High Noon" with a feature song named "High Noon." Oddly enough we here in Chi. do not have a theater named High Noon. The date—7/31. . . . Mona Lee who writes the publicity for Art Rupe, sends good word on Percy Mayfield, Lloyd Price & Lester Williams, money makers for the stable.

(Sam Evans is the Jass and Blues expert heard nitely on WGN, Chicago's Mutual outlet, and on WBKB-TV.)

Tyro Tunsmith Has First Song Published

ELIZABETH, N. J.—Mrs. Ethel Levin of Elizabeth has created quite a bit of excitement with her successful ballad called "You're My Destiny," which has brought her a contract with the Wemar Music Corp. Husband and son are simply amazed with the revelation of her hitherto undiscovered musical talent, dozens of fairly well known people in the entertainment world have thrust contracts at her, but no one is a bigger booster of the five foot-100 pound ball of fire than her neighbor and friend, Dave Stern, popular music machine distributor and operator of Seacoast Distributors, Elizabeth. Stern predicts very big things in the near future for the new song writer.

Describing how she came to write "You're My Destiny," Mrs. Levin said: "Milton (husband) and I'd been

out the night before in New York just going from one place to another meeting people and seeing friends in the Waldorf, Gogi's and places like that, you know, and we had a fine time and met the most wonderful people and then we came home and, believe me, I went to sleep with a clear mind. Then —bang! I sat up in bed, it was 5:30 in the morning, just getting light outside and there's this wonderful melody running right through my head, you're my destiny, you're my love, mm-mmm, and I had it! I got right out of bed and found the first scrap of paper I could see and got a pen and wrote it right down as I heard it in my dreams and I kept humming the tune so's not to forget it.

Result? Success has increased her ambition. She already has 19 new sets of lyrics.



OPERATORS!

DEALERS!



EVEN IF YOU
GAZE INTO YOUR
CRYSTAL BALL—
YOU WILL FIND

\$ DOLLARS \$

OF PROFITS
WHEN YOU BUY

"JUKE"

FEATURING

LITTLE WALTER

CHECKER # 758

AND

"BABY
PLEASE
NO NO"

BY

AL "FATS" THOMAS

CHECKER # 759

CHECKER RECORD CO.

750 E. 49th ST.

CHICAGO, ILL.

Sensational "Sensation"



NEW YORK—Nelson Riddle, arranger and orchestra leader, Billy Eckstine and Harry Meyerson, MGM Records A & R director, shown in the usual order, going over the arrangement for "Strange Sensation" which MGM has rushed as a special. The disk was cut during Eckstine's last night in New York after completing a record-breaking engagement at the Copa.

Frankie Laine To Fly To London For Palladium Engagement

LOS ANGELES—Frankie Laine, who has recently broken all existing records during his engagement at the Cocoanut Grove of the Ambassador Hotel in Los Angeles, and who just returned to the West Coast after a sensational series of twelve concerts in eight days at Waikiki, will fly to London on August 12 for an engagement at the Palladium. Laine will open at the Palladium on August 18, playing there through August 31. After that, he will open in Glasgow on September 8 for a one-week engagement.

Laine will fly to London with his wife, the former Nan Grey, motion picture actress, and, after his Glasgow engagement, will go to visit his father's birthplace in Italy.

Frankie's newest recording is "High Noon," from the picture of the same name, with "Rock of Gibraltar" on the other side.

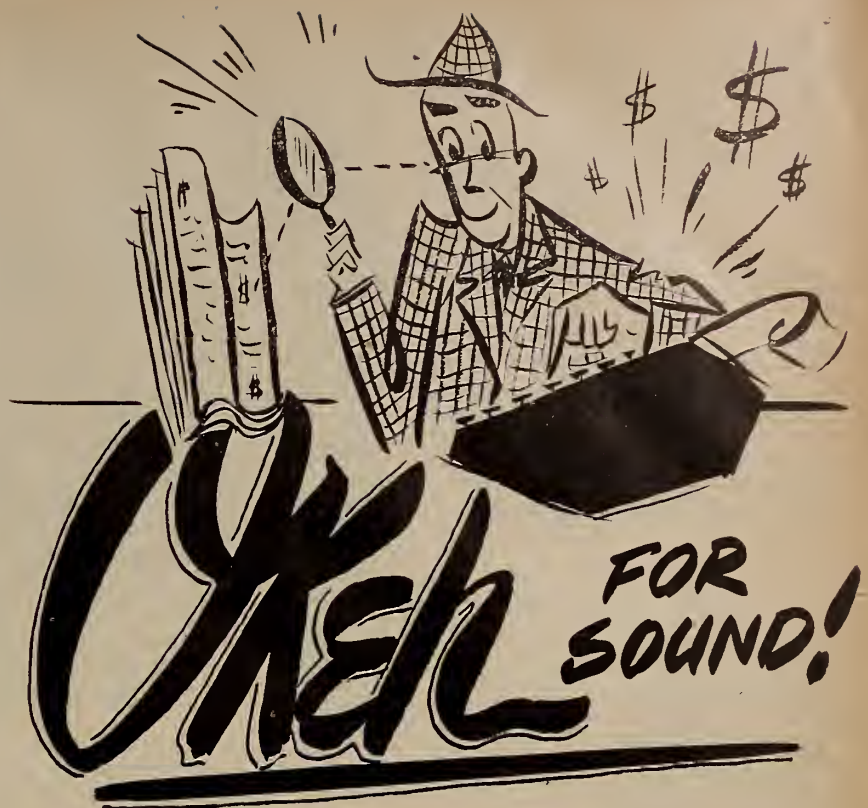
Tempo Dist. Forms LP Sales Dept.

NEW YORK—Jack Bergman of Tempo Dist. Co. of New York, announced today the formation of a separate L. P. Sales Department to service its accounts in New York and New Jersey. Heading the new department is Clarence I. Cohen, who has had extensive experience in the field of classical music. Assisting Mr. Cohen in this new sales program are trained musicians who thoroughly understand what they are selling, and who can impart to the dealer and his clerks the story behind the music. The dealer then can use this information to increase sales.

At the same time Tempo announced its appointment as exclusive distributor for CONCERT HALL, SPA, and LYRICORD L. P. Records.

Krupa Hit In Sweden

STOCKHOLM—The Gene Krupa Trio is meeting with the same overwhelming enthusiasm in Sweden as that which greeted the group during its recent tour of Japan. The international popularity of Gene Krupa, Flip Phillips and Teddy Napoleon was once again demonstrated as the trio played to immense crowds that jammed the Nojesfaltet Amusement Park where the boys are booked solid for the entire month of July.



TITUS TURNER

GOT SO MUCH TROUBLE
WHAT'CHA GONNA DO FOR ME

78 rpm 6883 ★ 45 rpm 4-6883



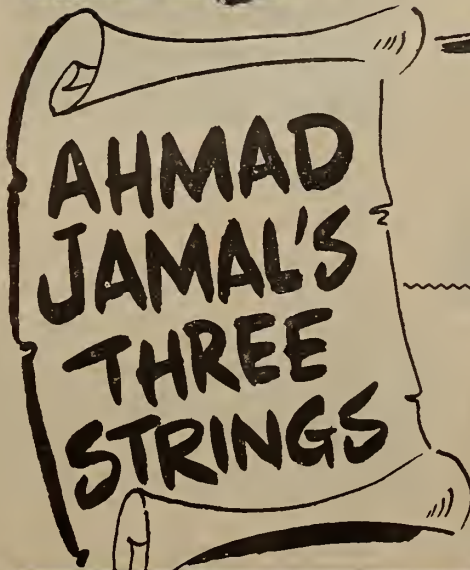
THE TRENIERS

LONG DISTANCE BLUES
HADACOLE THAT'S ALL

78 rpm 6876 ★ 45 rpm 4-6876

BILLY BOY PERFIDIA

78 rpm 6889 ★ 45 rpm 4-6889



three great
Okeh waxings.
that keep on spinning

Biggest Selling MAMBO line in the East and West

TICO RECORDS

2 Great Records by World's Greatest Latin Swing Pianist

JOE LOCO

and Trio

"LOVE FOR SALE"

and

"I MAY BE WRONG"

Tico #10-129

Going Strong in R&B

"LOVER"

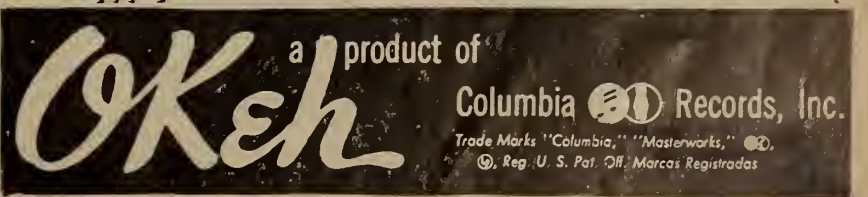
and

"SEPTEMBER
IN THE RAIN"

Tico #10-130



RECORDING CO.
143 W. 41st St., N. Y. (LA 4-0457)



THE CASH BOX FOLK and WESTERN ROUNDUP

Howie Richmond was in Nashville last week setting up his Melody Trails country pubbery with Vic McAlpin taking the manager post. Company will operate a Nashville office which should open about September.

Sons of the Pioneers (RCA Victor) have booked a week's stay at the Central Wyoming Fair and Rodeo in Casper, Wyoming, beginning August 13th. They are also spending a week at the Colorado State Fair in Pueblo, Colorado beginning September 9th.

Jesse Rogers (RCA Victor) is solidly booked for the entire summer in parks and fairs under his Philly TV name, Ranger Joe. Show is also headlined by the Mrs., Sally Starr, who is well known for her country record shows on Philadelphia's WJMJ.

George Morgan (Columbia) spent last week replenishing his supply of transcribed shows for Robin Hood Flour. Transcriptions are cut in Springfield, Mo., under supervision of Radiozark Enterprises.

Walter and Johnnie Bailes (King and Columbia) are making their headquarters in Baytown, Texas, where they broadcast a religious program daily from KRCT.

Riley Shepard was in Fort Wayne, Indiana recently visiting d. j. Roy Hansen along with Nancy Lee and The Hilltoppers which Roy manages. Hansen also does a weekly country record show from WOWO. On July 28th group will have been at station for seven years.

Hal Hamrick, country record spinner of WLOS in Asheville, N. C., was in Nashville last week end booking talent for future dates in Asheville. Hal was accompanied by his wife and trip was possible due to convention broadcasts covering Hamrick's air time.

Webb Pierce (Decca) was in Nashville last week doing new sides for Decca under Paul Cohen's direction. Session was also cut by Tommy and Goldie Hill who are members of Pierce's band. Manager Tillman Franks has ten days set for Webb in California through Marty Landeau for the middle of August.



WEBB PIERCE

Mrs. Mary Wilson is away from her country record shows on KPAS in Banning, California for a six weeks vacation. On her way to visit her parents she collected material around Nashville and "Grand Ole Opry" to be used on future shows. Miss Geraldine Mapes is doing the record spinning in Mary's absence.

Phil "Al Your Pal" Alarie is planning a new show to be heard from WPAW in Pawtucket, R. I., as soon as station changes frequency and ups wattage. Station will be needing country discs for this new schedule.

After two years of inactivity, Joe Morris is again organizing his Silver Dew Boys group. Joe has been spinning country records daily from WKDK in Newberry, S. C. during this time. Group will include the Nash Brothers, Red Stephens and Joe and are now looking for a radio spot and recording deal.

Mr. and Mrs. Verne Koenig of KDEC in Decorah, Iowa, vacationing in Nashville. It was their first visit to country music headquarters and they enjoyed meeting all the artists whose discs have been worn out by KDEC needles.

"WORDS"

EDDIE ZACK—Decca

TERRY PRESTON—Capitol

JOHNNY HORTON—Abbott

AMERICAN MUSIC, INC.

1576 Eway, N. Y. • 9109 Sunset Blvd, Hollywood
CO 5 7820 CR 1 5254

"LITTLE" JIMMY DICKENS
Dishes up 2 Hits!!

"WAITRESS, WAITRESS"

and
**"THEY DIDN'T KNOW
NOTHIN' AT ALL"**

Columbia 20976

TANNEN MUSIC, INC.

146 West 54 St., New York 19

CANADA'S WESTERN HIT PARADE

Compiled Through the Cooperation of Program Directors Throughout Canada

1. HALF AS MUCH
Hank Williams' (MGM)
2. GOLD RUSH IS OVER
Hank Snow (RCA Victor)
3. LET OLD MOTHER NATURE HAVE HER WAY
Carl Smith (Columbia)
4. CALL OF THE MOUNTAINS
Ray Little (Aragon)
5. MOM'S AND DAD'S WALTZ
Lefty Frizzell (Columbia)
6. WILD SIDE OF LIFE
Hank Thompson (Capitol)
7. DON'T STAY AWAY
Lefty Frizzell (Columbia)
8. CHAPEL IN THE PINES
Rhythm Pals (Aragon)
9. WONDERING
Webb Pierce (Decca)
10. OGO POGO
Buddy Reynolds (Aragon)

FOLK AND WESTERN REVIEWS

DISK & SLEEPER	GOOD
EXCELLENT	FAIR
VERY GOOD	MEDIOCRE

BULLSEYE of the WEEK

"A MIGHTY PRETTY WALTZ" (2:41)
"TWO FACED CLOCK" (2:38)
PEE WEE KING
(RCA Victor 20-4883)



PEE WEE KING

● Pee Wee King spins a slow beat waltz that could take off in both pop and western. Titled, "A Mighty Pretty Waltz," the gliding tune is given a first rate treatment by Pee Wee and his instrumental group. In the fashion that has won him so many plaudits, Redd Stuart delivers a smooth vocal of a sweet melodic item as the ork provides a light lilting backdrop. The under siding offers another dinking that is equally as good. "Two Faced Clock" is a rhythmic, moderate tempo ditty that Pee Wee bounces through gayly as Redd Stuart handles the cute romantic lyrics, backed with the steady tick-tock of the clock, in light hearted fashion. Both ends are coin-catchers and we split the honors on this release.

"A MIGHTY PRETTY WALTZ" (2:52)
"JAMBALAYA" (2:23)
MOON MULLICAN
(King 1106)



MOON MULLICAN

● Moon Mullican dishes up a tune entitled "A Mighty Pretty Waltz" and the finished waxing is just that. Mullican warbles the slow melodic piece with warmth and feeling as he gives the romantic lyrics a moving reading. Solid backing is provided by strings. The flipside is a fast tempo Cajun-French ditty that is projected in happy fashion by the artist. Moon's interpretation of the catchy rhythmic tune is a Grade-A job and could give previous etchings of the same tune a run for top money. However, we like the top deck and look for action from this direction in short order.

NEAL BURRIS
(Columbia 20972; 4-20972)

B+ "MY HEART NEEDS YOUR HEART" (2:51) Neal Burris does a bit of yodeling as he sells a fast tempo romantic piece in sock manner. Burris is supported with a string backing.

B "I BROKE A HEART" (2:37) Burris yodels a slow sentimental ballad warmly.

ROSALIE ALLEN
(RCA Victor 20-4853; 47-4853)

C+ "IT WASN'T GOD WHO MADE HONKY TONK ANGELS" (2:45) Rosalie Allen presents her version of the country item with sentimental lyrics.

B "IT'D SURPRISE YOU" (2:52) The reverse siding is a fast beat rhythmic item that Rosalie gives a rhythm and blues treatment.

WAYNE RANEY
(King 1087)

C+ "BEATIN' 'ROUND THE BUSH" (2:17) Wayne Raney warbles a fast beat romantic item with zest.

C+ "I'M REALLY NEEDIN' YOU" (2:31) Flipside is a slow ballad that Raney eases his way through with warmth.

BOB WILLS and CAROLINA COTTON
(MGM 11288; K11288)

C+ "THREE MILES SOUTH OF CASH IN ARKANSAS" (2:41) Bob Wills and Carolina Cotton blend their voices on a fast cute number that bounces happily. Caroling employs a light yodel.

B "I'M ALL ALONE" (2:39) The duo does a slow country lament that goes over in strong fashion. The tone of the lyrics are lightened by offhand comments by Bob Wills.

ERNEST TUBB
(Decca 28310; 9-28310)

B "FORTUNES IN MEMORIES" (2:54) Ernest Tubb sings a moderate beat sentimental tune earnestly as he is set up with a light string backdrop.

B+ "SO MANY TIMES" (2:22) Tubb warbles a slow Cindy Walker tune effectively. The pretty melody with sentimental lyrics is handled solidly by the western singer and comes out a strong end.

JOHNNY HICKS
(Columbia 20975; 4-20975)

B "MY NEXT GAL" (2:35) A moderate fast tempo item with cute lyrics is treated to the smooth vocalizing of Johnny Hicks. The number is a happy sounding ditty.

B "THE MAN ON THE CORNER" (3:03) The flipside is a slow sentimental tune sung with feeling by Hicks.

BOB WILLIAMS
(Tennessee 834)

B "WE'RE STEPPIN' OUT TO-NITE" (2:41) Bob Williams has a fast tempo, happy sounding item to work with and comes up with a solid vocal. String band provides a fitting backing.

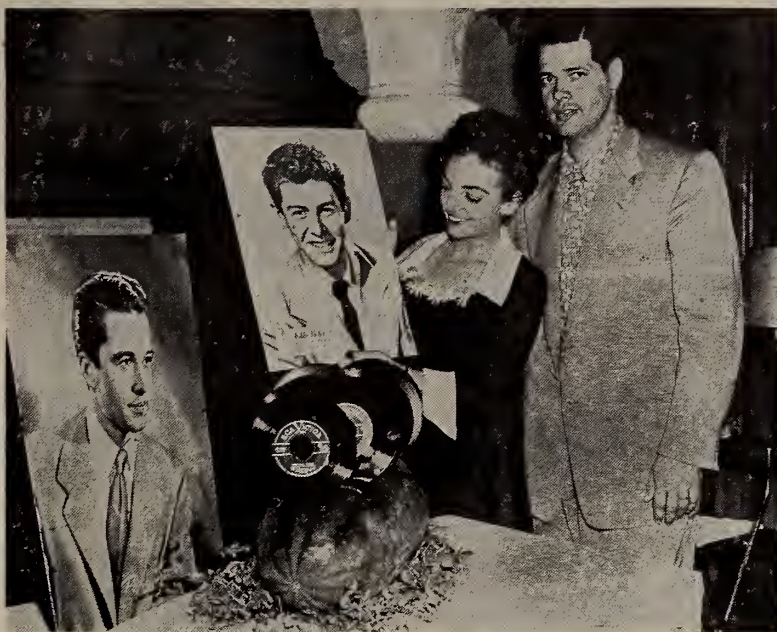
C+ "BE MINE" (2:40) The under portion is a slow boy-girl ballad that Williams sings engagingly.

SONNY SIMS
(Republic 7002)

B "TEARS FALLING, HEARTS BREAKING" (2:34) Sonny Sims, with a bit of vocal tricks, sings a slow sad number against a string backdrop.

C+ "TATTLE TALE EYES" (2:32) Sims comes up with a solid vocal effort on a slow sentimental ditty.

A Watermelon Cocktail Party



CHICAGO—June Valli, RCA Victor recording star, is shown here with one of Chicago's well known deejays, Jim Lounsbury, pausing between watermelon cocktails at a recent cocktail party given by RCA Victor to promote the Eddie Fisher-Perry Como disk, "Watermelon Weather."

Reservations Being Accepted For MOA Meet In Chicago September 11-12-13

CHICAGO, Ill.—Prospective exhibitors (manufacturers of phonographs, records and associated equipment, as well as other firms closely associated with the music machine business) have been notified by George A. Miller, president of Music Operators of America, Inc., of the forthcoming MOA Convention to be held September 11, 12 and 13 at the Congress Hotel in Chicago.

Prior to the notifications, application blanks for exhibit rooms were mailed out listing entrance fees as low as \$150 to a maximum of \$250 for the larger deluxe rooms. The exhibit rooms are completely furnished and expected to be nicer than anything the convention has previously had.

The exhibit rooms can be set up a day before the convention and taken down a day after. Room rent at the Congress Hotel is \$13 or \$14 per day for a minimum of five days. The entrance fee for the exhibitor, which is additional to the room rent, goes to MOA to defray the cost of promoting the Convention, plus the possibility of bringing some money into the treasury. However, this is unlikely, as in past years the intake was just enough to cover the expenses of running the show. It is important that MOA realize a surplus as the cost of running the organization over the year is costly.

Business meetings by MOA will be held from 10 a.m. to 1 p.m. Exhibitor rooms will be open from 2 p.m. to

midnight, so there will be no conflict between the MOA functions and the exhibitors' displays.

Application for exhibit space and check to cover should be sent to either Ray Cunliffe, 3018 East 91st Street, Chicago, Ill., or George A. Miller, Music Operators of America, Inc., 128 East 14th Street, Oakland, Calif.

Indications are that this convention will have a record breaking attendance of music machine operators and exhibitors. The three days of the show just precede the NAMA Convention, giving the operators the opportunity to attend both shows during the same week, thus obviating two trips and double traveling costs.

Recount Reveals Frankie Laine - Sammy Kaye "That's My Desire" Tie

Our listing of the top ten records of 1947 in our Anniversary Issue, June 28, places the Sammy Kaye recording of "That's My Desire" in third place. Further investigation reveals that the Frankie Laine version, which established the singer as a top recording artist, should have shared billing with the Sammy Kaye record for they were tied.

Meeting Dates Of Music Operators' Associations

- July 23—Recorded Music Service Association Annual Golf Party
Place: Bunker Hill Country Club, Chicago, Ill.
- August 4—Illinois Amusement Machine Operators' Association
Place: 209 N. Madison Street, Rockford, Ill.
- 4—Amusement Mach. Operators' Assn., Greater Baltimore
Place: Mandell-Ballow Restaurant, Baltimore, Md.
- 14—Music Operators Of Northern Illinois
Place: To be announced

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

- 1 **WILD SIDE OF LIFE**
Hank Thompson
(Capitol 1942; F-1942)
- 2 **ALMOST**
George Morgan
(Columbia 20906; 4-20906)
- 3 **ARE YOU TEASING ME**
Carl Smith
(Columbia 20922; 4-20922)
- 4 **GOLD RUSH IS OVER**
Hank Snow
(RCA Victor 20-4522;
47-4522)
- 5 **HALF AS MUCH**
Hank Williams
(MGM 11202; K-11202)
- 6 **WONDERING**
Webb Pierce
(Decca 46364; 9-46364)
- 7 **DON'T JUST STAND THERE**
Carl Smith
(Columbia 20893;
4-20893)
- 8 **BUSYBODY**
Pee Wee King
(RCA Victor 20-4655;
47-4655)
- 9 **THAT HEART BELONGS TO ME**
Webb Pierce
(Decca 28091; 9-28091)
- 10 **DON'T STAY AWAY**
Lefty Frizzell
(Columbia 20911; 4-20911)

Best Sellers

DE LUXE

Federal

★ RECORDS

POPULAR

★ STEVE LAWRENCE
POINCIANA
NEVER LEAVE ME
15185 and 45-15185*
MINE AND MINE ALONE
ALL MY LOVE BELONGS TO YOU
15190 and 45-15190*

★ BILLY KEITH
HIGH NOON
THE FOUNTAIN OF YOUTH
15194 and 45-15194*

★ LIZA MORROW
I AIN'T GOT NOBODY
FOOLISH PRIDE
15191 and 45-15191*

FOLK-WESTERN

★ DELMORE BROS.
MUDDY WATER
GOT NO WAY OF KNOWING
1084 and 45-1084*

★ HAWKSHAW HAWKINS
I LOVE THE WAY YOU SAY
GOODNIGHT
LOADED WITH LOVE
1081 and 45-1081*

★ COWBOY COPAS
GOLDEN MOON
I CAN'T REMEMBER TO FORGET
1080 and 45-1080*

★ CHUCK WELLS
CRYIN' TEARS
UNDECIDED GAL
1083 and 45-1083*

SEPIA BLUES

★ THE SWALLOWS
BESIDES YOU
YOU LEFT ME
4525 and 45-4525*

★ SONNY THOMPSON
I'LL DROWN IN MY TEARS
CLANG, CLANG, CLANG
4527 and 45-4527*

LET'S CALL IT A DAY
BLUES MAMBO
4541 and 45-4541*

★ WYNONIE HARRIS
NIGHT TRAIN
DO IT AGAIN, PLEASE
4555 and 45-4555*

★ TODD RHODES
ROCKET 69
POSSESSED
4528 and 45-4528*

FEDERAL

★ THE DOMINOES
HAVE MERCY BABY
DEEP SEA BLUES
12068 and 45-12068*

★ THE FOUR JACKS
THE LAST OF THE GOOD ROCKING
MEN
I'LL BE HOME AGAIN
12087 and 45-12087*

★ JIMMY WITHERSPOON
FOOLISH PRAYER
TWO LITTLE GIRLS
12095 and 45-12095*
* 45 R.P.M.

distributors

RECORDS INC.
CINCINNATI 7, OHIO

VENDOR BONANZA

Many Former P.O. Machine Ops Switch to Vendors. Open Big and Lucrative Market. These Ops Already Have the Locations as Well as the Cash to Buy

CHICAGO—It is becoming more and more apparent each week to leaders thruout the industry, that the payout machine operators who have been undecided about which direction they would take since U.S. Public Law 906 went into effect, that these ops are now switching over to vending machines of all types.

Most impressive is the fact that these men have the locations and, what's more important, have the cash with which to purchase new equipment.

This opens a tremendous market for the vending machine manufacturers and, it seems, they have not only learned of this market, but, are already sending their salesmen out to visit with these men, and point out the value of the equipment they are manufacturing.

Also interesting is the fact that the greater majority seem to have taken to cigarette vending machines as a starter.

Others have delved into experiments with drink dispensers. These men have also added on other vendors so that, generally, their routes are well diversified.

In addition to the music and games which these men are already operating, and will continue to operate because, as they report, the locations know of the service they offer them, they are adding on vending machines of all kinds, with cigarette vendors and drink dispensers in the lead at this time.

Many of the leaders here have taken cognizance of this trend. They, too, admit that the former payout machines operator is now finding that "vendors are bread and butter" when added to present routes.

It all comes down to the fact that those operators, many of them of very long standing in the field, realize that, "It's the locations that count."

The result is that the average operator is making it his business to handle all the equipment in his locations, ranging from games to music to vending machines.

In the meantime, as far as the vendor manufacturers and distributors are concerned, this is sudden bonanza on which they had never counted.

The rush for their products has backlogged almost all the leading factories in the vending machines field.

Furthermore, many of the vendor manufacturers are up against the lack of steel and other materials, and these new orders plus their regular sales, are bound to bring about a jammed situation which will probably not be relieved for some months to come, according to some of the vending machine makers.

Chi Juke Box Golf Tourney & Banquet Clix

CHICAGO—The golf tournament didn't get the tremendous attendance the officials of the Recorded Music Service Assn. had hoped it would.

But, this is attributed to the extreme heat and humidity, which this city had undergone for some days prior to this tourney, and which held down the crowd.

The banquet this past Wednesday evening at Bunker Hill Country Club brought out about the largest crowd in the history of the association.

It is estimated that there were approximately 500 operators, their wives, friends, and families present.

The food and refreshments were plentiful.

And in all, the affair was one of the most outstanding ever held by the juke box operators here.

What was most impressive was the fact that the entire event was handled much more efficiently and graciously than was the affair last year.

The golf tourney championship trophy this year went to Floyd Campbell of South Central Novelty Co. Floyd shot an 82, no handicap.

The guest tourney trophy went to Steve Hegedus of Capitol Records who came in with a 78.

Two of the younger voices now in town made themselves pleasantly heard at this affair: Bobby Wayne and Johnny Holiday.

Almost all those who attended admitted, "This was one of the best affairs we've ever attended."

Manhardt Has Backlog Of Orders On Evans' "Century" Phono

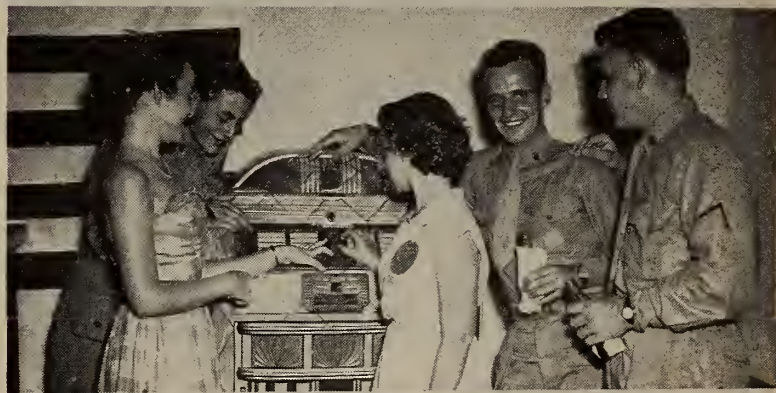
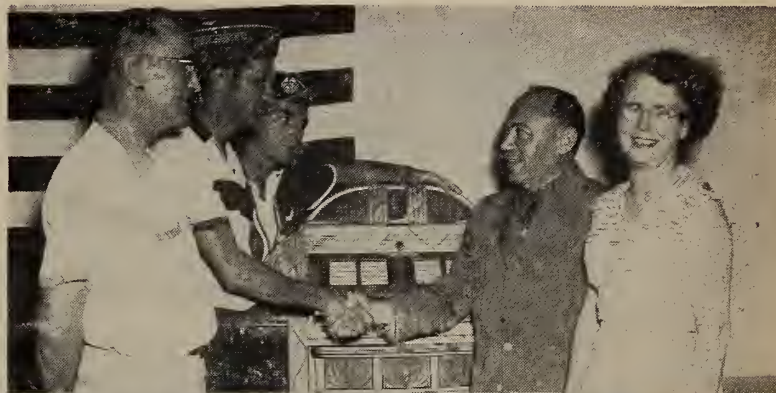
MILWAUKEE, WIS.—Vic Manhardt, distributor here for H. C. Evans & Company phonos, reports that he believes his firm is so far ahead on orders for the new Evans' "Century," 100 selection phono, "That," he claims, "it's going to take quite a while for us to fill this backlog before we even begin to think about new business."

Manhardt is one of the old timers here, and has for many years represented some of the largest manufacturers in the business.

Regarding his new Evans' distributorship he says:

"We have never before represented anything which has captured the attention of the operators as has the Evans' 'Century' phonograph."

Miami Marines Make Merry With Music From Juke Box Donated By Music Ops Assn.



MIAMI, FLA.—Typical of the benefit being derived from juke boxes being donated to various organizations in this area, the Third Marine Aircraft Wing and Marine Corps Air Station here run dance parties with music supplied by the juke box given them by the Automatic Music Operators Association of Miami.

Pictured above (top) is the committee with Willie Blatt president of the assn. (2nd from right). L. to R.: Henry D. Larey, Judge advocate; John J. Keshl, senior vice commandant; Walter J. Panks, sgt. of arms; Blatt; and Bertha M. Lurey, pres. of auxiliary.

Noted Op Asks: "Why Aren't All New Phonos Shipped With 10¢ Coin Chutes Only?"

The "Asker" is Al Schlesinger ▶

(Editor's Note: Al Schlesinger of Square Amusement Company, Poughkeepsie, N. Y., is one of the most noted of all the old-time operators in the country. He has been a "leader" among operators for many, many years. He is the president of the Empire State (New York) Operators Association. He has been honored many, many times by the operators of New York State. He is respected by operators, jobbers, distributors and manufacturers. His observations of the problems of this industry show a deep and sage understanding, as well as a very shrewd regard for the continuation of the industry. Al Schlesinger's letter speaks for itself. It is, herein, reproduced in full, without any editing whatsoever.)



AL SCHLESINGER

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

Dear Bill:

I am sure you would want only constructive criticism on your tenth anniversary issue. I can understand why you gave so much attention to the record industry, which by the way was excellently covered.

While looking at the past decade, you neglected to explain to your readers why the game manufacturers have reached the end of the trail. You and I recall, all the great promises that were made after the war about the new revolutionary ideas that were going to be incorporated in games manufacturing. Do you know of one successful idea outside of the bowling, shuffle theme? Why? I am certain your readers would like to know! Your readers would also like to know if that age old cry of new blood would not now be applicable to the manufacturing of games! It was this segment of the operating industry which was entirely responsible for the foundation of the present juke box operator. The operators would also like to know why every juke box manufacturer wants his customers to operate their products at a profit and then proceeds to put a price on their equipment that makes it almost a rat race to get one piece of equipment paid off before the new model appears on the scene. Every manufacturer knows we need dime play to pay for our equipment and make a living. So what! The new machines continue coming off the production line with the same old nickel coin chute as they did twenty years ago. If they are the leaders, why in heaven's name don't they get together and say on such and such a date all machines coming off the line will only be equipped with dime play. That's it brother, take it or leave it! Those that can't take it, are not long for this business anyway. The others will make a real business out of it and also eventually be in a better position to buy new equipment in greater quantities than heretofore.

I regret going off into this tangent, but they are vital problems that confront every operator in America. If your journal is to continue to lead the operators, these are questions that are vital to their very existence

and let me further add, to yours. For as this industry prospers, so does every allied line. Let the seed of pessimism enter and grow and it will eventually tear our house down.

In conclusion, let me express the hope that *The Cash Box* in the next decade, with its courage, forthrightness and crusading spirit, continues to be the operator's "bible."

With my best wishes, I remain

Cordially yours,
AL SCHLESINGER.

Plans For Harry Rosen Testimonial Dinner In Behalf Of U. J. A.

NEW YORK—A large group of coinmen comprising the committee for the Harry Rosen Testimonial Dinner in behalf of the United Jewish Appeal (UJA) met at the headquarters of the Automatic Music Operators Association on Tuesday, July 22, to consolidate all plans.

The dinner is scheduled to be held on Tuesday, September 9, at the Moderne Room of the Belmont Plaza Hotel. However indications are that the attendance will be so large it will be necessary to change the location, altho the date will remain the same.

The program this year includes entertainment, dancing and a prominent speaker from the UJA to acquaint the folk with the problems facing the people for whom the money is being collected. Coinmen are being asked in advance to pledge donations, and it is definitely promised that there will not be any fund raising or solicitations at the dinner. Members of the industry are being asked to bring the women folk.

Those who attended the committee meeting were: Sidney Levine, Al Denver, Carl Pavesi, Seymour Pollak, Al Botkin, Jack Gordon, Meyer Parkoff, Barney Sugerman, Joe Young, Larry Serlin, Bob Luttmann, Lou Hirsch, George Holzman, Jack Semel, Max Weiss, and Sal Trella.

PRAISE FLOODS IN FOR "E. O. M." ISSUE

Distribs, Ops, Their Attorneys And C.P.A.'s Join In Praise Of "End-Of-Month Inventory Issue". All Agree Issue Is "Invaluable". Acts As Proof For Tax Purposes And Especially For Depreciation Rate Schedules.

NEW YORK—Very few times in the history of any publication has praise flooded in at such a phenomenal rate as it has this past week since the appearance of the first edition of *The Cash Box* "End-Of-Month Inventory Issue."

Operators, jobbers and distributors everywhere are praising the "E.O.M." issue because of the fact that, for the first time, it gives them a simple and direct method for ascertaining the capital valuation of their business quickly and easily.

In addition, because it gives a complete market value of their equipment, and what attorneys and Certified Public Accountants associated with these men call, "a fair market value," it answers a great many tax problems and can, therefore, be used for tax purposes of various types.

Most important to many around the nation, is the fact that the "End-Of-Month Inventory Issue" helps, in a most definite fashion, to ascertain depreciation rate schedules for those who are having difficulties in this direction with local tax officials.

In short, by showing drop in price value (or: 'fair market value') of equipment from month to month, a depreciation rate can be arrived at, definitely based on valuation of the equipment, so that this should prove acceptable to tax authorities, it is the belief of many.

This will be the very first time in the entire history of the industry whereby everyone will be able to pre-

sent "market value" of equipment, as well as the value of their own businesses, for any and all type of tax purposes, as well as for general sales and valuation purposes.

This is so different in its arrangement, yet so simple and so easy to understand, that all who have acclaimed the "E.O.M. Inventory Issue" believe that, for the first time, the industry has tremendously advanced from the standpoint of better understanding of capital investment and taxation.

As one noted operator wrote, simply and tersely:

"This 'End-Of-Month Inventory Issue' of *The Cash Box* is absolutely invaluable to everyone in this business."

Attorneys as well as Certified Public Accountants have stated that it isn't necessary to have the lists appearing with the "End-Of-Month Inventory Issue" notarized.

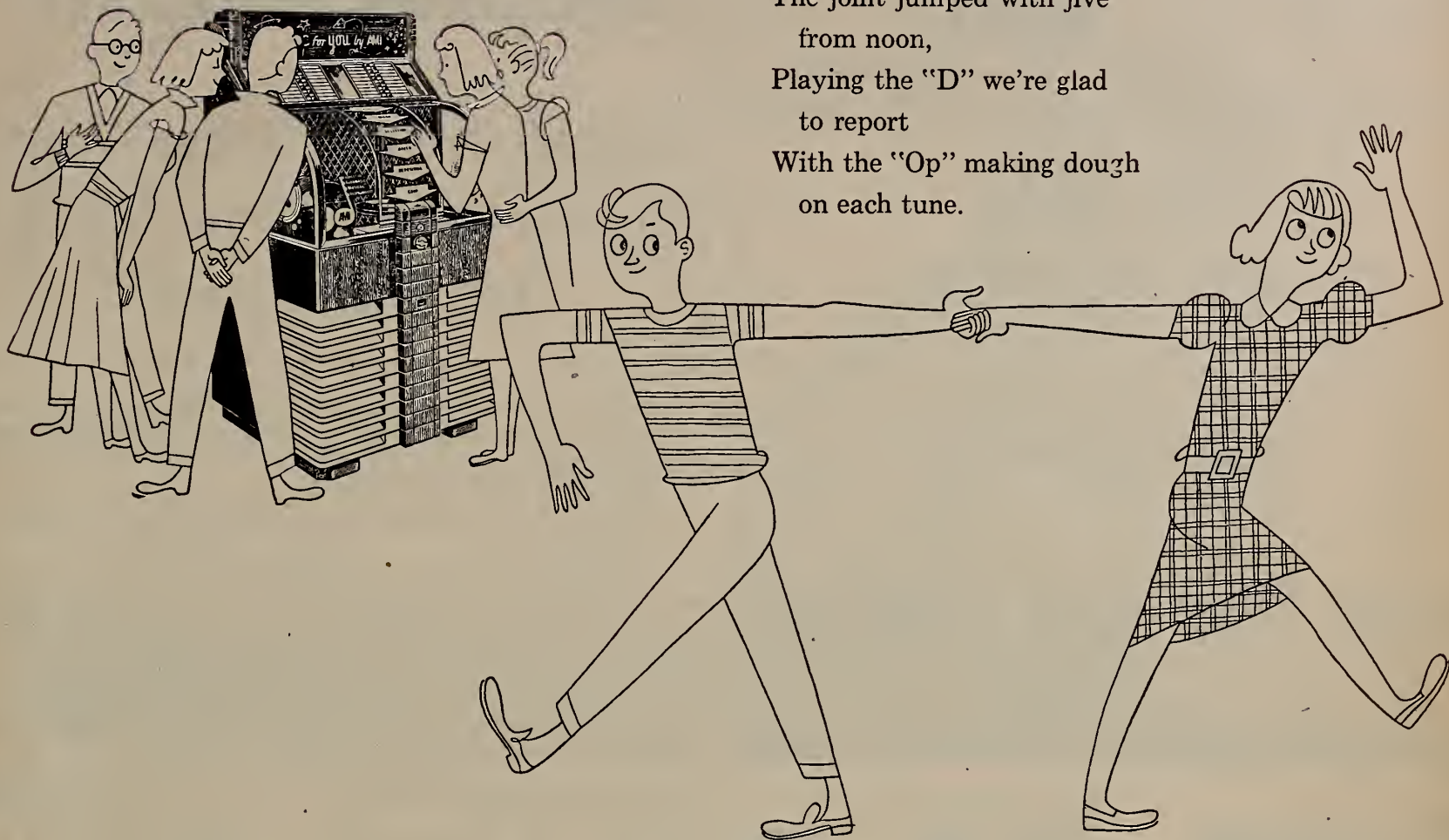
They believe that these will prove just as acceptable, when completely filled out, whether notarized or not, to any and all tax agencies, for what these men call: "fair market value."

The fact that the "End-Of-Month Inventory Issue" will appear at the end (last issue) of every month of *The Cash Box* has also been acclaimed by one and all.

This means, these men state, that they will be able then to show their business valuation from month to month.

Hi Diddle Duddle

Hi diddle duddle,
Hep-cats in a huddle,
The joint jumped with jive
from noon,
Playing the "D" we're glad
to report
With the "Op" making dough
on each tune.



Young folks quickly respond to the invitation to listening fun extended by the Model "D."

Teen agers may be brash and noisy. They may act in ways their elders fail to understand. But the kids do know their music.

They want their favorite artists faithfully reproduced in every note, phrase and nuance. That's why they play—and play—and play the "D."

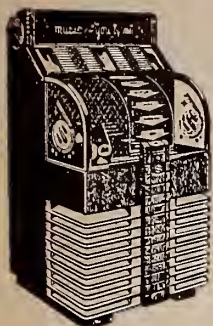
You can build the take in high school hangouts by installing a Model "D".

The "D" is available in 80 and 40 selections, blond or mahogany cabinets.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

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



WE ARE NOT THE ONLY ONES.. OPERATORS ALSO PRAISE THE **AMI**

... AS BEING THE MOST PROFITABLE PHONOGRAPH ON THE MARKET TODAY

FOR SALE

IMMEDIATE DELIVERY ON

NEW MACHINES

AMI Model "D-40" and "D-80"

Williams' "Caravan"

Keeney Cigarette Vendors

Keeney "High Score League Bowler"

Chicago Coin "6-Player Match Bowler"

USED MACHINES

AMI Model "A"	\$325.00
1015 Wurlitzer	155.00
1426 Rock-Ola	140.00

ROANOKE VENDING MACHINE EXCHANGE, INC.

3110 WILLIAMSON ROAD • ROANOKE, VIRGINIA

WRITE — WIRE — PHONE: 3-1181

"What About Pinball Depreciation?"

Pinball Ops Ask What Would Be Fair Rate Of Depreciation For Their Games

CHICAGO—Now that the atmosphere has been rent asunder once again by some tax officials in various areas about the country questioning juke box ops as to their rate of depreciation, pinball ops come to the fore and question:

"What would a fair rate of depreciation be in the matter of pinball games?"

A study of *The Cash Box*' "Confidential Price Lists" reveals that the average pinball game sells for about 50% of its original list price just about three months after it has been introduced to the field.

This is based on an "average" of all games.

It is understood by all in the pinball field that if a poor game is introduced, it drops in value practically overnight.

Likewise a very good game will hold up in price for some months after its introduction.

In short, based on an average of all games introduced in the pinball classification, it would be safe to state that the game loses 50% of its original list price value in just about three months after its introduction to the trade.

For example, Gottlieb's "Quartette" (original list price \$329.50) introduced about the end of February, 1952, was offered to the trade July, 1952 (depending upon condition, appearance, territory, demand, etc.), at from \$175.00 to \$190.00.

Williams' "Slugfest" (originally introduced in March, 1952, at a list price of \$295.00) was being offered to the trade in July, 1952, at from \$165.00 to \$219.50.

In short, in either case, as well as in the case of other manufacturer's products in the pinball classification, it can be assumed that the "average" loss in value of the "average" pinball game, is about 50% of its original list price in a period of three months after its introduction.

Therefore, as noted pinball ops have reported in the past, an extremely fair rate of depreciation for pinballs, would be:

- 50% depreciation the first three months;
- 25% depreciation the next three months;
- 15% depreciation by the ninth month;
- 10% depreciation for the 12th and final month.

The pinball to be completely depreciated of all value within the period of one year from date of purchase, provided that the operator continues to hold onto the game for that period of time.

It is understood that some pinball ops have already taken this matter up with their local tax offices.

Some have reported that they have arranged for a better schedule of depreciation.

Others claim they are still having their hands full attempting to prove a depreciation rate to their local tax officials.

Consistent use of "The Confidential Price Lists" of *The Cash Box*, especially the "End-Of-Month Inventory Issue," should most definitely prove to any and all tax officials the rate of depreciation in the case of pinball games.

United, Inc. To Bring Disc Jockeys, Artists, Publishers To Music Ops



HARRY JACOBS, JR.

MILWAUKEE, WIS. — Harry Jacobs, Sr. and Jr., of United, Inc., this city, are not only enlarging their present one-stop music service for the juke box ops in their territory, but, will also feature noted disc jockeys, recording stars and music publishers, from time to time, for the benefit of the music field here.

United, Inc., is distributors for Wurlitzer throughout this state and have helped many music ops to obtain the latest recordings through their one-stop music service.

Both the Jacobs' believe, "This new plan will create closer harmony and a better understanding with the people who publish the tunes, sing the tunes, and present them on the air."

IT'S LEGAL!

IT'S REALISTIC!

IT'S DIFFERENT!

IT'S COLORFUL!

IT'S MYSTIFYING!

PLAYER PREFERENCE

"Super TWIN ROTATION"

(see Inside Front Cover)

America's Finest FISHING EQUIPMENT

Send For Your **FISHING CATALOG**

SHEFFIELD SALES

(Formerly: Ace Premium Sales Co.)
3198 MILWAUKEE AVE., CHICAGO, ILL.
(Tel: AVenue 3-9838)

Bally PALM BEACH

SENSATIONAL PROFIT-PROVED "IN-LINE" REPLAY HIT!

12 Great Features in 1 Great Game

1 • NEW SUPER-CARDS

PRODUCE SUPER-PROFITS
See this new extra-coins attraction
in action at your Bally Distributor.

2 • NEW STAR ROLL-OVERS

"SPOT" UP TO 5 NUMBERS BY SKILL

3 • POPULAR "IN-LINE" SCORES

3, 4, 5-IN-LINE ON MASTER-CARD
3-IN-LINE ON SUPER-CARDS WHEN LIT

4 • CORNERS SCORE 400

ON SUPER-CARD WHEN LIT
MASTER-CARD CORNERS SCORE 200

5 • MYSTERY "SPOTTEM" FEATURE

IN ADDITION TO STAR "SPOTTING"

6 • EXTRA BALLS FEATURE

ATTRACTS EXTRA COINS EVERY GAME

7 • FAMOUS ADVANCING SCORES

GREATEST SCORING APPEAL
IN PINGAME HISTORY

8 • SPECIAL SUPER-CARD SCORES

3-IN-LINE IN SUPER-CARDS
SCORE 4-IN-LINE SCORES

9 • SELECTIVE-BUTTON PLAY

INSURES BIG EXTRA-COIN PROFITS

10 • GAY HOLIDAY COLORS

IN BACKGLASS, CABINET
AND PLAYFIELD

**11 • ILLUMINATED
PLAYFIELD**

**12 • TROUBLE-FREE
MECHANISM**

NATIONAL REJECTOR

ORDER FROM YOUR
BALLY
DISTRIBUTOR
TODAY!



THE
CHAMPION
COIN-OPERATED HORSE
See Back Cover

Bally MANUFACTURING COMPANY

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

IT'S LEGAL!

IT'S REALISTIC!

IT'S DIFFERENT!

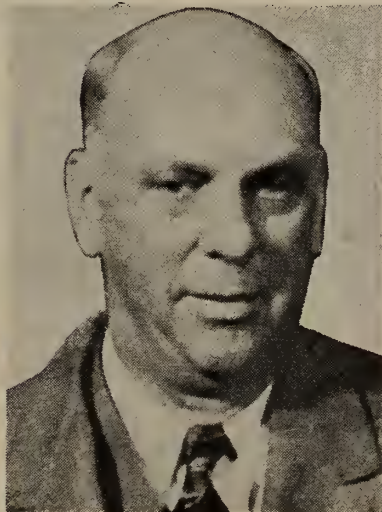
IT'S COLORFUL!

IT'S MYSTIFYING!

PLAYER PREFERENCE

"Super TWIN ROTATION"
(see Inside Front Cover)

Frank F. Rowell, Sr., President Of Guardian Electric Co., Dies



FRANK F. ROWELL, SR.

CHICAGO—Services for Frank F. Rowell, Sr., 75, president of Guardian Electric Manufacturing Company, who died July 20 in his summer home at Lakewood, Crystal Lake, Illinois, were held last Tuesday afternoon at the Lain funeral home, 5501 North Ashland Avenue, Chicago, burial taking place at Owosso, Michigan, where Mr. Rowell was born, August 17, 1877.

Before organizing Guardian Electric he was associated for many years with the Yaxley Company in

an executive capacity. This company was absorbed by another firm in 1931 at which time Rowell purchased the electrical alarm division of the business which, with his son Frank Rowell, Jr., he established as Guardian Electric Manufacturing Company. Guardian Electric began on a modest scale two decades ago, just recently celebrated its 20th anniversary, is said to be one of the largest in its field as a major supplier of electrical controls for civilian and military use. Many of the controls used in automatic music machines, electric vendors and amusement devices have found their original counterpart in Guardian units. Factories are located at Chicago and Woodstock, Illinois. There is also an English subsidiary in Newmarket, England.

Rowell held many patents in the electrical control field. He was a member of Sunset Ridge Country Club and became the first commodore of the Pelican Yacht Club at Fort Pierce, Florida, where he was active in civic affairs having maintained a winter home at nearby St. Lucie for fifteen years. He is survived by his wife Lottie and six sons, Frank, John, Mason, Charles, William and George all residents of the Chicago area. There are seventeen grandchildren.

WANTED

TO BUY

Highest Prices Paid

- Wurlitzer 1400
- Mutoscope SKY FIGHTER
- Exhibit DALE GUN (All Models)
- Gottlieb BASKETBALL
- Gottlieb BOWLING CHAMP
- Gottlieb NIAGARA
- Gottlieb WILD WEST
- Gottlieb MINSTREL MAN
- Gottlieb GLOBE TROTTER
- Chi. Coin CHAMPION
- Williams HARVEY
- LATEST FIVE-BALLS

WIRE — PHONE — WRITE

INTERNATIONAL AMUSEMENT COMPANY

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

Music Ops Keep Sam London Busy

MILWAUKEE, WIS.—Sam London, Seeburg distributor here, calls himself one of the happiest distributors because, he claims, Seeburg's new 100 selection phono is clicking.

Sam says that the great selection of music, from pops to classics, is helping operators to better profits.

DOWN GO PRICES!

- TURF KING \$149.50
- CITATION 49.50
- HAYBURNER 225.00
- SPARK PLUG 245.00
- UNIVERSAL TWIN 109.50
- CHICAGO COIN TWIN 54.50

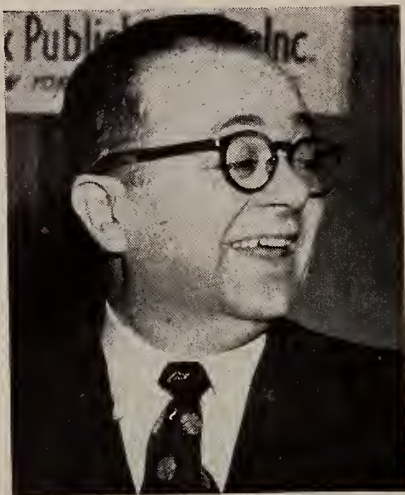
Also many others — Write!

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

Miniature Model AMI "D-80" Phono Push-Outs At Distribs For Music Operators

GRAND RAPIDS, MICH.—Taking advantage of the well-known psychological appeal of the love of men in

solving a puzzle, love of miniature models, and the money saving habits of the people of this country, Bill FitzGerald, advertising and sales promotion manager of AMI, Inc., this city, has supplied his distributors with a die-cut 'push-out card of the AMI "Model-D" phono in miniature and in the form of a bank.' These cards have been sent in quantity to all distributors who will mail them out to their operators, as well as give them out at their offices.



WM. E. (BILL) FITZGERALD

"The push-out of the AMI 'Model-D' phonograph will capture the attention of every operator in the country," stated FitzGerald. "Moreover, the message 'You Can Bank On The Model D,' and the suggested use of this miniature as a bank, will help the AMI distributors tell the story of the dollars and cents advantages of the 'D.'"

A liberal quantity of these miniatures are being sent all AMI distributors, and music operators are urged to ask for them.

WILL SACRIFICE!

- We will entertain your offer for an AUTOMATIC HOSTESS SYSTEM.
 - Includes: 30 Location Units, 3 Ten-Channel Studio Racks, 6 Five-Turntable Racks, Microphones and Diagrams.
- SEABOARD PENNSYLVANIA CORP.
919 N. Broad St., Phila. 23, Pa. POplar S-1333

Al Bergman's Son, Killed On The Korean Battlefield, To Be Buried In Buffalo Monday, July 28

BUFFALO, N. Y.—Bobby Bergman's body will arrive home from Korea on Monday, July 28, with burial ceremonies to take place the following day.

Bobby is the 21 year old son of the well known Al Bergman, head of the distributing firm of Sheldon Sales, Inc., this city. He was killed in action in the Korean combat.

Al, his wife Beatrice, and three sons, Leroy, Al, Jr., and Sheldon, are

taking the death very hard, and it is the hope of all their many friends that the passage of time will heal their wounds.

Burial will take place from the Etkins Funeral Home, 576 Linwood Ave., Buffalo. If any delay occurs, and the body arrives on Tuesday, burial will take place the next day.

A great many of Al's friends from all over the country are expected to attend the funeral.

Steel Strike Ending Happy Note For Vendor Manufacturers

CHICAGO—With the announcement on Friday, July 25, that the steel strike had been settled, and that the producers were planning on getting started immediately to turn out the much needed steel, manufacturers of coin machines using this metal were in high glee.

Strangely enough, the demand for products of the coin machine industry using steel, particularly vendors of

all kinds, reached a high peak just about the time the steel workers went out on strike. Practically every firm reported a huge backlog of orders, which with each succeeding week, kept getting larger and larger.

It is hoped that steel is available to them within a short time so that their production lines can start humming to give the operators sufficient equipment to meet their needs.

SALE EVERY 50 SECONDS

The Amazing

PHOTOMAT*

delivers a 3" x 5" set of two fine portraits in less than a minute

Write for Details

*Trade Mark

INTERNATIONAL MUTOSCOPE CORPORATION

Wm. Rabkin, Pres.

44-06 11th St., Long Island City 1, N. Y.
(Phone: STillwell 4-3800)

IT'S LEGAL!

IT'S REALISTIC!

IT'S DIFFERENT!

IT'S COLORFUL!

IT'S MYSTIFYING!

PLAYER PREFERENCE

"Super TWIN ROTATION"

(see Inside Front Cover)

SUMMER CLOSEOUT BINGOS - PINBALLS - SHUFFLES ARCADE MACHINES - MUSIC TREMENDOUS VALUES



Geo. George



Roy Monroe

- Five Stars, Very Clean \$149.50
- Coney Islands 439.50
- Brite Spots 415.00
- Brite Lights 345.00
- A-B-C's 265.00
- Spot Lites 465.00
- Citations, Very Clean... 29.50
- Hayburners 249.50
- Pitch 'Em & Bat 'Em... 179.50
- RCA-Radios (2Sc Chutes) 22.50
- Pony Express, Like New 275.00
- Voice-O-Graph, 2Sc Chute 395.00

- Photomatics, Very Clean \$640.00
- Jalopys (Like New) ... 240.00
- College Daze 85.00
- Bowllettes 29.50
- Telequiz 95.00
- High Ball 29.50
- 4-Player Derby, New... WRITE
- Exhibit Dale Guns 65.00
- Texas Leaguers 49.50
- Goalee 95.00
- Keeney 4-Player Bowler 145.00
- Evans Super Bomber... 100.00
- Silver Gloves 275.00

SPECIAL!!

PACKARD WALL BOXES High Chrome BRAND NEW \$22.50 EACH

WANTED

AMI MODEL "B" AMI MODEL "A" Standard Metal Typers Genco Shuffleboard Score Units WRITE NOW—Give full details in first letter and price wanted—CASH WAITING.

You reach . . . BUYERS

and

SELLERS

instead of Lookers

thru

THE CASH BOX

It's a proven fact—If you're looking to sell—or buy—equipment for either wholesale purposes or for operating . . . The Cash Box is where your advertising gets the action!

Publication Office

26 WEST 47th STREET

NEW YORK, N. Y.

CHICAGO

32 W. RANDOLPH ST.

LOS ANGELES

6399 WILSHIRE BLVD.

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

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



For Months of Profits...

Gottlieb's Happy Days

A Player's Game ▶

- 2 "POP BUMPERS
- 2 SUPER-SCORING CYCLONIC KICKERS
- 2 SUPER-POWER FLIPPERS

NO OUT HOLES!

HIGH SCORE to 7 MILLION for REPLAYS

X's and O's may be controlled by skill play—register in lights on backglass

16 Winning "Tic-Tac-Toe" Combinations for Replays

CENTER HOLE Lights Side Contacts for SUPER HIGH SCORING

1 to 8 SEQUENCE Lights 2 Roll-Overs for REPLAYS

EACH HOLE AWARDS ½ MILLION SCORE

9 BALL TRAP HOLES—INSURE SPEEDILY COMPLETED PLAY EACH GAME!

◀ **An Operator's Game!**

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois
"There Is No Substitute for Quality!"

IMMEDIATE DELIVERY

From Your DISTRIBUTOR

Would You...

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

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

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

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

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

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

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

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

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

Think! Advertise in The Cash Box—your magazine!

Write For Rates —

THE CASH BOX

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

Chicago's North Side Ops Form Automatic Phonograph Bowling League

14 Teams Already Signed. Seek Two More Sponsors. Want Dozen More Bowlers. Will Be Mixed League (Men & Women) First Bowling Date Set For September 8

CHICAGO—This city's north side juke box ops, along with other members of the music field here, joined hands to form a bowling league to be known as the Automatic Phonograph Bowling League.

Fourteen teams have already been signed for the league.

The members are still seeking two more sponsors and want about another dozen bowlers.

This will be a mixed league so that the wives of the juke box men, as well as the men and women employees of their firms, can also join in the play.

Opening night will be the Monday after Labor Day at 9 p.m. This will be Monday, September 8, 1952.

The league will meet each Monday evening thereafter at this hour.

All league meets will be at the Fire-side Bowl, 2624 W. Fullerton Ave.

President is Jerry Schuman of Gillette Distributing.

Members of the Board of Directors, in addition to Jerry Schuman are Johnny Oomens, Robert E. (Bob) Gnarrow, Andy Oomens and Julius Mohill.

Bob Gnarrow is Treasurer and Financial Secretary.

Teams already entered are those of: Star Music Co.; Walter Oomens Sons;

Melody Music Co.; Coral Records; A. B. C. Music Corp. has entered three teams; Gillette Distributing Co.; Galgano Distributing Co.; Decca Records; B & B Novelty Company; Atlas Music Co.; and Melvin Jones Music Co.

Hasting Named Distrib For "Bar-B-Que Bar"

MILWAUKEE, WIS.—Sam Hastings of Hastings Distributing Company, this city, has been named distributor for the Helmco-Lacy "Bar-B-Que Bar."

This unit, though not coin operated, clicked with many who saw it at the last CMI convention at the Sherman Hotel.

It features piping hot barbecued meat, along with buns for this unit, and has proved a business getter for many taverns.

Hastings believes that the market for the "Bar-B-Que Bar" throughout this territory is very great. And that many operators are going to find it an outstanding profit producer while gaining closer harmony for them with their many locations.

IT'S LEGAL!

IT'S REALISTIC!

IT'S DIFFERENT!

IT'S COLORFUL!

IT'S MYSTIFYING!

PLAYER PREFERENCE

"Super TWIN ROTATION"
(see Inside Front Cover)

CLOSEOUT!

Seeburg '46	\$99.50
Seeburg '47	139.50
Rock-Ola '49 and '50 (like new)	295.00
Seeburg Wall Boxes (Brand New)	22.50
Packard Wall Boxes	5.95

1/3 Deposit, Balance C. O. D.
WRITE — WIRE — PHONE

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

HIGH SCORE FOR WEEK!

4 PLAYER SCORING!

**MATCH SCORE OR MYSTERY SCORE
EITHER ONE OR BOTH CAN BE ELIMINATED!**

all
OF THE BETTER
MONEY MAKING
FEATURES OF
EVERY POPULAR
BOWLER *plus*
SMART OPERATING
INNOVATIONS!

THE ONLY BOWLER COMBINING SUCH FEATURES!

Keeney's HIGH SCORE LEAGUE BOWLER

- ★ Match Score or Mystery Score at option of operator to suit changing location requirements!
- ★ Can pick up any combination of pins including 6-10 and 4-7 split!
- ★ Plastic EVER-SLICK Silent Playfield
- ★ Keeney's Jumbo Fly-Away Pins!
- ★ 20-30 Automatic Scoring
- ★ Up to 4 Players Each Game

**SEE IT!
PLAY IT!
INSTALL IT!
TODAY**



HIGH SCORE

200	10	20	30	40	50	60	70	80	90	300
1	2	3	4	5	6	7	8	9		JOE

Keeney's HIGH SCORE LEAGUE BOWLER

1st BOWLER	2nd BOWLER	3rd BOWLER	4th BOWLER
300	300	300	300
100-200	100-200	100-200	100-200
70-80-90	70-80-90	70-80-90	70-80-90
40-50-60	40-50-60	40-50-60	40-50-60
10-20-30	10-20-30	10-20-30	10-20-30
7-8-9	7-8-9	7-8-9	7-8-9
4-5-6	4-5-6	4-5-6	4-5-6
1-2-3	1-2-3	1-2-3	1-2-3

FRAMES 7 2 3 4 5 6 7 8 9 10

2 SIZES:
9 FT. LONG
2 FT. WIDE
8 FT. LONG
2 FT. WIDE

Order FROM YOUR
KEENEY DISTRIBUTOR

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

Remember
HIGH-SCORE
MATCH AND MYSTERY SCORE
TAKE IN MORE!

Cigarette Taxes Spread Thruout Nation

41 States Extract Cigarette Taxes, With More To Come

WASHINGTON, D. C.—Cigarette taxes have become one of major sources of revenue for practically every governmental body, federal, state, and city. These taxes hit the operator of cigarette vendors, who in turn pass it along to the consumer. However, in doing so, many problems have to be overcome, mostly mechanical in providing for pennies in change. When it was possible to get a quarter for the package of cigarettes, which included the tax, operators were in a most favorable position. With additional taxes placed, which make it necessary to obtain sums over 25c, reaction is harmful both psychologically and on the matter of slipping pennies into the package.

There is at present a proposed tax for Oklahoma, which would be levied at 1c per package containing 10 and less than 21 cigarettes. Oregon will vote on a new 3 cent per package tax in November.

Cigarette taxes have spread more rapidly in recent years than any other single form of state taxation, with new and increased levies expected to be widely proposed next year.

New cigarette taxes have been put into effect since World War II by 10 states—Delaware, Indiana, Michigan, Minnesota, Montana, Nebraska, Nevada, New Jersey, West Virginia and Wyoming. If the Oregon measure passes in November, it will become the 42nd state to tax cigarettes.

ON TOP OF THE WORLD



AMI D-80

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

593 10th Ave., New York 18, N.Y., LO 4-1380
123 W. Runyon St., Newark 8, N.J., 81 3-8777

Ted Bush Host At Miami Club



MIAMI, FLA.—Ted Bush, popular head of Bush Distributing Company, this city, played host one evening recently, entertaining at the Clover Club. Seated at extreme left is Leon Shaponik, Bush representative in Havana, Cuba. Along side Shaponik is Mrs. Bush, then Ted and his son. At extreme right is Mrs. Hal Schiff, wife of the president of Miami fashion Council and manufacturers of ladies' suits.

IT'S LEGAL!

IT'S REALISTIC!

IT'S DIFFERENT!

IT'S COLORFUL!

IT'S MYSTIFYING!

PLAYER PREFERENCE

"Super TWIN ROTATION"
(see Inside Front Cover)

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

Prices To Go Up More?

Fear Increases In Wages Plus Effect Of Steel Strike May Boost Prices Higher

CHICAGO — As some distributors stated, "Prices are still going up."

What they wondered was, "When will prices stop climbing on new equipment?"

There is no doubt, many here believe, that this is one of the most difficult questions for anyone to answer.

Manufacturers are beset with shortages of materials and, gradually, the not tremendous users of steel, are finding themselves growing short in supply of this needed material also.

With labor winning wage increases in all materials plants around the country, especially in the steel industry, and with the steel strike continuing, which will mean a very outstanding and definite shortage of steel because no ore is being mined and shipped at this critical period, some manufacturers even believe that prices may go up even higher than at present.

The one and only answer to the price hike problem is whether the new equipment can bring in sufficient income to offset the higher prices being paid.

"In short," as one noted coinman stated, "it isn't the price that counts as much as what the equipment can earn."

He clarified that statement with:

"Personally, our firm doesn't worry too much about paying a few dollars more for a new machine. What we do wonder is whether that new machine will amortize itself in quick time and show us a decent percentage of profit on our investment."

Summer Biz Great!



LEO WEINBERGER

LOUISVILLE, KY. — Leo Weinberger, popular head of Southern Automatic Music Company, Inc., with offices in five cities in the mid-west, reports that business this summer has far surpassed any previous year. The firm distributes the products of AMI, Gottlieb, Keeney, United, Genco, Chicago Coin and Exhibit.

THE SMARTEST THING THAT'S COME THIS WAY IN MANY A YEAR!

Williams
CARAVAN

4 TRAP HOLES LITE UP SPECIAL BUTTON FOR REPLAYS!

4 THUMPER BUMPERS SCORE POINTS WHEN LIT!

LOOKS MIGHTY GOOD TO ME!

2 SPECIAL BUMPERS LITE UP FOR REPLAYS WHEN NUMBERS 1 TO 6 ARE MADE AND 4 TRAP HOLES ARE FULL!

REPLAYS for HIGH SCORE and POINT SCORE!

NEW! NEW! NEW!
2 BIG REBOUND KICKERS
ADJACENT TO THE TWO CONVENTIONAL FLIPPERS AT EACH SIDE KEEP THE BALL A-ROLLIN'!

Williams
MANUFACTURING
COMPANY

MAKE A DATE WITH CARAVAN

See Your Williams Distributor Now!

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

Carl Happel Keeps Biz At High Speed

MILWAUKEE, WIS.—Carl Happel of Badger, here, among the old timers in this area, reports that all divisions of the firm's business, Rock-Ola phonos, amusement games and premiums are popping.

The reason, Carl reports, is because the firm just won't take things lying down.

"When business seems to slow down for a little while," Carl reports, "we got out and learned why. 'Usually,' he reports, "we come back with more and still more business."

ATTENTION: Distributors, Jobbers & Operators

CASH — Wurlitzer Phonos

Our Export Department needs immediately an unlimited quantity of post war Wurlitzers—also, Model M100 Seeburgs and Wall Boxes.

PHONE — WRITE — WIRE

EXCLUSIVE WURLITZER DISTRIBUTORS FOR SO. GEORGIA, FLORIDA AND CUBA



BUSH DISTRIBUTING CO.
286 N.W. 29TH ST.
MIAMI 37, FLA.

OFFICES
JACKSONVILLE, FLA.
MIAMI, FLA.
HAVANA, CUBA

**IT'S TIMELY! — TERRIFIC! —
— THRILLING!**

Chicago Coin's **5-BALL HIT**
BIG HIT

HOME TEAM vs VISITORS
with **FAST**
"CROSS FIELD ACTION"

5 BIG WAYS TO WIN

ALSO AVAILABLE

Chicago Coin's
BAND BOX
MINIATURE "7-PIECE" ANIMATED BAND
PUT NEW LIFE IN JUKE BOX PLAY!
EARNINGS INCREASE!

FREE!
1952-53
PARTS CATALOG
WRITE IN TODAY!

Chicago Coin's
4 PLAYER DERBY
4 CAN PLAY AT SAME TIME
4 TIMES EARNING POWER OF ANY GAME

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

ELECTRO NAILS DOWN LOCATIONS FOR YOU!

... and sells more cigarettes!

It's easier to sell locations and keep them sold with ELECTRO. Modern console styling, low enough to fit in those up-front locations, means more sales by ELECTRO. Operators report volume up 10% and more. ELECTRO'S smooth, silent delivery assures satisfied locations . . . with less service calls for operators. More locations every day are asking for "that good looking low electric job". Make sure you nail down these locations with ELECTRO.



Bill Bye

ELECTRO REPRESENTATIVE
1401 NO. 28TH ST., KANSAS CITY
Tel. Finley 5441 • Dréxel 5936

THRU THE COIN CHUTE
EASTERN FLASHES

The newspapers tell us that the city's heat created a record for consecutive days in which the thermometer ran over 85 degrees, with most of the days hitting around 95 and over. And yet it didn't seem to effect the sale of equipment, which is consistantly high, with wholesalers still asking for more and more equipment, particularly phonos. The only wholesaler who has hit his peak and started to slow up a bit is Mike Munves, who has been traveling at full force these many months supplying arcades. And yet, even Mike is busy. Exhibit "Twin Rotation" is the item he's concentrating on now, and he reports that those operators who have placed them on location are enthused over the high collections. Before long, Mike believes, he'll be in the same position as the phono distributors—backlogged with orders, and anxiously awaiting deliveries.

Those of us here who knew Charlie Hannum of Philadelphia were terribly shocked by his death. Charlie, one of the most friendly and cooperative men in the industry, had a large number of friends. . . . Bart Hartnett, business manager of the Associated Amusement Machine Operators of New York (games association) tells us that the association offices will be located at 578 Tenth Ave. after July 31. . . . Nat Cohn, Conat Sales Corp., busiest man on the street, what with rushing here and there, preparing to launch his new products on the market. . . . Joe Young and Abe Lipsky, Young Distributing, smiling happily over the arrival of the Wurlitzer 1500-104 selection phono. "I know a fellow shouldn't be a hog," says Lipsky, "but how we could use large, daily deliveries. Our operator friends have been extremely patient, and we know that our phonograph will more than compensate them for waiting." . . . A switch in plans over at Koepfel Distributing Co. will sent Harry away on his vacation first, and then Hymie will follow later on. Meanwhile, demand for used music is high, keeping the brothers hustling. . . . Morris Rood, Runyon Sales Co., finishing up on a vacation, returning to the office on Monday. Lou Wolberg, of the Runyon firm, finds it more practical to take long week-ends, leaving on Wednesday or Thursday night, returning on Monday or Tuesday. Barney (Shugy) Sugerman, sticking close to his desk, has a most interesting set-up for ducking the heat. He just drives a comparatively short distance from his Newark home to a country hotel every week-end, and whatever mid-week days he can. Enjoys cool country air, swimming pool, and top notch night club type entertainment.

Dave Lowy, Bob Jacobs and Whitey Druckman join forces as equal partners to operate the Dave Lowy & Company firm. The firm continues to job games and music, but in addition are offering the games operators "Match-Me" a conversion for Twins, 4, 5 and 6 player shuffle games. As described by Bob Jacobs, "Match-Me" is installed in a matter of minutes, and offers the player a number of interesting features, included among them "highest score bowled"; "highest score matched"; and "score matched the most time." . . . Ann Sens, Dave Lowy's secretary, now getting around without her cast, and hopes it won't be too long before she'll be completely recovered. . . . Al Simon, Albert Simon, Inc., enjoying the best summer of his career. His mechanical horse "Gallop'n' Beauty" for which the firm is acting as national distributors, is getting a big play; and ChiCoin's "4-Player" and "6-Player" shuffle games; plus the new five-ball "Big Hit" are all in demand. It's a good thing that Al has those cool offices. . . . Harry Siskind, his wife, and daughter, vacationing in Miami Beach, Fla., having themselves a wonderful time. . . . Ben Stirling, Mossic, Pa., heads a group of operators from Wilkes-Barre and Scranton, Pa., with the purpose of forming an association. In their first meeting at Moosic Park, Ben Stirling was elected president. Joe Silverman, manager of the Philadelphia association, Dave Rosen of David Rosen Co., and Jack Mitnick, eastern regional representative of AMI addressed the gathering. It is the plan of the group to take in the operators of this area, which number about 65. Next meeting is planned for July 28.

DALLAS DOINGS

Jack Eskew over at Commercial Music tells us that business is going great. They're looking forward to the arrival of United's six player shuffle alley—their new model. Orders for it are already piling up. . . . Raymond Williams has just returned from a business trip to Chicago. . . . R. B. Williams was in Oklahoma this past week on business. . . . Commercial Music's bar is still going strong every day—along about noon, you'll see operators gulping sandwiches, cold drinks, watermelon, and other goodies. . . . Ralph Claybrook of City Music Co. in Fort Worth is busy buying Wurlitzers to expand his music route. . . . Buddy Clem of Paris was in town on a buying spree this week. . . . Ditto for Frank Emerson who is expanding his Greenville route. . . . C. A. Taylor of Empire Music Co. is vacationing in Monterrey, Mexico. Sorry to learn that Vincent Lopez of Cactus Music Co. in Forth Worth is hospitalized. Hope to hear that he is up and around again soon. . . . Speaking of vacations, Abe Susman of State Music Distributors, Inc., is having himself a vacation deluxe. He's in Miami, Fla., at the swank Saxony Hotel. Abe said he had sold his allotment of AMI phonos for the next few weeks, so why not take advantage of the time off and get in some deep sea fishing, swimming and relaxation. He'll probably fly to Havana and Nassau to see about some export business before he returns to Big "D." Meanwhile, Audrey Hunter is on the job and says she'll pass up a vacation this year. Audrey reports that, in addition to the AMI phonos, the Keeney line is going very well—both the shuffles and the cigarette vendor. . . . George Wrenn of Walbox Sales Co. traveling thru Alabama on a business trip with Dewey Parsons. . . . Phil Weinberg, regional sales manager for Bally, and Jack Nelson, general sales manager for Bally, getting around Dallas this past week. . . . Guy Pruitt of Brenham in town buying cigarette machines. . . . Louis Kollman and his family in Galveston on a vacation.

Please mention THE CASH BOX when answering ads

THRU THE COIN CHUTE

CHICAGO CHATTER

Tuesday still found many ops doubtful about whether they would go out to the juke box ops' golf tourney at Bunker Hill C.C. in Niles to actually play golf. It was about 96 in the shade with the humidity almost the same. But, talk about the luck of Ray Cunliffe, Phil Levin, and all the other members of the Recorded Music Service Assn. Tuesday night a big storm. Wednesday morning—nice and cool. So the golf course was jumping. . . . Tommy Callaghan put it this way, when questioned (after the heat broke), "Everything is rosey. I mean Rosie O'Grady." And then Tom started reminiscing about "rushing the growler" in his youth, free lunch, etc. (Still can't see the tieup between Rosie O'Grady and the "growler." Can you?)

Over at Coven's the big mystery is entitled: "What bug bit Bender?" Seems some sort of insect took a bite out of Dave Bender's leg and the limb swelled up to three times its size. . . . Talking about products, Bill O'Donnell at Bally claims, "We're the world champs—bar none." Which, to say the least, is a very fine sentiment for any sales manager. . . . "Little" Jimmy Johnson of Globe sent Max Marek (the "Polish Champ" wrestling man) over to see us about Max's new singing discovery, "Jumping Red" Cassidy. Take it from us, Jimmy, this guy Max Marek is a showman in his very own right. You should have seen him demonstrate how "Jumping Red" jumps when he sings. . . . Paul Huebsch over at Keeney still away on his vacation. But due back in time to read this in his Monday morning's mail. (We tho't Paul would be back last week, but, the heat decided him to stay put where he was.) . . . Jack Nelson still down Texas way ridin' out the heat with "Texas Phil" Weinberg. Both just a'gallopin' 'round the state with "Champion" horses. . . . By the way, first world war started July 28, 1914. . . . Art Garvey has decided that he's given Cleveland enough shade this past week. So on to Bahston to help cool off the Beantown.

Maybe Alvin Gottlieb's little 3 year old dotter was the inspiration. Maybe it was just the idea for tic-tac-toe. Anyway, Gottlieb's new "Happy Days," with the tic-tac-toe idea, has clicked well. And is going great. Nate Gottlieb, Alvin tells us went back up to Eagle River to visit with Dave, and enjoy the cool north woods some more. . . . Eddie Sargent, who publishes that Canadian monthly, sent us five bucks for a copy of our Tenth Anniversary Issue. . . . The north side music ops have formed the Automatic Phonograph Bowling League. Already have 14 teams. Seek a couple more sponsors. And some more bowlers. Jerry Schuman is president. Bob Gnarro is treasurer. Board composed of Johnny and Andy Oomens, Jerry Schuman, Bob Gnarro and John Mohill. First bowling date: Monday, Sept. 8 at Fireside Bowl on Fullerton Ave. at 9 P.M. It's a mixed league. . . . O.P.S. reviewing some ideas with Chicago ops.

Joe Ash's son, Larry, passed thru town on his way to California. Kid's about 17 or 18. Sure makes Joe look older than 39, doesn't it? They say the kid acts like the old man and even talks like him. . . . Wally and Mal Finke had us running about in circles this past week. All over a coffeemaker. . . . Roy Monroe of Cleveland phones to advise that, in his opinion, The Cash Box's "E.O.M. Inventory Issue," July 26 issue, ". . . is the finest system for saving operators many, many tax headaches of all kinds." . . . Myer and Lew Gensburg of Genco won't say "yes" or "no." But word has come in from the grapevine that their "400" is bringing in some outstanding collections. . . . Sam Lewis of ChiCoin visiting distribs in the south on the firm's new "Big Hit" baseball game. Seems the game is clickin' with the boys thruout the south. . . . Thanks to George A. Miller for his very nice compliments on our 10th Anniversary issue. (Which reminds us, MOA's convention at the Congress Hotel is drawing ever closer. Sept. 11, 12 and 13. Better make reservations now.) . . . All that Frank Mercuri of Exhibit Supply had time to say this past week was, "The action has started on our 'Super Twin Rotation.'" . . . What about pinball depreciation rate? Should be no more than a year. 50% the first 3 months; 25% next three months; 15% next three and 10% final three months.

Sincerest condolences to the family of Frank Rowell, Sr., president of Guardian Electric, who passed away last week. . . . Cole Products, mfrs of the Cole-Spa drink dispenser, placed an order for over \$4 Million for equipment. . . . Thanks, thanks, thanks for all those marvelous compliments re: "End-Of-Month Inventory Issue" which appeared last week (July 26) for the first time. . . . Averill W. Harriman headquarters in Conrad Hilton had Coven rush over new Wurlitzer 1500 for entertainment of Harriman followers. . . . Thanks to Lyn Brown of L. A. for his nice letter re: Tenth Anniversary Issue: Lyn wrote, "Your book was terrific." . . . Condolences to the family of a grand, great personality, Jules Peres of New Orleans, who passed away suddenly from a heart attack.


Eddy Howard wired Phil Levin that he (Eddy) couldn't get out of his legal contract to play at the Westlake Terrace in Indianapolis. Otherwise, Eddy wired, he'd definitely have beat Phil's ears back for him at music ops' golf tourney. . . . Ray Williams had himself quite a time here in Chi, along with Fletcher Blalock and some of the other Wurlitzer distribs, who met with Ed Wurgler of Wurlitzer. Ed then proceeded on to Milwaukee to meet with Harry Jacobs, Sr. and Jr. . . . Clarence Adelberg of Stoner Corp., Aurora, advises firm far behind filling orders for their great candy vendor. Firm has other products, too, but due to steel strike and materials quotas, are holding back. . . . Sam Stern of Williams Mfg. Co. clicking with "Caravan." . . . Vending machine sales continue to go on zinging along. Seems many ops have added ciggy and drink dispensers. . . . Sid Falk of Ico Locks claims that we passed him up when taking pics at one convention. (Aside: if we did, Sid, it was completely unintentional.) . . . Midge Ryan talking to us from Reno, Nev., advises that Bell-O-Matic biz going right ahead. Firm busy assembling and shipping.

Busiest bunch of guys in town, Bill DeSelm, Herb Oettinger, Lyn Durant, Johnny Casola, and everyone else over at United. Trying to pump up a new high production mark because orders simply piled up while the factory was closed for vacation time. . . . A visit to the "Cream City" of Milwaukee this past week revealed that distribs there are going right ahead. That business is good. Only problem seems, "getting more machines from factories." (That ain't a bad thing to hear, as all will agree). What's more, ops doing fine, too. And believe that biz is getting better every day. Especially with fact that Wisconsin outstanding midwest state for vacationers. Harry Jacobs, Sr. and Jr., Sam Hastings, Sam Cooper, Carl Happel, Ray Jordan, Vic Manhardt and Sam London, all report business okay. . . . Steel strike is hitting ops and distribs in steel producing (and coal mining) sections. Many getting worried. . . . Vince Shay favored us this past week at the Chicago jukebox ops golf tournament.

COVEN

distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

Exclusive Distributors of Wurlitzer Phonographs



ROCK-OLA

STILL THE TOPS!
FOR PROFITS—FOR PERFORMANCE

ROCK-OLA Manufacturing Corporation
800 North Kedzie Avenue • Chicago 51, Illinois

Don't Wonder

what's happening in your industry—

what new machines are being introduced—

what your used machines are worth—

MAIL IN THIS COUPON TODAY...AND KNOW WHAT'S GOING ON IN YOUR BUSINESS "THE CASH BOX" IS A MUST!

FOR ALL IN THE COIN MACHINE INDUSTRY

• OPERATORS • JOBBERS • DISTRIBUTORS
• MANUFACTURERS • ALLIED INDUSTRIES

Weekly Features:

- Confidential Price Lists Of All Equipment as Quoted For Sale
- Real Live, Pertinent, Educational Editorials
- News
- Advertisements of Leading Firms
- Music Charts and Reviews
- Breezy Intimate Chatter Columns

ALL FOR ONLY \$15. PER YEAR
(52 ISSUES)

THE CASH BOX

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

Please enter our subscription for 1 year (52 issues) at \$15. Enclosed Our
Check Please Send Us A Bill

FIRM NAME

ADDRESS

CITY ZONE STATE

Individual's Name

Please mention THE CASH BOX when answering ads

Now...

THAT YOU'VE SEEN IT

END-OF-MONTH INVENTORY ISSUE

WON'T YOU PLEASE TELL US WHAT YOU THINK ABOUT

IT?



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

*Okay, Here's What I Honestly
Think of the "End - Of - Month
Inventory Issue".....*

Signed _____

FIRM
ADDRESS
CITY ZONE STATE



Still on vacations, friend Charlie Daniels over at Paul Laymon's made an in-print fibber out of us by changing his plans at the last minute and not going on that Yosemite and Northern jaunt. Seems Charlie decided there was just too much work to do around the house and spent his vacation so doing. Laymons' Wurlitzer sales man, Jimmy Wilkins, also due back on the job after a home-bound vacation but Wurlitzer chief mechanic Karel Johnson, is one man not letting us down. According to his colleagues, he spent his last day before taking off for Utah, Wyoming and the Yellowstone fishing region at imaginative casting, between checking out a load of Wurlitzers, which had a real spurt last week, Charlie Daniels tells us.

Bally's "Palm Beach" has reached the Laymon floor but isn't stopping there long enough to take root. Once again, it looks as if Bally has a hot one that should even top "Atlantic City." High praise for the game was also expressed by Jack Simon, who was really pleased with his getting a floor sample so early and was just hoping that deliveries would keep pace with his customer demand. Jack, who is batching it for a few weeks while his wife attends that hospital convention in Denver, says he's keeping out of mischief via the horses. . . . Abe Chapman's "Buccaroo" is beginning to pay off with repeat orders, he tells us, which is always the acid test of a product's worth.

Nice to get a phone call from Phyllis Hammond, Joe Peskin's secretary, who was anxious to get a copy of the Tenth Anniversary issue which she'd heard so much about. While Joe's son-in-law is still operating music, in between being a steel company exec, pretty Phyllis and dark-eyed beauty Dolores Moreno are strictly in the steel department now out at Gardena, where the Sierra Steel plant is located. Understand Joe's taking it easy these days and about the only merchandise he still has left from his former Pico Blvd. setup is a fair number of ice cream vendors, many of them out on location. . . . Jo Ann Lewis, another likely lass now holding forth on behalf of Dan Stewart Co. where the other girls were doing a job for Peskin, tells us that Dan and Co. just can't keep those Rock-olas on the floor, even with a good supply of them coming in. This also applies to the wall boxes, she noted. Games are likewise catching their share of action at Dan Stewart's, with Genco's new "400" due in any day and Chicago Coin's new "Hits and Runs" also awaited. . . . Larry Atkinson, a Utah neighbor who'd set up a coin machine exchange down the street, has closed down and is back full time at his Provo operation, we learned. . . . It's not easy to get started in this town, or any other as conditions of supply are at present, and Larry has to be credited with a good try.

Charlie Robinson tells us that United's "Stars" are bright on his horizon and United's new shuffle game is also expected to be a sure winner, as its predecessors. . . . Nick Carter is one man really on the go, with AMI's new machines continuing to win new friends. . . . Bill Happel over at Badger Sales, an Isaac Walton of no mean standing himself, seemed almost as proud of Al Silberman's big catch of yellowtail, calico bass and white sea bass up Essenada way as if he'd caught 'em himself. . . . Vacationing at Lake Tahoe is Badgers' Ray Powers.

On the Row: Jack Faust of Santa Ana . . . San Bernardino's I. B. Gayer . . . T. H. Loo and three sons from El Centro . . . Oxnard's Ken Ferrier . . . Perry Irwin of Ventura . . . Jack Spencer of Big Bear . . . Pomona's Lloyd Barrett . . . Pete Thelen of Glendale . . . Southgate's Johnny Lantz . . . Fred Ray of Bakersfield . . . E. E. Peterson and Walt Schinkal from San Diego . . . Covina's Bill Bradley . . . Clyde Denlinger of Balboa . . . Jack Johnson of Long Beach . . . C. C. McGovern from Las Vegas.



Paul Felling of Sauk Center, Minn., took some time off from running his farm and running his route to come into the Twin Cities to see what was new in coin operated equipment. . . . Gil Hanson of St. Peter brought his youngest son along when he came in for some supplies and it looks like he is starting to show him the ropes kind of early. . . . Claire Nitterburg of Castlewood, S. D., stopped in the Twin Cities on his way into Northern Minnesota for a short vacation. Claire and his brother John have been working very hard running a resort at Castlewood and also running their operation. . . . Also in from the South Dakota area were Whitey Westby and Ralph Myers of Mitchell. . . . T. J. Fischer of Waconia, Minn., had as a guest Earl Rainey of St. Louis, who operates down there. . . . In town picking up supplies and equipment for their routes were Jerry Hardwig of St. Cloud; Charles Sersen of St. Cloud; John Howe of Foley; Ben Jahnke of Hutchinson; and August Quade of Rochester, Minn.

Bill Mashek of Kansas City, Mo., stopped in the Twin Cities on his way up to Northern Minnesota for a vacation. . . . While in the Twin Cities on business Gil Kitt of the Empire Coin Machine Company of Chicago, stopped in and visited the various distributors just to say hello. . . . Seen here and there at the various distributors and supply houses were Pete Vanderhyde of Dodge Center, Minn.; Vince Jorgenson of Mason, City, Iowa; Ted Heil of Gaylord, Minn.; O. L. Coefiled of Annandale, Minn.; and Frank Mager of Grand Rapids, Minn. . . . Even though he is kept quite busy on his route, Elgin McDaniel of Wadena, Minn., states that he and the Mrs. will take a couple of days off to get some fishing in, in Canada. . . . George Cosetti of Brainerd, Minn., reports that business is holding up pretty good due to the large number of tourists.

CLASSIFIED ADVERTISING SECTION

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

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

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

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

FOR SALE—Coney Island \$390; A.B.C. \$215; Spot Lights \$425; Atlantic City—write. Skee Alleys \$65; Universal Supers \$60; Shuffle Alleys \$15; Five Stars \$145. ALLIED COIN MACHINE CO., 786 MILWAUKEE AVE., CHICAGO 22, ILL. Tel: Can. 6-0293.

FOR SALE—1—1946 M \$135; 1—1015 \$150; 1—1080 \$165; 2—H-246 Hide Away \$165; 20—3W2-L56—3 Wire 5c—\$15 ea., 10—W. S. 2 Z Wireless 5c \$6 ea., 10 Packard Boxes \$7.50 ea. SERVICE VENDING CO., 236 N. DIAMOND ST., MANSFIELD, OHIO.

FOR SALE—Wurlitzer 1100 \$349; Seeburg 148ML \$265; 146S \$115. On hand, a large supply of Packard, Wurlitzer and Seeburg Wall Boxes fully reconditioned. Write: CENTURY MUSIC DISTRIBUTORS, 1221 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE—Chi. Coin Champion \$59; Chi. Coin Hockey \$59; Punchy \$119; Nifty \$129; Glamour \$129; United Utah \$59; Rockettes \$119; Control Tower \$119; Aireon Blonde, cabinet perfect, \$30; Spotlight \$450; Coney Island \$425; Bright Spot \$425. ROANOKE VENDING MACHINE EXCHANGE, INC., 118 W. WASHINGTON ST., CHARLESTON, W. VA. Tel: 30311.

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—Empresses; Thrones; '39 and '40 Standards and DeLuxes; Classics; W1L56 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—Seeburg M100 (78); Rockola 1428's AMI Model "C"; Wurlitzer 1015 and 1250 at low prices. Want to buy all post war machines. Give details first letter stating model, quantity, condition and price. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH 4, N. J.

FOR SALE—Futuritys \$295; Spot Lites \$375; Coney Islands \$335; Steeple Chases, floor samples, \$265; Turf Kings \$145; Williams Sportsman, brand new, \$149.50; Hayburners \$169.50. NEW ORLEANS NOVELTY COMPANY, 115 MAGAZINE ST., NEW ORLEANS, LOUISIANA. Tel. Canal 8318.

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

FOR SALE—Packard Wall Boxes \$10 each; Used Rock-Olas; Seeburgs; Wurlitzers; etc. New Smokeshop Cigarette Machines priced right; One Balls: Turf Kings, new, in original crates; used Turf Kings; Citation; priced right. Also mechanical horses. Liberal trade-ins. EASTERN VENDING SALES CO., INC., 940-42 LINDEN AVENUE, BALTIMORE 1, MARYLAND.

MISCELLANEOUS

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

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

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

THIS WEEK'S USED MACHINE QUOTATIONS

13th Year of Publication 721st Consecutive Week's Issue

How To Use "The Confidential Price Lists"

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

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

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

EXPLANATION

- 1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added
* Great Activity



WURLITZER

SEEBURG

Table with two columns: WURLITZER and SEEBURG. Each column lists various machine models and their corresponding prices in two columns. The table includes models like Plaza, Royale, Regal, Gem, Classic, Maestro, Mayfair, Melody King, Crown, Colonel, Concert Grand, Cadet, Major, Envoy, Vogue, Casino, Commander, Hi-Tone, and various speaker and cabinet models.

Notice!

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

Your Deposit is GUARANTEED

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

THE CASH BOX

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

CONFIDENTIAL PRICE LIST



ROLL DOWNS

Table listing various roll-down equipment models and their prices, including Bing-A-Roll, Bonus Roll, Duocancer, and Genco Advance Roll.

CONFIDENTIAL PRICE LIST



SHUFFLES - REBOUNDS

Table listing various shuffle and rebound equipment models and their prices, including Bally Shuffle-Line, Keeney League Bowl, and Keeney Duck Pins.

CONFIDENTIAL PRICE LIST



ARCADE EQUIPMENT

Table listing various arcade equipment models and their prices, including Allite Strike 'N Spares, Boomerang, Bally Big Inning, and Keeney Air Raider.

CONFIDENTIAL PRICE LIST



VENDORS

CIGARETTE MACHINES

Table listing various cigarette machine models and their prices, including DuGrenier 'W', Rowe Royal, and Uneeda 'A'.

This Week's Used Market MOST ACTIVE EQUIPMENT

Table listing most active used equipment in various categories: Music, Pin Games, Arcade Equipment, Shuffles, and Arcade Equipment.

Manufacturers New Equipment

Table listing new equipment from various manufacturers including AMI, Inc., Marvel Mfg. Co., Rock-Ola Mfg. Corp., Ristaucrat, Inc., United Mfg. Co., Williams Mfg. Co., and The Rudolph Wurlitzer Co.

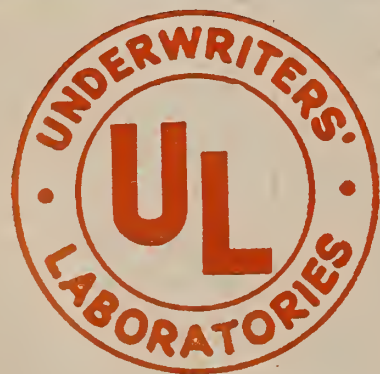
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... PEAK SEASON NOW
UNDER WAY!!!

JOIN THE THRONGS
OF HAPPY OPERATORS
CASHING IN WITH ...

"BIG BRONCO"

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"SAFETY-APPROVED"
BY UNDERWRITERS
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EXHIBIT SUPPLY

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CHICAGO 24, ILLINOIS

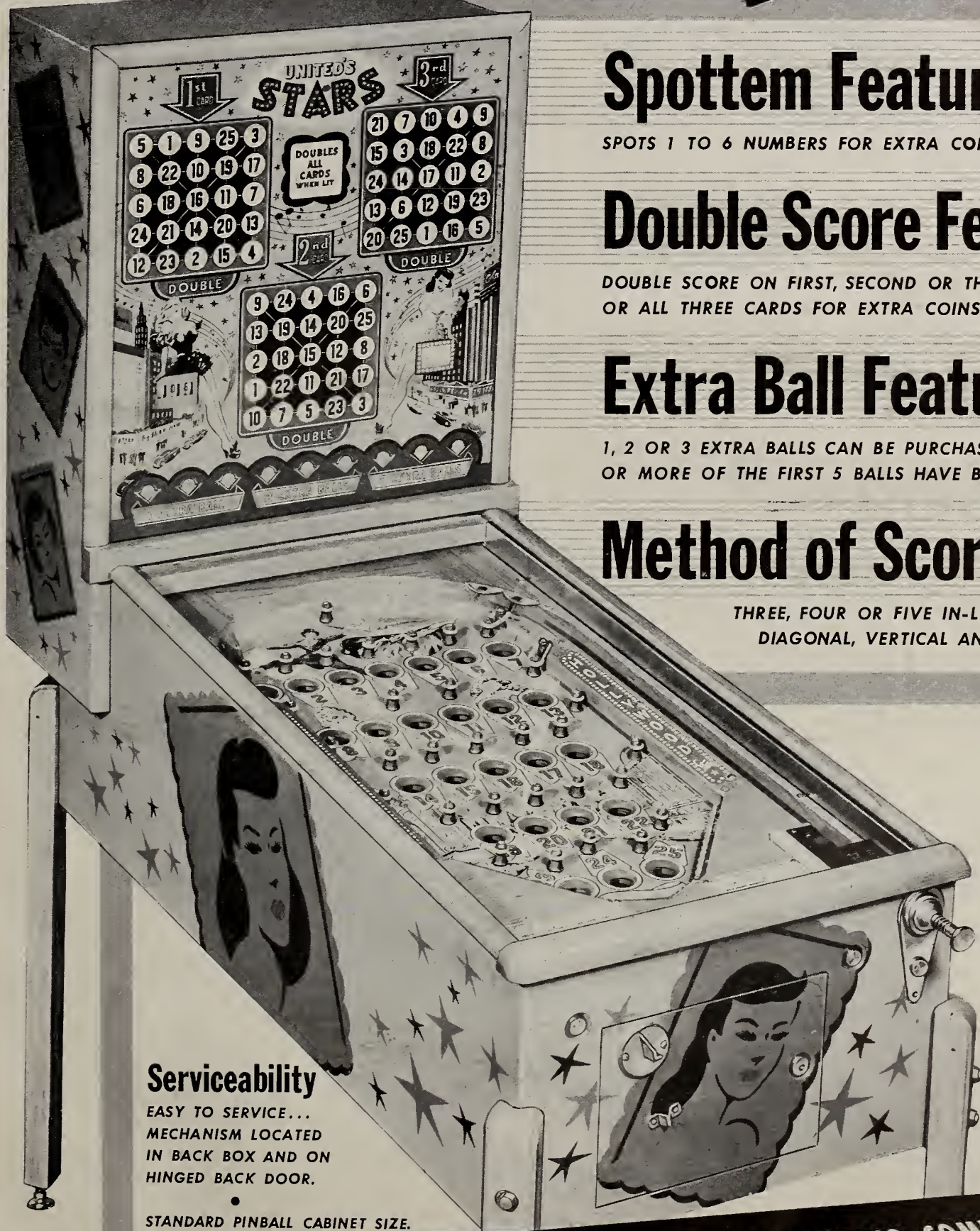


IT TROTS!
PULL THE REINS
IT GALLOPS!

ESTABLISHED
1901

UNITED'S

STARS



Spottem Feature

SPOTS 1 TO 6 NUMBERS FOR EXTRA COINS.

Double Score Feature

DOUBLE SCORE ON FIRST, SECOND OR THIRD CARD OR ALL THREE CARDS FOR EXTRA COINS.

Extra Ball Feature

1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

Method of Scoring


THREE, FOUR OR FIVE IN-LINE-SCORING...
DIAGONAL, VERTICAL AND HORIZONTAL.

SEE
YOUR
DISTRIBUTOR

Serviceability

EASY TO SERVICE...
MECHANISM LOCATED
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HINGED BACK DOOR.

STANDARD PINBALL CABINET SIZE.

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢

A RIDE



RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-holo . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE

110 VOLT
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RIDE
THE CHAMPION
10¢



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.



Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.



Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

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PALM BEACH

See Page 37