

THE CASH BOX

VOLUME 12, NUMBER 39

JUNE 23, 1951



"Little Red Rooster", the rhythm and blues hit, is getting his wings clipped by vocalist Margie Day so he won't be hopping around with other chicks. The Griffin Brothers, who share the spotlight with Margie as top artists on Randy Wood's Dot label and Jack Holmes (seated), leading dj over WLOW in Norfolk, look on. Holmes has been greatly responsible for the team's success, having plugged their initial records daily on his programs. They were discovered last June, made their first disk in September and have been rising in popularity ever since with bookings by the Billy Shaw office keeping them going steadily through October. The Griffin Brothers have a great new platter out called "Tra-La-La" with which they expect to repeat their former successes.

Available in both 78 RPM and 45 RPM

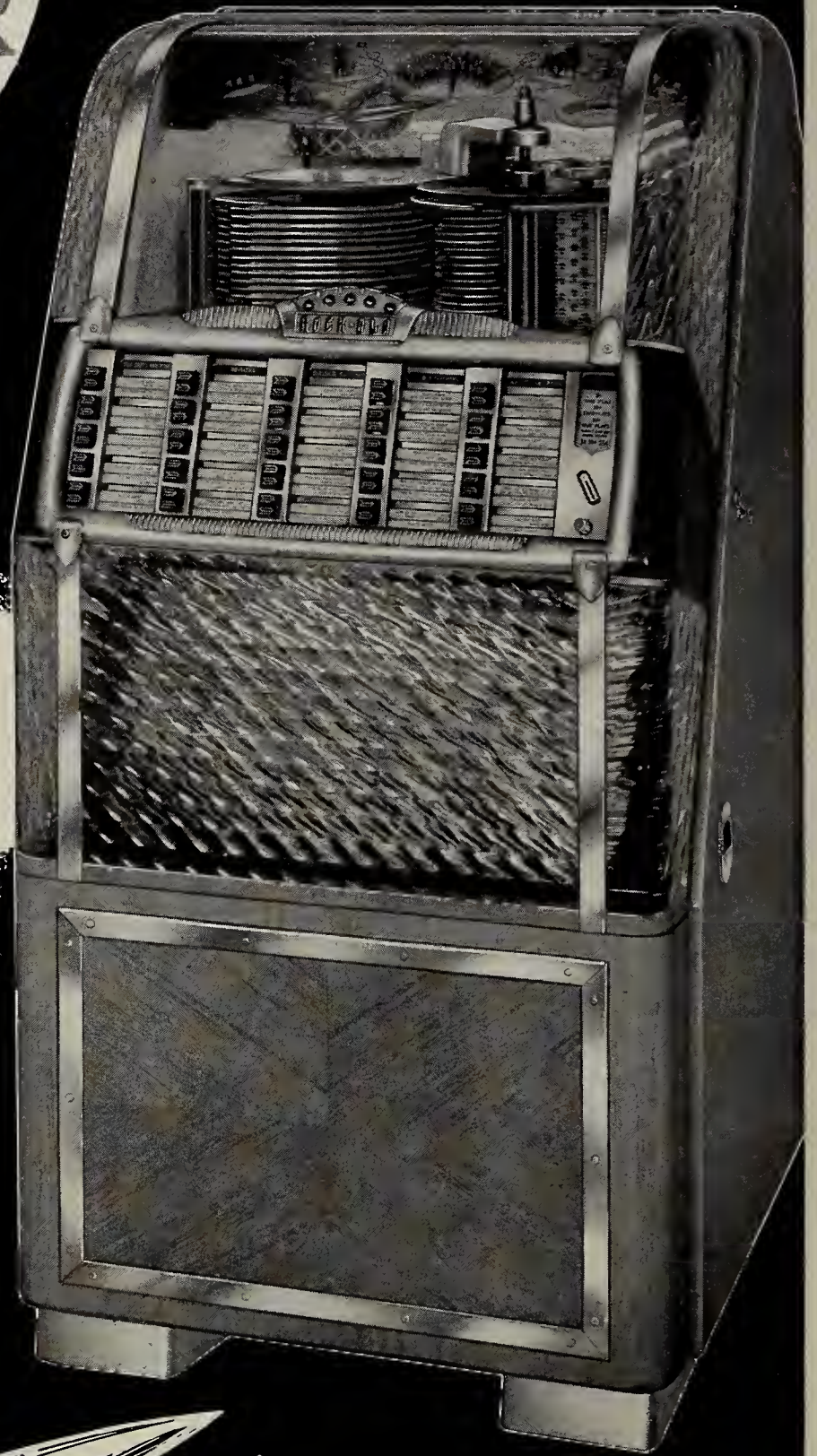
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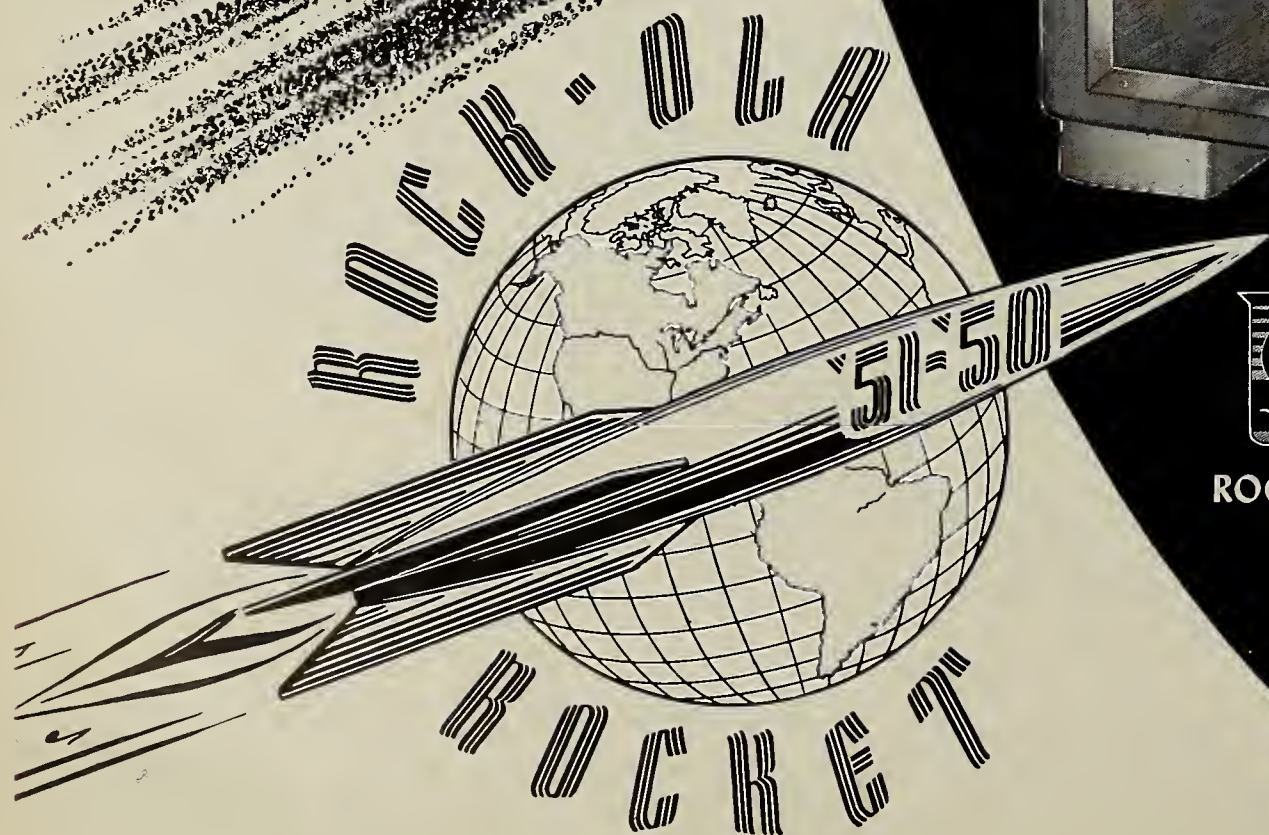


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Sen. Kefauver's "Tax" Bill

It has been well known to the automatic music industry for some years now that ASCAP (American Society of Composers, Authors and Publishers) and some other organizations of similar nature, would very much like to have the Copyright Act of 1909 amended, so that coin operated phonographs would not be "ex-cepted" from paying them royalties for their copyrighted music.

Some years ago it was rumored in the automatic music business that ASCAP was willing to arrange for a royalty of \$10 per year per juke box. That was prior to the Buckley bill. Also prior to the first Scott bill.

This year Rep. Scott introduced two bills (H.R. 2464 and H.R. 2465) into the House of Representatives, which have been referred to the House Judiciary Committee, and which are still in the Judiciary Committee.

Just a few weeks ago, an almost similar bill to that of H.R. 2465, was introduced this time by the well known Senator from Tennessee, Senator Estes Kefauver. This is S. 1553.

But, this bill goes much further than have any of the others which have ever been introduced into the House or the Senate, and sponsored by ASCAP.

This is much more than just a bill to amend the Copyright Act of 1909.

Senator Kefauver's bill (S. 1553) is actually, in itself, a tax bill.

It proposes that the owner of coin operated phonographs pay 1c per week per disk of four minutes or less.

Payments to be made on the 20th of following month to the "copyright owners" of music, mostly ASCAP, after "furnishing, on or before the twentieth day of each month, a report under oath to the proprietor of the copyrighted composition, or his authorized agent, stating the amount of royalties due for performances during the previous month."

Not only is this, most definitely, a "tax" bill, but, it even states

the time of the month and when payments should be made the following month "under oath" and for "public performances."

Note that this latter word, "performances", is in plural, not singular. Not just "a public performance", but, "public performances."

This, then, brings up the question: Would ASCAP later on, reporting that cost of collections were much too high, ask for 5c per week per disk? Or even 10c per week per disk?

What is to prevent ASCAP from asking for more and more and still more?

No curb on higher royalties of any nature whatsoever, is noted in Senator Kefauver's bill, S. 1553.

This is out and out taxation of the automatic music industry of America.

S. 1553 doesn't just want to amend the Copyright Act of 1909 as have ASCAP sponsored bills in the past. It actually puts itself in the class of taxing, while attempting to amend.

And what a tax this is. It means, even at 1c per disk per week, approximately \$11,000,000 per year for ASCAP, and the few other holders of copyrighted compositions.

If the eminent Senator was attempting to get riff-raff out of this business, then his bill would read entirely different than it does, all agree, and wouldn't even make mention of amending the Copyright Act of 1909 or, especially, placing a tax on the coin operated phonograph performances.

The only "oath" contained in S. 1553 is for the operator or owner of two or more juke boxes to advise just how many units he has and how many "performances" were given on his phonographs. This is strictly for collections of monies. It absolutely has nothing to with anything else. *The bill so reads.*

This is one time when everyone of the grass roots phonograph operators of the nation is being asked to write, wire, phone or talk to his Congressmen (to have them vote against H.R. 2465) and everyone of his Senators (to have them vote against S. 1553) because these bills are simply asking the legislative representatives of the nation's peoples to help make stronger, more powerful, and richer, one single business group.

These bills do not help any city, county or state where the phonographs are located. They most definitely do not help the Federal Government.

Surely it isn't the purpose of the highest legislative bodies in the land, the Congress and the Senate, to help make richer, stronger, and more powerful, one individual business group over the needs, beliefs, and rights of the peoples of these United States?

THE CASH BOX

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

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

"THE CONFIDENTIAL PRICE LISTS"

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

MUSIC OPS MAY PUBLISH OWN TUNES

Plan Advanced About Five Years Ago Now Under Serious Consideration. Leading Ops Believe Music Trade Will Fall in Line as Result of Scott and Kefauver Bills. Claim Nation's Phonos Can Make Tunes Profitable for Composers and Lyricists While Booming Music to Top. Point to Hundreds of Independent Unsupported Writers.

Some five years ago a group of well known music operators met and decided that, should the ASCAP sponsored national amendments to the present Copyright Act of 1909 be successful, they would form a corporation to publish music for the automatic music industry.

This fact was published exclusively by *The Cash Box*.

It was amazing to note the number of outstanding music operators who wanted to join in this plan. Not only did they offer the support of their many phonographs, but, were also willing to invest in the stock of the corporation and, thereby, probably realize profits from what they, themselves, purchased and promoted.

This plan got so far, in fact, that some of the nation's leading song writers, as well as many song promotion men from New York, Chicago and Hollywood, were eager to enter into the exploitation work which they believed necessary.

In fact, many record firms quickly offered their facilities. It seemed that the idea would crystallize right then and there into something of outstanding importance to the automatic music field.

Then came the first Scott bills. These were defeated. As soon as they were defeated the idea lost its steam. The men behind it, tho eager to continue, saw that the future would be a hard struggle, to once again reconvince the majority that the music operators enter into their own music publishing firm.

Most surprising of all, during that period of the music publishing idea fermentation, were the numbers of composers and lyricists, many of these extremely well known, who offered to write "exclusively" for this music operators' publishing corporation.

It was then discovered that there were hundreds of good song writers who just haven't the support behind them to be successful. It was also discovered that there were many "independent" writers, and also well known writers, who composed under more than one name.

All these things are now being recalled by these men who wanted to have the automatic music operators of America come together as a corporation to publish their own music.

They pointed out then, and they again explain

now, that the operator is extremely important to the success or failure of any tune.

They report that many song writers, and exploitation men for music publishers, call on the automatic music industry continually, in an effort to get this industry to feature the records with their tunes.

They point to one hit right after the other which this automatic music industry, and only this industry, zoomed to the top, because over 550,000 juke boxes thruout the nation featured the tune.

It has become common to read the greatest of columnists, and the greatest of business writers, and note with what respect they regard the juke box as an invaluable aid for the nation's music publishers, artists, composers, orchestras, bands, vocalists, and all connected with America's popular music.

A song placed in the juke boxes, like the "Huckle-buck," zoomed into great national popularity, because of the automatic phonographs.

Great vocalists, great composers, great performers, are in close touch with juke box operators, constantly begging them to tell them "what's hot in the boxes?"

Therefore, these music operators explain, the greatest publishing firm in the music history of the world, can be created among the automatic music operators.

But, what is most interesting to the automatic music operators, is the fact that **SINCE THEIR OWN MUSIC PUBLISHING CORPORATION WOULD OWN THE COPYRIGHTS OF THE TUNES—NO ROYALTIES WOULD BE PAID TO ANYONE—BUT THEMSELVES—AND THEY WOULD, THEN, SHARE IN THE PROFITS, AS STOCK-HOLDERS IN THE CORPORATION—INSTEAD OF ASCAP OR ANY OTHERS CLEANING UP ON AUTOMATIC MUSIC.**

Yes, there is no doubt, as these men explain, that some of ASCAP's tunes would have to be played, because of public demand. But, they state, just as one operator can keep a pop tune out of his machines, regardless of how great it becomes, so can many, many others.

Furthermore, these men plan an intensive program of very close cooperation with all radio stations and disc jockeys. They state they do not want any royalties for the playing of their music from these great outlets.

In fact, they are even willing to turn their tunes over to any outlet which gives a public performance and **DON'T WANT A RED CENT ROYALTY** for the playing of the copyrighted music of the music operators of America's publishing corporation.

Whatever artists they employ to play or sing their music will be paid the very same royalties as they would be paid by anyone else.

They are willing to work directly with all recording manufacturers and allow them to use their music **WITHOUT ROYALTY PAYMENT.**

In short, any record firm can feature its own artist and pay that artist and the composer. No payment to the publisher, not if the publisher is the corporation to be created by the music operators.

It's an attractive plan. Some of the greatest bands in the nation, as well as some of the greatest vocalists, have no recording contracts.

They would give their right arms, as many of these have stated, to get a record contract, especially a contract that would "guarantee" them being played in the nation's automatic phonos.

This would enhance their bookings. It would bring them many, many times the money they now get for public appearances, just as it does for artist after artist in the nation today.

It surely would appeal to the record manufacturers, these men state, for the record firms would be able to use music, and save on royalty payments to a great extent, and not worry or fight with when, how, or why to release music.

The radio stations and disc jockeys would actually have a field day, these men believe. Here would be eliminated one of their biggest headaches and, at the same time, these people would know that the nation's 550,000 juke boxes would be backing them up most completely.

To many engaged in automatic music this might sound like a "very ambitious program."

But, frankly, day after day, new publishing firms spring up 'round the nation. Some are composed of artists. Some of former song pluggers. Others of writers who believe in their own publishing.

It wouldn't be too difficult, these leading music ops believe, for the entire nation's music men to enter into a program of music publishing, especially should either the Scott or Kefauver bills prove triumphant.

The Nation's TOP TEN Juke Box Tunes



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

Record Companies Listed Alphabetically
45 rpm numbers in parenthesis

CODE		
AB—Abbey	DY—Derby	PE—Peacock
AL—Aladdin	4 Star—Four Star	PR—Prestige
AP—Apollo	FE—Federal	RA—Rainbow
AT—Atlantic	JU—Jubilee	RE—Regent
BU—Bullet	KI—King	RG—Regal
CA—Capitol	LO—London	SA—Savoy
CH—Chess	ME—Mercury	SIT—Sittin' In
CO—Columbia	MG—MG:1	SP—Specialty
CR—Coral	MO—Modern	TE—Tempo
DA—Dana	NA—National	TW—Tower
DE—Decca	OR—Oriole	VI—Victor

- | | | Pos. Last Week |
|-----------|---|----------------|
| 1 | HOW HIGH THE MOON
LES PAUL & MARY FORD
CA-1451 (F-1451)—Les Paul & Mary Ford
CO-39145—Erolf Garner | 2 |
| 2 | TOO YOUNG
NAT "KING" COLE
CA-1449 (F-1449)—King Cole
CO-39271 (4-39271)—Toni Arden
CR-60393 (9-60393)—Denny Vaughn
DE-27569 (9-27569)—Patty Andrews | 1 |
| 3 | ON TOP OF OLD SMOKY
THE WEAVERS & TERRY GILKYSON
CO-39328—Burl Ives
CR-60436 (9-60436)—George Cates O.
DE-27515 (9-27515)—Weavers & Terry Gilkyson | 3 |
| 4 | JEZEBEL
FRANKIE LAINE
CO-39267 (4-39267)—Frankie Laine
ME-5622—Allen Greene | 6 |
| 5 | SOUND OFF
VAUGHN MONROE
CO-39413 (4-39413)—DePaur's Inf. Ch.
DE-27054 (9-27054)—Jerry Gray | 4 |
| 6 | MOCKIN' BIRD HILL
LES PAUL & MARY FORD—PATTI PAGE
CA-1373 (F-1373)—Les Paul & Mary Ford
CR-64061 (9-64061)—Pinetoppers
DE-27444 (9-27444)—Russ Morgan
LO-851 (30296)—Marlin Sisters | 5 |
| 7 | I APOLOGIZE
BILLY ECKSTINE
CO-39189 (9-39189)—Champ Butler
DE-27484 (9-27484)—Don Cherry
LO-964 (45-964)—Anita O'Day | 7 |
| 8 | ROSE, ROSE, I LOVE YOU
FRANKIE LAINE
CA-1532 (F-1532)—Lou Ella Robertson
CO-39367 (4-39367)—Frankie Laine
CO-39420 (4-39420)—Miss Hue Lee
CR-60484—Mitchell Trio | 8 |
| 9 | WHEN YOU AND I WERE YOUNG
MAGGIE BLUES
BING & GARY CROSBY
CA-1500 (F-1500)—Whiting & Wakely
CO-39326 (4-39326)—Godfrey & Davis
DE-27577 (9-27577)—Bing & Gary Crosby
ME-5615 (5615x45)—Quinlan & Hayes | 9 |
| 10 | IF
PERRY COMO
CA-1342 (F-1342)—Dean Martin
CA-1351 (F-1351)—Jan Garber
CO-39082 (6-939)—Jo Stafford
CR-60355 (9-60355)—Denny Vaughan
DE-27391 (9-27391)—Ink Spots
DE-27481 (9-27481)—Louis Armstrong | 8 |

11) MISTER AND MISSISSIPPI. 12) UNLESS. 13) BE MY LOVE. 14) PRETTY EYED BABY. 15) BEAUTIFUL BROWN EYES. 16) MY TRULY, TRULY FAIR. 17) SPARROW IN THE TREE TOP. 18) THE LOVELIEST NIGHT OF THE YEAR. 19) NEVER BEEN KISSED. 20) WOULD I LOVE YOU. 21) OLD SOLDIERS NEVER DIE. 22) DOWN THE TRAIL OF ACHIN' HEARTS. 23) HOT CANARY. 24) WE KISS IN A SHADOW. 25) I GET IDEAS.

This week's New Releases ... on RCA Victor

RELEASE # 51-25

POPULAR

- BETTY HUTTON** with Pete Rugolo and his Orchestra
Murder, He Says
It's Oh So Quiet! 20-4179 (47-4179) *
- VAUGHN MONROE** and his Orchestra
Dark Is The Night
Wonder Why 20-4180 (47-4180) *
- MERV GRIFFIN** with **HUGO WINTERHALTER'S** Orchestra
I Love The Sunshine Of Your Smile
The Morningside Of The Mountain 20-4181 (47-4181) *
- RALPH FLANAGAN** and his Orchestra
You For Me
The Wang Wang Blues 20-4182 (47-4182) *

COUNTRY

- JUNE CARTER**
She Loves To Cry (with Homer & Jethro)
Knock-Kneed Suzy 21-0484 (48-0484) *

SACRED

- CHARLIE MONROE** and his Kentucky Partners
My Lord's Gonna Move
This Wicked Race
Jesus Is Calling 21-0485 (48-0485) *

SPIRITUAL

- THE STARLIGHT SPIRITUAL SINGERS**
Awful Day Will Surely Come
God Will Bring Things Out Alright 22-0133 (50-0133) *

RHYTHM

- RUDY TRAYLOR** and his Orchestra
Slick-Chick
Those Magic Words 22-0134 (50-0134) *

POP-SPECIALTY

- ERNIE BENEDICT** and his Polkateers
Old Soldiers Polka
Cindy's Waltz 25-1200 (51-1200) *

* 45 rpm cat. nos.



\$... 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 JUNE 16

- The Loveliest Night Of The Year**
Mario Lanza
10-3300—(49-3300) *
- Sound Off**
Marry, Marry Me
Vaughn Monroe
20-4113—(47-4113) *
- I Wanna Play House With You**
Eddy Arnold
21-0476—(48-0476) *
- Mister And Mississippi**
Dennis Day
20-4140—(47-4140) *
- There's A Big Blue Cloud (Next to Heaven)**
Perry Como
There's No Boat Like A Rowboat
Perry Como and Fontane Sisters
20-4158—(47-4158) *
- On Top Of Old Smoky Shall We Dance**
Vaughn Monroe
20-4114—(47-4114) *
- I'm In Love Again**
Henri Rene and His Orchestra with April Stevens
20-4148—(47-4148) *
- What Is A Boy Because Of You**
Jan Peerce
10-3425—(49-3425) *
- I Get Ideas**
Tony Martin
20-4141—(47-4141) *
- Be My Love**
Mario Lanza
10-1561—(49-1561) *
- Vesti La Giubba**
Mario Lanza
10-3228—(49-3228) *
- The Rhumba Boogie**
You Pass Me By
Hank Snow
21-0431—(48-0431) *
- Down The Trail Of Achin' Hearts**
Bluebird Island
Hank Snow
21-0441—(48-0441) *
- Old Soldiers Never Die**
Vaughn Monroe
20-4146—(47-4146) *
- Lonely Little Robin**
Elton Britt
21-0473—(48-0473) *

The stars who make the hits
RCA VICTOR Records
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY
JAN FEB MAR The APRIL MAY JUNE Swings JULY AUG SEPT to OCT NOV DEC '45'

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

THE CASH BOX

Record Reviews

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

DISK OF THE WEEK

"GONE FISHIN'" (2:22)
 "WE ALL HAVE A SONG IN OUR HEART" (2:57)

BING CROSBY & LOUIS ARMSTRONG
 (Decca 27623; 9-27623)



BING CROSBY



LOUIS ARMSTRONG

● Bing Crosby and Louis Armstrong team up on an oldie and make it sheer delight to hear. Bing and Louis have a verbal duel here which is grand to listen to from first note to last and ops who get this into their boxes are gonna find that their customers will want to hear it much more than once. The talk in between the lyrics is the thing on this platter with the song itself one that makes for pleasant

listening as John Scott Trotter backs up the boys in accomplished fashion. Bing and Louis alone are always a treat. Together they're dynamite. On the second side Bing does a solo on a slow number. Lyn Murray provides the musical setting for this end. But the one that is gonna get all the attention is the top deck. Ops will be wise to give it a careful listen.

"MY TRULY, TRULY FAIR" (2:49)

"HAPPY VALLEY" (2:53)

DICK JAMES
 (London 1050)

● Dick James takes a current hit and gives it another shove with a listenable rendition. The Stargazers and Stanley Black's orchestra help out as Dick sends this one jumping. The second half is a happy sounding novelty on which the same groups combine with Dick. Ops might take a peek.

"MY MAGIC HEART" (2:48)

"FOR ALL WE KNOW" (3:11)

VINNI DE CAMPO
 (Coral 60520; 9-60520)

● Vinni De Campo turns out his most promising sides to date with a couple of ballads. The top deck is a very easy going, pleasant thing on which Vinni is backed up by Neal Hefti's orchestra. The lower end is a grand oldie on which he also does a first rate job. Ops will do ok with this disk.

"IF YOU TURN ME DOWN" (2:54)

"LET'S MAKE UP YOUR MIND"
 (2:52)

BOBBY WAYNE
 (London 1078)

● Bobby Wayne has a lively top deck which could kick up a lot of interest. Bobby rides high on a novelty that sounds very cute and he gets a good assist from a chorus and Dick Hoyman's orchestra. The bottom half is a big interpretation of a new ballad. The top deck looks good.

"MELANCHOLY RHAPSODY" (2:58)

"VILIA" (2:13)

RAY ANTHONY
 (Capitol 1556; F-1556)

● A couple of instrumentals are sent our way on this platter by Ray Anthony. Both ends have some wonderful music to offer as Ray and his boys give out. The top half is a melodic sounding item while the lower part is the well known oldie. Ops might take a listen.

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.

- ★ "IT NEVER ENTERED MY MIND" Andrews Sisters-Gordon Jenkins Decca 27635; 9-27635
- ★ "WONDER WHY" Herb Jeffries Coral 60505; 9-60505
- ★ "IF YOU TURN ME DOWN" Bobby Wayne London 1079
- ★ "TELL ME" Tony Martin RCA Victor 20-4169; 47-4169
- ★ "DO YOU REALLY LOVE ME?" Ella Fitzgerald Decca 27634; 9-27634

"BLACK BALL FERRY LINE" (3:12)

"THE YODELLING" (3:12)
 BING CROSBY & ANDREWS SISTERS
 (Decca 27631; 9-27631)

● A very infectious melody gets a grand working over on the top deck from Bing Crosby and the Andrews Sisters. Bing and the girls sound as though they're having a good time as they run through the listenable lyrics. The second half is a novelty with yodelling and an echo which also comes out ok. Ops know the drawing power of these artists.

"DO YOU REALLY LOVE ME?" (3:08)

"EVEN AS YOU AND I" (3:26)
 ELLA FITZGERALD
 (Decca 27634; 9-27634)

● Ella Fitzgerald, who turns out some terrific sides, has another great one on the upper half. Taking a ballad with a lot of potential, Ella gives it her own kind of treatment, which means that it's terrific to hear. The lower end also gets a top rate version from Ella and Sy Oliver's orchestra. Top deck gets the nod.

"IT NEVER ENTERED MY MIND" (3:17)

"I'M IN LOVE AGAIN" (3:19)
 ANDREWS SISTERS
 (Decca 27635; 9-27635)

● A ballad with an unusual set of lyrics is dished out on the first side by Patty Andrews. With Gordon Jenkins providing the musical setting, this one has a good chance. The second side is the old Cole Porter number again done as a solo by Patty. Ops won't want to miss this.

"WONDER WHY" (2:58)

"DARK IS THE NIGHT" (2:58)
 HERB JEFFRIES
 (Coral 60505; 9-60505)

● A tune which is destined for big things is given a forthright vocal on the upper half by Herb Jeffries. With Dick Hazard coming through on the orchestration, this tune, from "Rich, Young And Pretty," looks like a great bet. The bottom half is a ballad with another good vocal by Herb. Ops better keep an eye on the number on the upper level.

"IF YOU WERE THERE" (3:15)

"MARY, THE PRAIRIE AND I" (2:58)

BILL DARNELL
 (Coral 60480; 9-60480)

● Bill Darnell has a potential winner on this platter where he goes to town with both a ballad and a novelty. The upper half is the slow one which Bill does in his good voice with Denny Vaughan providing the musical backing. The second half is an appealing novelty with a cute set of lyrics to which Roy Ross supplies the orchestra. Ops oughta get with this.

"YOU CAN'T TELL A LIE TO YOUR HEART" (2:09)

"MUSIC IN MY HEART" (2:55)

KEN GRIFFIN
 (Columbia 39418)

● Two organ pieces are offered on this disk by Ken Griffin. The first side is a waltz which Ken makes sound very easy and dreamy while the second side is an oldie which also gets a good organ interpretation. Ops who have the proper locations should make headway with this one.

"WHEN THE SUN COMES OUT" (3:15)

"TANGO BLUES" (3:02)
 HARRY JAMES ORCH.
 (Columbia 39419; 4-39419)

● Some terrific trumpet work can be heard on either side of this disk as Harry James goes to work. Harry and his orchestra take off on two instrumentals which are exciting fare all the way through. Ops with the right locations are gonna do fine with this.

"I SAID IT AND I'M GLAD" (2:15)

"MY HAWAII" (2:40)
 ART KASSEL
 (Mercury 5649; 5649 x 45)

● Art Kassel has a couple of different types of tunes here. The top deck is a novelty with a steady pace and a vocal by Gloria Hart. The lower end is a Hawaiian sounding number with Harvey Crawford and a chorus doing the vocalizing. Ops might take a look at these sides.

"TWO LITTLE MEN IN A FLYING SAUCER" (2:52)

"I CAN'T GET A WORD IN FOR THE MUSIC" (2:49)
 BILLY COTTON ORCH.
 (London 928)

● A novelty with a very clever set of lyrics gets a workout on the upper level from Billy Cotton and his orchestra. Billy pounds out the lyrics in high style and makes this one a treat to hear. The bottom half has lots of voices going and is a fast paced item. The top half is very cute.

"I GET THE BLUES WHEN IT RAINS" (2:20)

"MY LITTLE GIRL" (2:20)
 VINCE "BLUE" MONDI
 (Mondi 106)

● An old standard gets a working over from Vince "Blue" Mondie and a small instrumental group on the top half. The second half is a lacrimose item in a jumpy vein with lots of interesting instrumentals coming through. Ops might take a peek at this.

"LAUGHING POLKA" (2:52)

"SUNRISE POLKA" (2:49)

POLO ACCORDION QUARTET
 (Polo 155)

● A couple of happy sounding polkas are sent our way on this platter by the Polo Accordion Quartet. With plenty of accordion music showing up here, both of these sides should go well with polka fans. Ops who are in those locations, will want to get a look.

"HELLO, MOM! IT'S ME. I'M HOME" (2:57)

"THERE'S A BIG BLUE CLOUD" (2:39)

JOHNNY CORVO
 (Clipper 1010)

● Starting with a recitation, Johnny Corvo works his way into a rather sentimentalized ditty on the first side. With the Moonbooms and Paul Allen's orchestra backing him up, Johnny does ok with the vocal. The bottom half is a very soft pleasant version of a tune that's headed for big things. Ops might give this the once over.

NEW RELEASES



DINAH WASHINGTON

I'M A FOOL
TO WANT YOU

AND

If You Don't Believe I'm Leaving
MERCURY 5665 • 5665X45



GEORGIA GIBBS

GOODNIGHT
MISTER ECHO

AND

Be Doggone Sure You Call
MERCURY 5662 • 5662X45



TONY FONTANE

VANITY

AND

Wondrous Word
MERCURY 5659 • 5659X45



RALPH MARTERIE

AND HIS ORCHESTRA

BETTER STOP
TELLING LIES

AND

Didn't Your Mother Ever Tell You Nothin'
MERCURY 5657 • 5657X45



Richard Hayes

AND

Kitty Kallen

GOOD LUCK, GOOD HEALTH,
GOD BLESS YOU

AND

Everyone Is Welcome In The House Of The Lord
MERCURY 5661 • 5661X45



BOB KAMES

AT THE ORGAN

HIGH LIFE
POLKA

AND

Seein' My Baby Tonite
WITH THE OSMOND SISTERS
MERCURY 5650 • 5650X45



TONY FONTANE

JUG OF WINE

AND

Losing You

MERCURY 5660 • 5660X45



TINY HILL

AND HIS ORCHESTRA

THREE HANDED
WOMAN

AND

Take Back Your Paper Heart

MERCURY 5664 • 5664X45



GLORIA HART

I SAID IT
AND I'M GLAD

AND

My Hawaii

WITH ART KASSEL ORCHESTRA
MERCURY 5649 • 5649X45

BEST SELLERS

MISTER AND MISSISSIPPI

AND

These Things I Offer You

PATTI PAGE

MERCURY 5645 • 5645X45

MY TRULY, TRULY FAIR

AND

My Life's Desire

VIC DAMONE

MERCURY 5646 • 5646X45

PRETTY EYED BABY

AND

That's The One For Me

AL TRACE

WITH LOLA AMECHE

MERCURY 5609 • 5609X45

TOM'S TUNE

AND

I Wish, I Wish

GEORGIA GIBBS

MERCURY 5644 • 5644X45

Hit Of The Week

EDDY HOWARD

AND HIS ORCHESTRA

"I'M IN LOVE AGAIN"

Cole Porter's famous hit now doubly potent with Eddy Howard's dynamite intimate version!

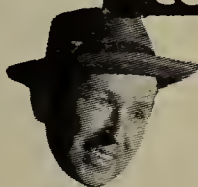
COUPLED WITH

"A WOMAN IS A DEADLY WEAPON"

Fast Moving Juke Box Hit!

MERCURY 5663 • 5663X45

COUNTRY AND WESTERN



LEW CHILDRE

RIDING THE ELEVATED TRAIN

AND

Everybody's Fishin'

MERCURY 6339



ROY KING

SWEET FACE BUT A COLD HEART

AND

Yodelin' Way Up There

MERCURY 6338

ROSCOE HANKINS

AN ANGEL SMILES

AND

I'm Prayin' For The Day

MERCURY 6337



THE CASH BOX

Record Reviews

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

"THE WANG WANG BLUES" (2:43)

"YOU BETTER STOP TELLIN' LIES ABOUT ME" (2:36)

MILTON DELUGG ORCH.
(MGM 11004; K11004)

● Milton Delugg and his boys come up with a terrific version of a standard on the top deck which will give it another shove on its way up. The Double Daters do the vocal in grand manner and makes this a fine side. Second half is a cute novelty with a lively interpretation. Ops should get with this.

"DO YOU REALLY LOVE ME?" (2:43)

"ANY OLD TIME YOU SAY" (2:35)

TOMMY TUCKER ORCH.
(MGM 11003; K11003)

● A ballad that's being recorded all over the place gets another good go from Tommy Tucker and his boys. Taking it very easy, the vocal group does a nice job with the lyrics. The lower half is a novelty with Karen Rich holding forth on the words. Ops will do ok with this platter.

"PANDORA" (2:46)

"WONDER WHY" (2:36)

BILLY ECKSTINE
(MGM 10996; K10996)

● A couple of picture tunes serve Billy Eckstine on this waxing. Both ends are done in Billy's slow well known style with Russ Case providing in the musical setting on the top deck and Pete Rugolo doing the same on the flip. Ops know Billy's drawing power.

"PRETTY POLLY POLKA" (2:42)

"WAY DOWN SOUTH" (2:39)

LEROY HOLMES ORCH.
(MGM 10993; K10993)

● A happy sounding side is sent out by Leroy Holmes and his orchestra. Johnny Corvo does a good job on the vocal and the boys in the band back him up well. Second half is a smooth thing with a good beat and another listenable vocal from Johnny. Ops will do ok with it.

"THE WORLD IS YOUR BALLOON" (2:39)

"MY MAGIC HEART" (2:42)

WAYNE KING
(RCA Victor 20-4170; 47-4170)

● "Flahooley" provides Wayne King with a light hearted tune to work with on the top half. With a vocal chorus from girls who make it sound pretty, this side is cute to hear. The bottom half is a ballad which is trying to make it and Wayne gives it another push. Ops will want to take a listen.

SLEEPER OF THE WEEK

"OUT O' BREATH" (2:52)

"I'M GLAD I GAVE IT UP FOR YOU" (2:37)

JOHNNY DESMOND & MONICA LEWIS
(MGM 10992; K10992)



JOHNNY DESMOND

● Johnny Desmond and Monica Lewis have a novelty on the top deck which can't help but step out into the bigtime. This clever number has all that it takes to go and the interpretation which this pair gives it, assures its success. Ops will be enjoying the fruits of this disk if they get going real soon. Both Johnny and Monica are at their best here running through the



MONICA LEWIS

lyrics with terrific ease. Starting off at a slow pace, they effect a change of pace in the middle and give a lot of variety to the side. The second half too is a novelty in somewhat the same vein. Tony Mattola provides the backing at either end, which helps. Ops are gonna have a fine thing here. They better listen in fast.

"TELL ME" (2:48)

"DO YOU REALLY LOVE ME?" (2:37)

TONY MARTIN
(RCA Victor 20-4169; 47-4169)

● Tony Martin has a big one on the top deck which he performs in his usual forthright manner. Putting his big voice to work on this old Italian melody, Tony gets a good assist from Henri Rene and the orchestra. The lower half finds Tony trying three part harmony with himself on a new number that looks good. Ops better get going with this disk.

"VANITY" (2:55)

"THE WORLD IS MINE TONIGHT" (2:40)

LES BAXTER
(Capitol 1584; F-1584)

● One of the best versions yet of a wonderful new ballad is turned out here by Les Baxter and his orchestra. Sue Allen comes through with a top notch vocal which gives this interpretation a terrific push. Second half is an oldie which Dick Beavers offers up vocally and again Les turns in a good job. Ops better keep an eye on the top deck.

"WALTZ OF THE WIND" (2:42)

"MINE" (2:46)

BILL HAYES
(MGM 11006; K11006)

● A couple of ballads are being sent our way on this platter by Bill Hayes. Bill's big voice gets a good workout as he runs through these sides with a lot of verve. Joe Lipman's orchestra provides the musical setting on either end and ops will probably want to have a look.

"ELEANOR" (2:49)

"MARY ROSE" (2:39)

STANLEY BLACK ORCH.
(London 1001)

● Stanley Black has a couple of numbers here which may get some play. Both ends have vocals by Dick James, the Stargazers and the George Mitchell choir and both make for acceptable disk fare. This one can be used by ops as worthwhile filler material.

"THE WANG WANG BLUES" (2:49)

"THE OCEANA ROLL" (2:46)

TERESA BREWER
(London 1083)

● A standard, currently being revived gets a sprightly going over on the top deck from Teresa Brewer. Teresa gives this a lot of bounce as Jack Pleis and his orchestra back her up. Bottom half is done in the same vein and again makes for good listening. The top deck is one of her better sides.

"WAVE TO MY LADY" (3:15)

"THE MULE DRIVER" (3:16)

HUGO WINTERHALTER
(RCA Victor 20-4167; 47-4167)

● Hugo Winterhalter continues turning out his grand kind of music on this disk. The top half is a folk type tune with Stuart Foster and a chorus doing right by the vocal. On the lower end the band and chorus give out with a Latin American item which also makes for pleasant listening. Ops will do ok with this.

"MOON, JUNE, SPOON" (2:52)

"THE RHUMBA BOOGIE" (2:38)

THE FONTANE SISTERS
(RCA Victor 20-4168; 47-4168)

● A very cute novelty is offered on the top deck by The Fontane Sisters. With lots of dubbing that makes this interesting to hear, the girls play with the lyrics in a light manner. Second half is a current western hit with a steady, fast pace. Ops will want to hear these sides.

"THE YODEL WALTZ" (2:49)

"THE CHESAPEAKE AND OHIO" (2:52)

TEX BENEKE ORCH.
(MGM 10987; K10987)

● Tex Beneke and the orchestra get going here with a yodelling sort of thing which Tex and the Gwen Bari Trio offer up vocally. The second side is a novelty which has been getting a lot of recordings and which could take off. Ops might take a listen to this version.

"AIN'T-CHA GLAD?" (2:39)

"RIDIN' AROUND IN THE RAIN" (2:40)

ART LUND and MARION MORGAN
(MGM 10997; K10997)

● Art Lund and Marion Morgan get together to give out with a couple of novelties on this platter. Accompanied by Leroy Holmes on both ends, the pair have some cute material to work with and make the most of it. Ops who are looking for a likely filler item have it here.

"LONELY LITTLE ROBIN" (2:55)

"HOMETOWN JUBILEE" (2:14)

THE PINETOPPERS
(Coral 60508; 9-60508)

● The Pinetoppers are at it again with another two numbers that will increase their popularity. The upper half is a current novelty on which the Marlin Sisters and Ray Smith do the vocalizing while on the bottom half, the boys take an old melody, and with the same group giving out with the new lyrics. make it a worthwhile item for ops in the right locations.

"LONG AGO LAST NIGHT" (2:52)

"CRAZY SHE CALLS ME" (2:49)

JOE MOONEY
(Carousel 2003)

● Joe Mooney returns to the recording picture with a couple of numbers that are wonderful to hear. Both sides get an easy vocal from Joe as his trio make with the music. He himself comes through on the organ and the total effect is one to be heard. Ops oughta do just that.

operators...

BECAUSE OF YOU

IT'S A HIT!



**"BECAUSE
OF
YOU"**

by
TONY BENNETT
with
PERCY FAITH ORK

39362

4-39362 (45 rpm)

**Columbia
Records**

First,
finest,
foremost
in
recorded
music

BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

BILLBOARD "PICK" ▲ **OCEANS OF TEARS** (Peer) — Kay Starr teams with Tennessee Ernie (Cap. 1567) on an especially strong blues item. Rates a lusty Billboard "Pick."

RECOMMENDED ▲ **MY MAGIC HEART** (Simon) — Making a strong bid is this listenable tune as done by film star Howard Keel (MGM 30378) with an exciting David Rose background. Song gets additional hypo from discs by Wayne King (Vic. 20-4170), Vinni de Campo (Coral 60520), Peggy Lee (Cap. 1586) and Tommy Dorsey (Dec.).

VARIETY RAVE ▲ **SAD AND LONELY** (Duchess) — Variety reviews Lawrence Welk (Coral 60514) with a rave, saying "initial Coral release is among the best things this orch ever turned out. Roberta Linn's vocal is standout with Garth Andrews and the Sparklers lending fine support." Lisa Kirk (Vic. 20-4134) also shows top form on this haunting folk-waltz. (Non-exclusive B.M.I.)

"CAN'T MISS" ▲ **THE WONDROUS WORD** (Picadilly) — Billy Williams's Quartet (MGM 10998) gets the nod from Cash Box for "a platter that can't miss." Billboard says, "a sock ork-chorus performance . . . should get action." Equally effective are discs by Tony Fontane (Mer. 5659), Ken Carson (Bibletone 770) while Percy Faith's (Col. 39426) version rates "Disk of the Week" from Cash Box.

CONTENDER ▲ **THREE HANDED WOMAN** (Marks) — Shaping up as a leading contender with Benny Strong (Cap. 1326), Valentine Trio (Dec. 48195) and Tiny Hill (Mer. 5664) giving out with fine renditions. Worth spinning!

INSTRUMENTAL WINNERS ▲ **CHICKEN REEL** (Beechwood) — Les Paul-Mary Ford (Cap. 1567).
 ▲ **THE BREEZE AND I** (Marks) — George Shearing (MGM 10986).
 ▲ **LAYIN' THE BOOGIE** (Hill & Range) — Piano Red (Vic. 22-0130).
 ▲ **VILIA** (Beechwood) — Ray Anthony (Cap. 1556).
 ▲ **PLAYER PIANO BOOGIE** (Rockaway) — Martha Davis (Coral 60506).

BROADCAST MUSIC, INC. New York • Chicago
 580 FIFTH AVENUE • NEW YORK 19, N. Y. Hollywood • Toronto
 Montreal

The BIG



The 9th Anniversary Issue of The Cash Box is dated July 21 — the same issue as the NAMM Show Issue. Your ad gets double value.

MAIL YOUR COPY NOW to —

THE CASH BOX Empire State Bldg. New York 1

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

'ROUND THE WAX CIRCLE

NEW YORK:

With Freddy Martin's contract running out at Victor, he's in the happy position of being romanced by all the disk firms. Heads of the companies have been trekking to the Astor Roof to have a few words with Freddy. . . . Don Marcotte, in for a few days from Chicago, has a new tune which he wrote, "Magic Heart." . . . Johnny Desmond spending his weekends in N.Y. cutting MGM disks. If Johnny keeps turning out cuties like "Out O' Breath," he'll have not a thing to worry about. . . . Ella Fitzgerald opens a four week engagement at Cafe Society on June 21. . . . Dick Gersh back from a quick trip to Richmond, Va. where he plugged the Mariners' latest waxing "Everyone Is Welcome In The House Of The Lord." . . . Gladys Shelley, writer of "Powder Blue," happy about the reception being given the Don Cherry record. . . . Dick Linke and Bill Hill of Capitol left last Thursday for a week's conference with the top brass in California. . . . Xavier Cugat's disks are banned over WNEW for his having made a derogatory remark about radio during a TV broadcast. . . . Ralph Branca, star pitcher of the Brooklyn Dodgers, is being sought by King Records to wax "The Fightin' Phils" which happens to be the theme song of the Philadelphia Phillies. Branca, who recorded "On A Slow Boat To China" some years ago is an accomplished singer. Say you're not truning traitor, Ralph. . . . With his new morning show, Jack Lacy becomes top man in the metropolitan area in daytime radio with 25½ hours on the air per week. . . . Moises Vivanco, well known South American composer and husband of Yma Sumac, left for Hollywood where he'll finish composing his wife's second album. Her first "Xtaby" is currently Capitol's best selling album. Vivanco composes all the music for Sumac. . . . Jerry Gray's Decca disk "Restraining The Pearls" has been getting a play from local djs. . . . Sammy Kaye looking forward to the racing debut of his horse "Lead A Band." . . . Mel Torme follows Gloria DeHaven into the Versailles. . . . The drawing power of Guy Lombardo seems to be boundless. Every night looks like New Year's Eve over at the Roosevelt.



FREDDY MARTIN

CHICAGO:

Never tho't we'd become a fan mag, but, after last week's front cover of Vic Damone in uniform at Fort Dix, N. J. had about a dozen phone calls from gals and guys 'round town wantin' extra copies. . . . Only album on Columbia's forthcoming pic (it's one of those new three dimensionals): "Sunny Side Of The Street," will be Mercury's. First place, the songs Frankie Laine sings in the pic: "I May Be Wrong," "I'm Gonna Live 'Til I Die" and the title tune, "Sunny Side Of The Street," were all cut by Mercury some-time ago. Billy Daniels' tunes in this same pic: "I Hadn't Anyone 'Til You," "Too Marvelous For Words," "I Get A Kick," also cut by Mercury. Now in one album set for September when pic opens. . . . That grand old lady of song, Sophie Tucker, in a quiet sortaway and without any ballyhoo is clicking with ops, especially in tavern juke boxes. Now Mercury is releasing, because of this success and demand which has resulted, two new great sides by "the last of the red hot mamas," "Mr. Siegel" and "Horse Playin' Papa." . . . April Stevens, the new Victor chirp, who's doing great with her "I'm In Love Again" 'round this town, was spotted because of a tune called, "Don't Do It," on "Society" label. If you wanna hear a female Mel Torme in the most sexsational hunk of wax you've ever heard just listen to, "Don't Do It." Hotter than a two dollar pistol. But, terrific! . . . Seems that as the songpluggers fade away the major labels are adding to their staffs. Almost every label 'round town has exploitation men covering deejays and juke box ops. . . . Chick Kardale is taking himself first prize for sartorial splendor. That last outfit: the iridescent brown shirt, tie to match, tan sports jacket and brown slacks, was a lulu. . . . Kay Armen left the Oriental to Al Morgan this past week. . . . Russ Carlyle leaves the Aragon (June 22) to Dick Jurgens and Chuck Foster left the Trianon (June 17) to Billy Bishop. . . . We're still waitin' for Nathan. Natt Hale, that is.



APRIL STEVENS

LOS ANGELES:

Leo Mesner buzzed us, just to put in a good word for recently hired Fleming Allen, who's doing a fine job with the Intro label. . . . Irving Fogel of Tempo is still in New York and due back within a week, we're told by his hard working gals. . . . Chatted with Charlie Lavere, popular radio pianist and songscribe, who's appearing with the Country Washburne combo on the Curt Massey-Martha Tilton CBS show in its third year. . . . Charlie reveals that come June 15, they'll be also be doing the show over the Mutual network. . . . Good news from old friend and fine fellow Danny Gould that a few of his songs are on their way. . . . Danny, who squeezes a mean accordion, has plenty of writing talent and it should take just one good break for him to make the grade as a top tunesmith. Got an invite to a pre-opening cocktail party of Fran Warren for press and d-j's and the cancellation of same all on the same day. . . . Seems that Fran, who was due, to open June 12 at the Mocambo, was advised by the medicine man to rest up for a week or two, causing manager Barbara Belle and local publicists Jerry Johnson & Norm Sichel to issue short rain checks on the partying. . . . Took a long time reaching us, but just learned that Camille, the golden haired record gal of Gold's off Central Avenue is no longer there on account of the store giving up on its record dept. . . . Camille is now selling records for Bert's raido store in the southwest part of town and doing a good job for sure. . . . Unusual twist in the Decca's Weavers working in a plug for Mercury's Patti Page in a takeoff line of "Good-night Irene" on Morton Downey's TV program a few weeks back and we also wondered how come no mention was made that regular Freddie Hellerman was replaced that evening by another guitar-strumming tenor.



THE WEAVERS

IT'S STARTING A

COMOTION



Perry's Latest ... soaring higher than High!...

"... a sure-fire two-sider ..."

"DISK OF THE WEEK"
THE CASH BOX
JUNE 9

**THERE'S A
BIG BLUE CLOUD
NEXT TO HEAVEN**

Perry Como

Summer Comer...

**THERE'S NO BOAT
LIKE A ROWBOAT**

20-4158

47-4158

RCA VICTOR RECORDS



Freddie and Frankie



NEW YORK—Frank Sinatra dropped in recently from the Copacabana to chat with Freddie Robbins who conducts his "Robbins' Nest" over WINS. Frankie has been real busy of late with radio, TV, films and records each taking a share of his time. His latest Columbia disk with Dagmar, "Mama Will Bark," has been getting a lot of attention and "I'm A Fool To Love You" is also stepping out.

Onorati Leaves Victor For New Crosley Post

NEW YORK—Henry Onorati, for the past year national promotion manager for RCA Victor Records, will leave at the end of June to become advertising and sales promotion manager of Crosley Radio and Television Corp. in Cincinnati.

Onorati, who has been with Victor for the past thirteen years, assumed his current post last fall.

He was instrumental in developing the promotional procedure which proved of invaluable aid to distributors, dealers and operators. He also had a hand in Victor's campaign to popularize the 45 rpm system last year.

Among the hit disks which he helped launch were "You're Just in Love," "If" and "The Thing." He also played a big part in directing "Be My Love" from the classical field into pop.

His current promotion includes Vaughn Monroe's "Sound Off" and the four new releases of Dinah Shore.

"Happiness Exchange" Asks Ops To Donate Disks

NEW YORK—As a result of requests from veterans hospitals for records, many juke box operators are now following the lead of *The Cash Box* in making it a practice to send their surplus and used records to Big Joe Rosenfeld, who conducts Big Joe's "Happiness Exchange" over the Dumont network every Thursday night 11-12 P.M.

Sponsored by White Rock, the program calls attention to those who because of disabilities are unable to obtain articles and services which would make their life less difficult such as wheelchairs for the lame and seeing eye dogs for the blind.

Judging by the thousands of dollars in cash as well as numerous items which have poured into the "Happiness Exchange," the program has proven to be a huge success.

Ops are urged to donate as many records as they can to this cause.

THE CASH BOX

Disk Jockey's REGIONAL RECORD REPORTS

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending June 16.

Arty Kay

WKLX—Lexington, Ky.

1. TOO YOUNG (Nat King Cole)
2. SOUND OFF (Vaughn Monroe)
3. ON TOP OF OLD SMOKY (The Weavers)
4. JEZEBEL (Frankie Laine)
5. OLD SOLDIERS NEVER DIE (Vaughn Monroe)
6. I APOLOGIZE (Billy Eckstine)
7. DO SOMETHING FOR ME (Ink Spots)
8. HOW HIGH THE MOON (Les Paul-Mary Ford)
9. I'M WAITING JUST FOR YOU (Lucky Millinder)
10. WHO'LL TAKE MY PLACE? (Ames Bros.)

Ted Steele

WMCA—New York, N. Y.

1. THERE'S A BIG BLUE CLOUD (Perry Como)
2. GONE FISHIN' (Crosby-Armstrong)
3. GOOD MORNING, MR. ECHO (Jane Turzey)
4. MISTER AND MISSISSIPPI (Tennessee Ernie)
5. WANG, WANG BLUES (Teresa Brewer)
6. WHAT IS A BOY? (Jan Peerce)
7. MY TRULY, TRULY FAIR (Vic Damone)
8. UNLESS (Gordon Jenkins)
9. I GET IDEAS (Tony Martin)
10. I HAVE NO HEART (Eddie Fisher)

Ross Smitherman

WKAB—Mobile, Ala.

1. ROSE, ROSE, I LOVE YOU (Buddy Morrow)
2. TOO YOUNG (King Cole)
3. UNLESS (Guy Mitchell)
4. HOW HIGH THE MOON (Les Paul-Mary Ford)
5. EVER TRUE, EVER MORE (Patti Page)
6. MY TRULY, TRULY FAIR (Guy Mitchell)
7. JEZEBEL (Frankie Laine)
8. THE WONDROUS WORD (Percy Faith)
9. ON TOP OF OLD SMOKY (The Weavers)
10. NO BOAT LIKE A ROW BOAT (Perry Como)

Mort Nusbaum

WHAM—Rochester, N. Y.

1. I GET IDEAS (Tony Martin)
2. TOO YOUNG (Nat King Cole)
3. FAITHFULLY YOURS (Tony Martin)
4. IF YOU HAVEN'T GOT A SWEETHEART (Doris Day)
5. OLD SOLDIERS NEVER DIE (Vaughn Monroe)
6. JEZEBEL (Frankie Laine)
7. SOUND OFF (De Pour Chorus)
8. MY PRAYER (Dick Haymes)
9. GOTTA FIND SOMEBODY TO LOVE (Mindy Carson)
10. BLACK BALL FERRY LINE (Percy Faith)

Ira Cook

KECA—Hollywood, Calif.

1. MISTER AND MISSISSIPPI (Dennis Day)
2. BECAUSE OF RAIN (Ella Fitzgerald)
3. I GET IDEAS (Tony Martin)
4. SOUND OFF (Vaughn Monroe)
5. MY TRULY, TRULY FAIR (Guy Mitchell)
6. ROSE, ROSE, I LOVE YOU (Frankie Laine)
7. COOK'S TOUR (Ray Anthony)
8. I'M LATE (Mindy Carson)
9. WE KISS IN A SHADOW (Perry Como)
10. FRANCESCA (Xavier Cugat)

Eddie Gallaher

WTOP—Washington, D. C.

1. TOO YOUNG (King Cole)
2. ON TOP OF OLD SMOKY (The Weavers)
3. MOCKIN' BIRD HILL (Patti Page)
4. HOW HIGH THE MOON (Les Paul-Mary Ford)
5. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
6. TRULY, TRULY FAIR (Guy Mitchell)
7. UNLESS (Eddie Fisher)
8. MISTER AND MISSISSIPPI (Patti Page)
9. SYNCOPATED CLOCK (Leroy Anderson)
10. JEZEBEL (Frankie Laine)

Dave Kean

WTSA—Brattleboro, Vt.

1. ON TOP OF OLD SMOKY (The Weavers)
2. TOO YOUNG (Nat King Cole)
3. MISTER AND MISSISSIPPI (Patti Page)
4. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
5. SOUND OFF (Vaughn Monroe)
6. I APOLOGIZE (Billy Eckstine)
7. STRANGE LITTLE GIRL (Owen Bradley)
8. HOW HIGH THE MOON (Les Paul-Mary Ford)
9. WOULD I LOVE YOU? (Patti Page)
10. SOMEBODY (Jo Stafford)

Jay McMaster

WMEX—Boston, Mass.

1. MY TRULY, TRULY FAIR (Guy Mitchell)
2. TOO YOUNG (Nat King Cole)
3. VANITY (Don Cherry)
4. BECAUSE OF YOU (Tony Bennett)
5. ANYTIME AT ALL (Fran Warren)
6. BIG BLUE CLOUD (Perry Como)
7. FOOL TO WANT YOU (Billy Eckstine)
8. PRETTY EYED BABY (Billy Williams)
9. THINGS I OFFER YOU (Patti Page)
10. HELLO, YOUNG LOVERS (Perry Como)

Mike May

WCSL—Columbus, Ind.

1. MY TRULY, TRULY FAIR (Guy Mitchell)
2. TOO YOUNG (Nat King Cole)
3. ROSE, ROSE, I LOVE YOU (Frankie Laine)
4. I WANT TO BE WITH YOU ALWAYS (Lefty Frizell)
5. I'M IN LOVE AGAIN (Henri Rene)
6. MISTER AND MISSISSIPPI (Patti Page)
7. LET'S LIVE A LITTLE (Carl Smith)
8. JEZEBEL (Frankie Laine)
9. HELLO, YOUNG LOVERS (Frank Sinatra)
10. CHICKEN IN THE CAR (Ralph Flanagan)

Larry Gentile

WJBK—Detroit, Mich.

1. I GET IDEAS (Tony Martin)
2. HOW HIGH THE MOON (Les Paul-Mary Ford)
3. TOO YOUNG (Denny Vaughan)
4. UNLESS (Eddie Fisher)
5. ON TOP OF OLD SMOKY (The Weavers)
6. JEZEBEL (Frankie Laine)
7. ROSE, ROSE, I LOVE YOU (Buddy Morrow)
8. I'M IN LOVE AGAIN (April Stevens)
9. SOUND OFF (Vaughn Monroe)
10. THERE'S NO BOAT LIKE A ROW BOAT (Perry Como)

Bud Wendell

WJMO—Cleveland, Ohio

1. DOWN THE TRAIL OF ACHIN' HEARTS (Patti Page)
2. MIXED EMOTIONS (Rosemary Clooney)
3. ON TOP OF OLD SMOKY (The Weavers)
4. ROSE, ROSE, I LOVE YOU (Buddy Morrow)
5. JEZEBEL (Frankie Laine)
6. MY TRULY, TRULY FAIR (Guy Mitchell)
7. HOW HIGH THE MOON (Les Paul-Mary Ford)
8. DREAM (The Voices of Walter Schumann)
9. UNLESS (Guy Mitchell)
10. BECAUSE OF YOU (Jan Peerce)

Howard Malcolm

WTRY—Albany, N. Y.

1. ROSE, ROSE, I LOVE YOU (Frankie Laine)
2. MISTER AND MISSISSIPPI (Patti Page)
3. TRULY, TRULY FAIR (Guy Mitchell)
4. I LIKE THE WIDE OPEN SPACES (Laurie Anders & Arthur Godfrey)
5. HOW HIGH THE MOON (Les Paul-Mary Ford)
6. JEZEBEL (Frankie Laine)
7. OLD SOLDIERS NEVER DIE (Vaughn Monroe)
8. ON TOP OF OLD SMOKY (The Weavers)
9. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
10. I APOLOGIZE (Billy Eckstine)

Ed Penney

WTAO—Cambridge, Mass.

1. TOO YOUNG (Nat King Cole)
2. FRANCESCA (Xavier Cugat)
3. HOW HIGH THE MOON (Les Paul-Mary Ford)
4. ANY TIME AT ALL (Fran Warren)
5. MIXED EMOTIONS (Rosemary Clooney)
6. MY TRULY, TRULY FAIR (Guy Mitchell)
7. ON TOP OF OLD SMOKY (The Weavers)
8. WANG, WANG BLUES (Ames Bros.)
9. MORNING SIDE OF THE MOUNTAIN (Tommy Edwards)
10. VANITY (Don Cherry)

John Wrisley

WFGM—Fitchburg, Mass.

1. JEZEBEL (Frankie Laine)
2. THESE THINGS I OFFER YOU (Sarah Vaughn)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. I'M IN LOVE AGAIN (April Stevens)
5. HOW HIGH THE MOON (Les Paul-Mary Ford)
6. TOO YOUNG (Nat King Cole)
7. SOUND OFF (Vaughn Monroe)
8. MISTER AND MISSISSIPPI (Tennessee Ernie)
9. UNLESS (Eddie Fisher)
10. SHANGHAI (Doris Day)

Ed McKenzie

WJBK—Detroit, Mich.

1. MISTER AND MISSISSIPPI (Dennis Day)
2. VANITY (Don Cherry)
3. WOULD I LOVE YOU? (Sammy Kaye)
4. TENNESSEE HILLBILLY GHOST (Red Foley)
5. ROSE, ROSE, I LOVE YOU (Buddy Morrow)
6. OCEANS OF TEARS (Kay Starr & Tenn. Ernie)
7. DREAM (Walter Schumann)
8. MY TRULY, TRULY FAIR (Guy Mitchell)
9. WANG, WANG BLUES (Ames Bros.)
10. IF YOU TURN ME DOWN (Peggy Lee)

Dave Miller

WPAT—Paterson, N. J.

1. I WANNA PLAY HOUSE WITH YOU (Eddy Arnold)
2. STRANGE LITTLE GIRL (E. Tubb-Red Foley)
3. I DON'T WANT TO SET THE WORLD ON FIRE (Gene Autry)
4. EVERYONE IS WELCOME IN THE HOUSE OF THE LORD (Sunshine Boys)
5. JOLLY OBEREK (Eddie Gronet)
6. JUST A SAILOR'S SWEETHEART (R. Allen)
7. RHUMBA BOOGIE (Hank Snow)
8. MOCKIN' BIRD HILL (Pinetoppers)
9. SATINS AND LACE (Zeke Manners)
10. YOU CAN'T TELL A LIE TO YOUR HEART (Al Morgan)

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THE CASH BOX
Disk Jockeys'
REGIONAL RECORD REPORTS

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending June 16.

Myron Barg

WCFL—Chicago, Ill.

1. LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
2. GONE FISHIN' (Crosby-Armstrong)
3. TOO YOUNG (King Cole)
4. BECAUSE OF YOU (Johnny Desmond)
5. WANG, WANG BLUES (Ames Bros.)
6. ROSE, ROSE, I LOVE YOU (Buddy Morrow)
7. SOUND OFF (Vaughn Monroe)
8. I'M IN LOVE AGAIN (Stevens-Rene)
9. JEZEBEL (Frankie Laine)
10. MY TRULY TRULY FAIR (Guy Mitchell)

Dick Coleman

WCBM—Baltimore, Md.

1. TOO YOUNG (Nat King Cole)
2. I'M IN LOVE AGAIN (April Stevens)
3. UNLESS (Eddie Fisher)
4. HOW HIGH THE MOON (Les Paul-Mary Ford)
5. BE MY LOVE (Mario Lanza)
6. MAY THE GOOD LORD BLESS AND KEEP YOU (Bing Crosby)
7. AFTER GRADUATION DAY (Kenny Baker)
8. I STOLE YOU FROM SOMEBODY ELSE (Tommy Tucker)
9. MIXED EMOTIONS (Rosemary Clooney)
10. THESE THINGS I OFFER YOU (Patti Page)

David Walshak

KCTI—Gonzales, Tex.

1. THESE THINGS I OFFER YOU (Ray Anthony)
2. TOO YOUNG (Nat King Cole)
3. WANG WANG BLUES (Ames Bros.)
4. JEZEBEL (Frankie Laine)
5. ON TOP OF OLD SMOKY (Percy Faith)
6. MOCKIN' BIRD HILL (Russ Morgan)
7. HOW HIGH THE MOON (Les Paul-Mary Ford)
8. MY TRULY TRULY FAIR (Guy Mitchell)
9. EVERTRUE EVERMORE (Patti Page)
10. SOMEBODY (Jo Stafford)

Lee Stewart

WHAT—Philadelphia, Pa.

1. MY ANGEL (Ozie Waters)
2. IT MAY BE SILLY (Little Jimmy Dickens)
3. GOLD CAN BUY ANYTHING (Gene Autry)
4. RATTLENAKIN' DADDY (Hawkshaw Hawkins)
5. SOMETHING OLD, SOMETHING NEW (Eddy Arnold)
6. I'LL NEVER DO A THING TO HURT YOU (Jimmy Wakely)
7. COLD, COLD HEART (Hank Williams)
8. MR. & MISSISSIPPI (Tennessee Ernie)
9. TENNESSEE HILLBILLY GHOST (Red Foley)
10. I WANT TO BE WITH YOU ALWAYS (Lefty Frizzell)

Ray Perkins

KFEL—Denver, Colo.

1. ON TOP OF OLD SMOKY (Vaughn Monroe)
2. TOO YOUNG (Patti Andrews)
3. ROSE, ROSE, I LOVE YOU (Buddy Morrow)
4. HOW HIGH THE MOON (Les Paul-Mary Ford)
5. JEZEBEL (Frankie Laine)
6. SOUND OFF (Vaughn Monroe)
7. LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
8. MOCKIN' BIRD HILL (Patti Page)
9. UNLESS (Guy Mitchell)
10. IF (Perry Como)

Paul Irving

WEDC—Chicago, Ill.

1. WANG WANG BLUES (Ames Bros.)
2. BY THE MOONLIGHT (Burt Taylor)
3. MY TRULY FAIR (Vic Damone)
4. KENTUCKY WALTZ (Bob Donnally)
5. HOW HIGH THE MOON (Les Paul-Mary Ford)
6. TAHITI MY ISLAND (Tony Martin)
7. CHESAPEAKE & OHIO (Lindy Doherty)
8. GOOD MORNING MR. ECHO (Jane Turzy)
9. NEVER BEEN KISSED (Jerry Lewis)
10. I GET IDEAS (Tony Martin)

Ed Bonner

KXOK—St. Louis, Mo.

1. HOW HIGH THE MOON (Les Paul-Mary Ford)
2. WOULD I LOVE YOU (Patti Page)
3. SOUND OFF (Vaughn Monroe)
4. IF (Perry Como)
5. TOO YOUNG (Richard Hayes)
6. I APOLOGIZE (Billy Eckstine)
7. I GET IDEAS (Tony Martin)
8. MY TRULY, TRULY FAIR (Guy Mitchell)
9. SOUTH OF THE BORDER (Benny Goodman)
10. JEZEBEL (Frankie Laine)

Carl Caudill

WLEE—Richmond, Va.

1. TOO YOUNG (Toni Arden)
2. HOW HIGH THE MOON (Les Paul-Mary Ford)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. JEZEBEL (Frankie Laine)
5. SOUND OFF (DePaur Chorus)
6. PRETTY EYED BABY (Stafford-Laine)
7. SIDEWALK SHUFFLE (Steve Gibson)
8. SOUTH OF THE BORDER (Benny Goodman)
9. MR. & MISSISSIPPI (Patti Page)
10. VANITY (Don Cherry)

Clarence Hamann

WJMR—New Orleans, La.

1. MY TRULY, TRULY FAIR (Guy Mitchell)
2. ROSE, ROSE, I LOVE YOU (Gordon Jenkins)
3. I'M IN LOVE AGAIN (April Stevens)
4. I WON'T CRY ANYMORE (Tony Bennett)
5. TOO YOUNG (King Cole)
6. JEZEBEL (Frankie Laine)
7. THESE THINGS I OFFER YOU (Sarah Vaughan)
8. HOW HIGH THE MOON (Les Paul-Mary Ford)
9. I GET IDEAS (Tony Martin)
10. SOUND OFF (Vaughn Monroe)

Bob Hildreth

WVCG—Coral Gables, Fla.

1. MY TRULY, TRULY FAIR (Guy Mitchell)
2. JEZEBEL (Frankie Laine)
3. TOO YOUNG (Nat King Cole)
4. ROSE, ROSE, I LOVE YOU (Frankie Laine)
5. ON TOP OF OLD SMOKY (Vaughn Monroe)
6. HOW HIGH THE MOON (Les Paul-Mary Ford)
7. PRETTY EYED BABY (Billy Williams)
8. MISTER & MISSISSIPPI (Dennis Day)
9. LONELY LITTLE ROBIN (Mindy Carson)
10. UNLESS (Guy Mitchell)

Wally Nelskog

KRSC—Seattle, Wash.

1. TOO YOUNG (King Cole)
2. THEY SAY (Pandit & Satin)
3. TOO LATE NOW (Toni Arden)
4. HOW HIGH THE MOON (Les Paul-Mary Ford)
5. I APOLOGIZE (Billy Eckstine)
6. NO ONE BUT YOU (Tony Martin)
7. TRULY TRULY FAIR (Vic Damone)
8. BEGGAR IN LOVE (Tony Edwards)
9. JEZEBEL (Frankie Laine)
10. TAHITI MY ISLAND (Tony Martin)

Bob Evans

WSSB—Durham, N. C.

1. HOW HIGH THE MOON (Les Paul-Mary Ford)
2. TOO YOUNG (Nat King Cole)
3. I APOLOGIZE (Tony Martin)
4. UNLESS (Eddie Fisher)
5. JEZEBEL (Frankie Laine)
6. IN YOUR ARMS (Dinah Shore-Tony Martin)
7. SOUND OFF (Vaughn Monroe)
8. BECAUSE OF RAIN (King Cole)
9. DOWN SOUTH CAMP MEETING (B. Goodman)
10. ROSE, ROSE, I LOVE YOU (Frankie Laine)

Ray Schreiner

WRNL—Richmond, Va.

1. HOW HOW THE MOON (Les Paul-Mary Ford)
2. TOO YOUNG (King Cole)
3. ON TOP OF OLD SMOKY (The Weavers)
4. ROSE ROSE, I LOVE YOU (Frankie Laine)
5. MR. & MISSISSIPPI (Tennessee Ernie)
6. MAY THE GOOD LORD BLESS AND KEEP YOU (Bing Crosby)
7. SOUND OFF (Vaughn Monroe)
8. NOBODY'S TEARS (Evelyn Knight)
9. I APOLOGIZE (Billy Eckstine)
10. OLD SOLDIERS NEVER DIE (Vaughn Monroe)

Brad Phillips

WINS—New York, N. Y.

1. UNLESS (Guy Mitchell)
2. TOO YOUNG (Nat King Cole)
3. NO ONE BUT YOU (Tony Martin)
4. MY TRULY TRULY FAIR (Vic Damone)
5. BECAUSE OF YOU (Johnny Desmond)
6. I APOLOGIZE (Billy Eckstine)
7. HELLO YOUNG LOVERS (Perry Como)
8. LOVE ME (Frank Sinatra)
9. CUBAN LOVE SONG (Gordon MacRae)
10. BRING BACK THE THRILL (Eddie Fisher)

Bob Corley

WQXI—Atlanta, Ga.

1. TOO YOUNG (King Cole)
2. UNLESS (Guy Mitchell)
3. MY TRULY, TRULY FAIR (Vic Damone)
4. ROSE, ROSE, I LOVE YOU (Frankie Laine)
5. HOW HIGH THE MOON (Les Paul-Mary Ford)
6. LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
7. BECAUSE OF YOU (Bob Crosby)
8. ON TOP OF OLD SMOKY (The Weavers)
9. MISTER & MISSISSIPPI (Mills Bros.)
10. I'M IN LOVE AGAIN (Henri Rene)

Bert Knapp

WVNJ—Newark, N. J.

1. MISTER & MISSISSIPPI (Tennessee Ernie)
2. HOW HIGH THE MOON (Les Paul-Mary Ford)
3. TOO YOUNG (Nat King Cole)
4. MOCKIN' BIRD HILL (Russ Morgan)
5. GOODNIGHT (Bud Brees)
6. ROSE, ROSE, I LOVE YOU (Gordon Jenkins)
7. JEZEBEL (Frankie Laine)
8. WHEN YOU & I WERE YOUNG MAGGIE BLUES (Crosby)
9. SOUND OFF (Vaughn Monroe)
10. LOVELIEST NIGHT OF THE YEAR (Helen O'Connell)

Ops Claim ASCAP Bill Must Eventually Reflect in Lower Incomes For Writers And Pubs

Many ASCAP Members React Against Attack On Juke Box Industry

NEW YORK—The allegations made last week by ASCAP, in its efforts to achieve legislation which would establish a royalty on juke box play, that the coin machine industry was being run by gangsters and tax evaders drew loud protests not only from operators throughout the country, but also from numerous publisher and writer ASCAP members who deplored the bad taste displayed.

The controversy reached new heights recently with the introduction of a bill by Senator Kefauver that would tax each juke box operator one cent per side per record for every machine he had. It is estimated that this would amount to a yearly sum of about \$11,000,000 most of it going to ASCAP as the largest copyright owner.

It is the contention of music operators that not only are the means which ASCAP is using to push this legislation extremely vulnerable, but that the bill itself, besides being ruinous for operators, is decidedly short sighted from the angle of the writer and publisher.

Juke box operators today are saddled with so many different types of taxes and license fees, that despite the contentions of ASCAP, their incomes are not such that they could possibly pay anything else and remain in business. Most communities have increased operators' fees out of all proportion to other increases in taxes. Moreover along with rising prices, operators have had increased expenses in the way of higher salaries and upkeep. On top of all this, record prices were recently raised too, as a result of which operators have already had to decrease their record purchases and this undoubtedly has contributed to the current decline in record sales.

If, besides all these increases in expenses, operators had to pay a royalty also for every record they used in their machines, they contend that many of them would have to go out of business and that those who remained would not only have to cut down on the number of their locations but certainly would have less money to spend on records.

Everyone knows that records today are sold through disk jockey and juke box play. These are the public display windows for new tunes. The less opportunity you have for displaying your wares, the less possibility you have of making a sale.

Besides the display potential of the juke box industry, operators themselves are responsible for about 25% of record sales in this country for disks which go directly into the machines.

If you combine the loss which record firms and publishers will have to sustain not only from cuts in operator purchases, but also from the loss in public sales due to less opportunity for new tunes to be heard, you will find that the future possibilities are not quite as bright as they seem from the ASCAP angle.

As a matter of fact, in the long run it seems very likely that ASCAP would not only collect nowhere near the \$11,000,000 but it might actually be getting less than it gets now and in the bargain it will have destroyed an industry that has done more than any other to make the general public aware of popular music.

It is the contention of operators that writers and publishers who see

such great merit in the ASCAP plan at first blush, might find a different story entirely if they thought about the problems involved a little more deeply and investigated the possible results a little further.

In view of the kind of propaganda which ASCAP has been putting out in support of the bill and its sanctimonious denouncing of those connected with the juke box industry, operators would like to suggest to writers and publishers that in looking at the ASCAP plan from the long range point of view, they will find that it may mean a great deal less income for them in the years to come.

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"SHADOW WALTZ"

SOC 13A

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SOCIETY RECORDINGS

ENCINO, CALIFORNIA

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

JUNE 23, 1951

New York, N. Y.

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. TOO YOUNG (Nat "King" Cole)
3. ON TOP OF OLD SMOKY (The Weavers)
4. JEZEBEL (Frankie Laine)
5. SOUND OFF (Vaughn Monroe)
6. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
7. I APOLOGIZE (Billy Eckstine)
8. ROSE, ROSE, I LOVE YOU (Frankie Laine)
9. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Bing & Gary Crosby)
10. IF (Perry Como)

Chicago, Ill.

1. JEZEBEL (Frankie Laine)
2. TOO YOUNG (Nat "King" Cole)
3. HOW HIGH THE MOON (Les Paul & M. Ford)
4. ON TOP OF OLD SMOKY (The Weavers)
5. MISTER AND MISSISSIPPI (Patti Page)
6. SOUND OFF (Vaughn Monroe)
7. MY TRULY, TRULY FAIR (Guy Mitchell)
8. UNLESS (Eddie Fisher)
9. PRETTY EYED BABY (Al Trace)
10. WANG, WANG BLUES (Ames Bros.)

Los Angeles, Cal.

1. MISTER AND MISSISSIPPI (Patti Page)
2. TOO YOUNG (Nat "King" Cole)
3. MY TRULY, TRULY FAIR (Vic Damone)
4. ON TOP OF OLD SMOKY (The Weavers)
5. HOW HIGH THE MOON (Les Paul & M. Ford)
6. JEZEBEL (Frankie Laine)
7. I APOLOGIZE (Billy Eckstine)
8. BE MY LOVE (Mario Lanza)
9. PRETTY EYED BABY (F. Laine-Jo Stafford)
10. NEVER BEEN KISSED (Jerry Lewis)

Savannah, Ga.

1. TOO YOUNG (Nat "King" Cole)
2. I APOLOGIZE (Billy Eckstine)
3. ON TOP OF OLD SMOKY (The Weavers)
4. IF (Perry Como)
5. HOW HIGH THE MOON (Les Paul & M. Ford)
6. SPARROW IN THE TREE TOP (Guy Mitchell)
7. THE STRANGE LITTLE GIRL (Eddy Howard)
8. UNLESS (Guy Mitchell)
9. SOUND OFF (Vaughn Monroe)
10. OLD SOLDIERS NEVER DIE (Vaughn Monroe)

Brodhead, Wis.

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. DOWN THE TRAIL OF ACHIN' HEARTS (Patti Page)
3. STRANGE LITTLE GIRL (Eddy Howard)
4. SYNCOPATED CLOCK (Three Suns)
5. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Bing & Gary Crosby)
6. ON TOP OF OLD SMOKY (The Weavers)
7. SOUND OFF (Vaughn Monroe)
8. MISTER AND MISSISSIPPI (Patti Page)
9. JEZEBEL (Frankie Laine)
10. SHENANDOAH WALTZ (Barron Elliot)

Hammond, La.

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. MISTER AND MISSISSIPPI (Patti Page)
3. JEZEBEL (Frankie Laine)
4. SOUND OFF (Vaughn Monroe)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. ON TOP OF OLD SMOKY (The Weavers)
7. TOO YOUNG (Nat "King" Cole)
8. BE MY LOVE (Mario Lanza)
9. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Bing & Gary Crosby)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

Shoals, Ind.

1. TOO YOUNG (Nat "King" Cole)
2. ROSE, ROSE, I LOVE YOU (Frankie Laine)
3. HOW HIGH THE MOON (Les Paul & M. Ford)
4. MISTER AND MISSISSIPPI (Patti Page)
5. MY TRULY, TRULY FAIR (Freddy Martin)
6. JEZEBEL (Frankie Laine)
7. I WANT TO BE WITH YOU ALWAYS (Andrews Sisters)
8. DOWN THE TRAIL OF ACHIN' HEARTS (Patti Page)
9. I APOLOGIZE (Billy Eckstine)
10. SOUND OFF (Vaughn Monroe)

Fertile, Minn.

1. MOCKIN' BIRD HILL (Russ Morgan)
2. ON TOP OF OLD SMOKY (The Weavers)
3. STARDUST (Artie Shaw)
4. BEGIN THE BEGUINE (Artie Shaw)
5. TOO YOUNG (Fran Allison)
6. HOT CANARY (Florian Zabach)
7. BE MY LOVE (Mario Lanza)
8. SPARROW IN THE TREE TOP (Art Mooney)
9. SUNRISE SERENADE (Glenn Miller)
10. LET'S DO IT AGAIN (Guy Lombardo)

Malta, Mont.

1. ON TOP OF OLD SMOKY (The Weavers)
2. BEAUTIFUL BROWN EYES (Jimmy Wakely)
3. HOW HIGH THE MOON (Les Paul & M. Ford)
4. MOCKIN' BIRD HILL (Pinetoppers)
5. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Bing & Gary Crosby)
6. MOONLIGHT BAY (Bing & Gary Crosby)
7. SPARROW IN THE TREE TOP (Bing Crosby & Andrews Sisters)
8. DOWN THE TRAIL OF ACHIN' HEARTS (Sammy Kaye)
9. ROSE, ROSE, I LOVE YOU (Frankie Laine)
10. OLD SOLDIERS NEVER DIE (Gene Autry)

Spokane, Wash.

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. ON TOP OF OLD SMOKY (The Weavers)
3. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
4. TOO YOUNG (Nat "King" Cole)
5. IF (Perry Como)
6. I APOLOGIZE (Billy Eckstine)
7. SPARROW IN THE TREE TOP (Guy Mitchell)
8. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Bing & Gary Crosby)
9. BE MY LOVE (Mario Lanza)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

Reno, Nev.

1. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
2. IF (Perry Como)
3. ON TOP OF OLD SMOKY (The Weavers)
4. HOW HIGH THE MOON (Les Paul & M. Ford)
5. WOULD I LOVE YOU? (Patti Page)
6. TOO YOUNG (Nat "King" Cole)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. I APOLOGIZE (Billy Eckstine)
9. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Bing & Gary Crosby)
10. UNLESS (Eddie Fisher)

Atlanta, Ga.

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. ON TOP OF OLD SMOKY (The Weavers)
3. MOCKIN' BIRD HILL (Patti Page)
4. UNLESS (Eddie Fisher)
5. HOT CANARY (Florian Zabach)
6. JEZEBEL (Frankie Laine)
7. SOUND OFF (Vaughn Monroe)
8. NEVER BEEN KISSED (Freddy Martin)
9. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Bing & Gary Crosby)
10. I LIKE THE WIDE OPEN SPACES (A. Godfrey)

Cleveland, Ohio

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. TOO YOUNG (Nat "King" Cole)
3. ON TOP OF OLD SMOKY (The Weavers)
4. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
5. I APOLOGIZE (Billy Eckstine)
6. IF (Perry Como)
7. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Bing & Gary Crosby)
8. JEZEBEL (Frankie Laine)
9. SOUND OFF (Vaughn Monroe)
10. SPARROW IN THE TREE TOP (Guy Mitchell)

Tulsa, Okla.

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. TOO YOUNG (Nat "King" Cole)
3. ON TOP OF OLD SMOKY (The Weavers)
4. SPARROW IN THE TREE TOP (Guy Mitchell)
5. MOCKIN' BIRD HILL (Patti Page)
6. I APOLOGIZE (Billy Eckstine)
7. JEZEBEL (Frankie Laine)
8. UNLESS (Eddie Fisher)
9. IF (Perry Como)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

Portland, Ore.

1. ON TOP OF OLD SMOKY (The Weavers)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. TOO YOUNG (Nat "King" Cole)
4. SPARROW IN THE TREE TOP (Crosby-Andrews Sisters)
5. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Whiting-Wakely)
6. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
7. ROSE, ROSE, I LOVE YOU (Frankie Laine)
8. IF (Perry Como)
9. I APOLOGIZE (Billy Eckstine)
10. JEZEBEL (Frankie Laine)

San Francisco, Cal.

1. TOO YOUNG (Nat "King" Cole)
2. IF (Perry Como)
3. I APOLOGIZE (Billy Eckstine)
4. ON TOP OF OLD SMOKY (The Weavers)
5. HOW HIGH THE MOON (Les Paul & M. Ford)
6. STRANGE LITTLE GIRL (Eddy Howard)
7. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
8. SOUND OFF (Vaughn Monroe)
9. JEZEBEL (Frankie Laine)
10. WOULD I LOVE YOU? (Patti Page)

Denver, Colo.

1. TOO YOUNG (Nat "King" Cole)
2. MISTER AND MISSISSIPPI (Patti Page)
3. PRETTY EYED BABY (Laine-Stafford)
4. MY TRULY, TRULY FAIR (Vic Damone)
5. ON TOP OF OLD SMOKY (The Weavers)
6. HOW HIGH THE MOON (Les Paul & M. Ford)
7. JEZEBEL (Frankie Laine)
8. I APOLOGIZE (Billy Eckstine)
9. BE MY LOVE (Mario Lanza)
10. NEVER BEEN KISSED (Jerry Lewis)

Cincinnati, Ohio

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. ROSE, ROSE, I LOVE YOU (Frankie Laine)
3. IF (Perry Como)
4. DOWN THE TRAIL OF ACHIN' HEARTS (Patti Page)
5. MOCKIN' BIRD HILL (Russ Morgan)
6. ON TOP OF OLD SMOKY (The Weavers)
7. SPARROW IN THE TREE TOP (Crosby-Andrews Sisters)
8. SOUND OFF (Vaughn Monroe)
9. MY HEART CRIES FOR YOU (Guy Mitchell)
10. JEZEBEL (Frankie Laine)

Detroit, Mich.

1. TOO YOUNG (Nat "King" Cole)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. ON TOP OF OLD SMOKY (The Weavers)
4. SOUND OFF (Vaughn Monroe)
5. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
6. JEZEBEL (Frankie Laine)
7. I APOLOGIZE (Billy Eckstine)
8. IF (Perry Como)
9. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Bing & Gary Crosby)
10. BE MY LOVE (Mario Lanza)

Baltimore, Md.

1. TOO YOUNG (Nat "King" Cole)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. ON TOP OF OLD SMOKY (The Weavers)
4. JEZEBEL (Frankie Laine)
5. MOCKIN' BIRD HILL (Patti Page)
6. SPARROW IN THE TREE TOP (Guy Mitchell)
7. I APOLOGIZE (Billy Eckstine)
8. UNLESS (Eddie Fisher)
9. MISTER AND MISSISSIPPI (Patti Page)
10. SOUND OFF (Vaughn Monroe)

Seattle, Wash.

1. ON TOP OF OLD SMOKY (The Weavers)
2. MOCKIN' BIRD HILL (Patti Page)
3. ABA DABA HONEYMOON (Reynolds-Carpenter)
4. SPARROW IN THE TREE TOP (Guy Mitchell)
5. WOULD I LOVE YOU? (Patti Page)
6. BEAUTIFUL BROWN EYES (Rosemary Clooney)
7. IF (Perry Como)
8. HOW HIGH THE MOON (Les Paul & M. Ford)
9. I APOLOGIZE (Billy Eckstine)
10. BE MY LOVE (Mario Lanza)

Miami, Fla.

1. TOO YOUNG (Nat "King" Cole)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. ON TOP OF OLD SMOKY (The Weavers)
4. BE MY LOVE (Mario Lanza)
5. PRETTY EYED BABY (Laine-Stafford)
6. MISTER AND MISSISSIPPI (Patti Page)
7. JEZEBEL (Frankie Laine)
8. MY TRULY, TRULY FAIR (Vic Damone)
9. HELLO, YOUNG LOVERS (Perry Como)
10. MY RESISTANCE IS LOW (Hoagy Carmichael)

Pittsburgh, Pa.

1. TOO YOUNG (Nat "King" Cole)
2. HOW HIGH THE MOON (Les Paul & M. Ford)
3. IF (Perry Como)
4. MOCKIN' BIRD HILL (Patti Page)
5. ON TOP OF OLD SMOKY (The Weavers)
6. I APOLOGIZE (Billy Eckstine)
7. WOULD I LOVE YOU? (Patti Page)
8. UNLESS (Eddie Fisher)
9. PRETTY EYED BABY (Frankie Laine)
10. ALWAYS YOU (Nat "King" Cole)

Albuquerque, N. M.

1. MOCKIN' BIRD HILL (Patti Page)
2. IF (Perry Como)
3. ON TOP OF OLD SMOKY (The Weavers)
4. WOULD I LOVE YOU? (Patti Page)
5. SYNCOPATED CLOCK (Leroy Anderson)
6. I APOLOGIZE (Don Cherry)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. ABA DABA HONEYMOON (Reynolds-Carpenter)
9. BE MY LOVE (Mario Lanza)
10. TOO YOUNG (Nat "King" Cole)

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THE CASH BOX NAMM SHOW ISSUE

(Dated July 21, 1951)

GOES TO PRESS: THURS. JULY 12

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THE CASH BOX

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(Phone: LONGacre 4-5321)



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LOS ANGELES 48, CALIF.
(Phone: WEBster 3-0347)

Meeting Dates Of Music Operators' Associations

- June 19—Music Operators' Association of Indiana
Place: Indianapolis Athletic Club, Indianapolis, Ind.
- 20—Westchester Operators' Guild
Place: Moose Hall, White Plains, N. Y.
- 25—Phonograph Owners' Association
Place: Broadview Hotel, East St. Louis, Ill.
- 26—Automatic Music Operators' Association
Place: Park Sheraton Hotel, New York, N. Y.
- 27—Music Merchants' Guild
Place: Narragansett Hotel, Providence, R. I.
- 28—California Music Guild
Place: Hotel Sacramento, Sacramento, Cal.
- July 2—Illinois Amusement Association
Place: 208 North Madison St., Rockford, Ill.
- 5—Phonograph Merchants' Association
Place: Hotel Hollenden, Cleveland, Ohio
- 5—Washington Music Guild
Place: Hotel 2400, Washington, D. C.
- 8—South Dakota Phonograph Association
Place: Sioux Falls, S. D.
- 10—Automatic Phonograph Owners Association
Place: Sheraton-Gibson Hotel, Cincinnati, Ohio
- 10—California Music Guild
Place: 311 Club, Oakland, 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 SIXTY MINUTE MAN Dominoes (Federal 12022)	ROCKET 88 Jackie Brenston (Chess 1458)	BLUE AND LONESOME King Perry (Specialty)
2 TOO YOUNG Nat "King" Cole (Capitol 1449)	CHICA BOO Lloyd Glenn (Swingtime)	TRA LA LA Dave Bartholemew (Decca)
3 I WON'T CRY ANYMORE Dinah Washington (Mercury 8211)	HOW HIGH THE MOON Les Paul & Mary Ford (Capitol 1451)	ROCKET 88 Jackie Brenston (Chess 1458)
4 HOW HIGH THE MOON Les Paul & Mary Ford (Capitol 1451)	TOO YOUNG King Cole (Capitol 1449)	TOO YOUNG Nat "King" Cole (Capitol 1449)
5 SLEEP Earl Bostic (King)	DON'T YOU KNOW I LOVE YOU? Clovers (Atlantic)	TEND TO YOUR BUSINESS James Wayne (Sittin' In)
6 I APOLOGIZE Billy Eckstine (MGM 10903)	TEND TO YOUR BUSINESS James Wayne (Sittin' In)	CHICA BOO Lloyd Glenn (Swingtime)
7 CASTLE ROCK Johnny Hodges (Mercury)	DO SOMETHING FOR ME Dominoes (Federal)	WEAK MINDED BLUES Louis Jordan (Decca 27547)
8 THESE THINGS I OFFER YOU Sarah Vaughan (Columbia 39370)	BLACK NIGHT Charles Brown (Aladdin 3076)	STACKED DECK Billy Wright (Savoy)
9 CHICA BOO Lloyd Glenn (Swingtime)	WEAK MINDED BLUES Louis Jordan (Decca 27547)	KOREA BLUES Bayou Boys (Chess 1449)
10 DON'T YOU KNOW I LOVE YOU? Clovers (Atlantic)	SIXTY MINUTE MAN Dominoes (Federal 12022)	DO SOMETHING FOR ME Dominoes (Federal)

Four Top Disk Sales Execs Scheduled To Speak At NAMM Meet

CHICAGO—A highlight of the National Association of Music Merchants' show to be held at the Palmer House July 16-19 will be the Record Merchandising Meeting which will take place on Tuesday, July 17 at 2 P.M.

Representatives of four of the top record distributing firms will form the panel for this meeting which will be under the chairmanship of S. H. Galperin, president of Galperin Music Co., Charleston, W. Va. The speakers will be Floyd A. Bittaker, executive vice president of Capitol Records Distributing Co.; Sydney Goldberg, vice president and sales manager, Decca Distributing; Morris S. Price, vice president in charge of sales, Mercury Records; and Paul Wexler, National Sales Manager, Columbia Records.

The theme of the meeting will be "Ways and Means of Better Record Merchandising" and William Gard, executive-secretary of the NAMM declared that this panel will be of urgent interest to everyone connected with the record business.

One Sweet Money-maker!

ONE SWEET LETTER

by
JOE LIGGINS
402

Specialty records

The "LADY" Does It Again!



BILLIE HOLIDAY

NOW ON

Aladdin

Watch These Climb!

"DETOUR AHEAD"

Backed by

"BE FAIR TO ME"

AL 3094



HOT

in DALLAS in LOS ANGELES in OTHER CITIES

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

- 1 CHAINS OF LOVE
Joe Turner
(Atlantic)
- 2 ROCKET 88
Jackie Brenston
(Chess 1458)
- 3 SIXTY MINUTE MAN
The Dominoes
(Federal)
- 4 TEND TO YOUR BUSINESS
James Wayne
(Sittin' In)
- 5 WHAT A FOOL I WAS
Percy Mayfield
(Specialty)
- 6 I'VE BEEN LOST
Little Willie Littlefield
(Modern)
- 7 KOREA BLUES
Bayou Boys
(Chess 1449)
- 8 BLUE AND LONESOME
King Perry
(Specialty)
- 9 NUMBERS BLUES
Roy Milton
(Specialty)
- 10 ROCKING AND ROLLING
Little Son Jackson
(Imperial)

- DON'T YOU KNOW I LOVE YOU?
The Clovers
(Atlantic)
- TEND TO YOUR OWN BUSINESS
James Wayne
(Sittin' In)
- POPPA STOPPA
Pee Wee Crayton
(Modern)
- ONE MONKEY DON'T STOP THE SHOW
Stick McGhee
(Atlantic)
- ROCKET 88
Jackie Brenston
(Chess)
- WRONG WOMAN BLUES
Roy Brown
(DeLuxe)
- STACKED DECK
Billy Wright
(Savoy)
- CHICA-BOO
Lloyd Glenn
(Swingtime)
- I'D RATHER DRINK MUDDY WATER
Grant Jones
(Decca)
- I'M WAITING JUST FOR YOU
Lucky Millinder
(King)

- SAVANNAH, GA.
1. Tremblin (Wynonie Harris)
 2. My Love, My Desire (Joe Morris)
 3. Tend To Your Business (James Wayne)
 4. I'm Yours To Command (Billy Eckstine)
 5. Rocket 88 (Jackie Brenston)
 6. All That Wine Is Gone (Jay McNeely)
 7. Too Young (Nat "King" Cole)
 8. I Apologize (Billy Eckstine)
 9. Black Night (Charles Brown)
 10. Stacked Deck (Billy Wright)

- OAKLAND, CAL.
1. I'm Waiting Just For You (Lucky Millinder)
 2. Castle Rock (Johnny Hodges)
 3. Sleep (Earl Bostic)
 4. What A Fool I Was (Percy Mayfield)
 5. Sixty Minute Man (The Dominoes)
 6. Too Late (Five Keys)
 7. Numbers Blues (Roy Milton)
 8. Wrong Woman Blues (Roy Brown)
 9. How High The Moon (Les Paul & Mary Ford)
 10. Too Young (Nat "King" Cole)

- NEWARK, N. J.
1. Black Night (Charles Brown)
 2. Sixty Minute Man (The Dominoes)
 3. How High The Moon (Les Paul & Mary Ford)
 4. Please Send Me Someone To Love (Percy Mayfield)
 5. Too Young (Nat "King" Cole)
 6. Lost Love (Percy Mayfield)
 7. Rock Little Daddy (Eunice Davis)
 8. Let's Rock Awhile (Amos Milburn)
 9. Tend To Your Business (James Wayne)
 10. Numbers Blues (Roy Milton)

- ATLANTA, GA.
1. Rocket 88 (Jackie Brenston)
 2. Rockin' And Rollin' (Little Son Jackson)
 3. Baby, Let Me Hold Your Hand (Ray Charles)
 4. Bangin' The Boogie (Camille Howard)
 5. I've Been Lost (Little Willie Littlefield)
 6. Stacked Deck (Billy Wright)
 7. Everybody Clap Hands (Amos Milburn)
 8. I Apologize (Billy Eckstine)
 9. Chica Boo (Lloyd Glenn)
 10. I Feel Like A Million (Joe Hill Louis)

- RICHMOND, VA.
1. Rocket 88 (Jackie Brenston)
 2. Tend To Your Business (James Wayne)
 3. Too Young (Nat "King" Cole)
 4. Don't You Lie To Me (Fats Domino)
 5. Nothing Seems Right (R. B. Stidham)
 6. Money Blues (Camille Howard)
 7. Hopefully Yours (The Larks)
 8. How High The Moon (Les Paul & Mary Ford)
 9. Gee Baby (Johnny Otis)
 10. I Will Wait (Four Buddies)

How Many Hands?



NEW ORLEANS—Benny Strong, Capitol Recording artist doesn't know it but that "Three Handed Woman" is doing him wrong. By strange coincidence, Benny's new Capitol release is called "Three Handed Woman". Picture was taken during his recent engagement at the Hotel Roosevelt in New Orleans. The pretty miss posing as an octopus is Audrey Ladd, one of the three Ladd Sisters appearing with the Strong aggregation.

Johnny Hartman Gets Victor Disk Pact

NEW YORK — Johnny Hartman, youthful singer whose vocalizing drew capacity audiences and enthusiastic press comment during his recent engagement at New York's Paramount Theatre, has been signed to an exclusive RCA Victor recording contract, Paul A. Barkmeier, Vice President and General Manager, RCA Victor Record Department, has announced.

Hartman started to sing publicly during World War II while stationed at Camp Lee, Va. After acquiring professional know-how before GI audiences, he secured singing engagements with Earl Hines and then Dizzy Gillespie's orchestra at the conclusion of the war. In April, 1950, he walked off with top honors on Arthur Godfrey's TV Talent Scout show.

Following his Godfrey success, Hartman entered the night club field, where he was an immediate hit, and appeared with record-breaking success at numerous spots including Cafe Society, New York, and the Philadelphia Copa.

He was signed by RCA Victor after his exceptional New York Paramount success and was rushed into the recording studio to wax his first sides, "Worry Bird" and "Out of the Night," which are due for immediate release.

Feather Off To Europe

NEW YORK — Leonard Feather, jazz critic and general manager of Mercer Records, leaves June 22 on a flying trip to Copenhagen, Stockholm, Paris and several other European capitals.

Feather is best known to overseas jazz fans through his "Jazz Club U. S. A." program, now being aired every week to Europe and Latin America via the State Department's Voice of America.

During his trip he will scout the Continent for new jazz talent, some of which he plans to record in an all-star session. His reports on music conditions in European countries will appear in several publications here.

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Greatest Blues of the Year!
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"WHOPPING BLUES"
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BUDDY LUCAS & All Stars
Jubilee # 5058
JUBILEE RECORD CO., Inc.
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"EYESIGHT TO THE BLIND"
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THE LARKS
Apollo # 427
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A ROLLIN' HEART
MAYBE I NEVER LOVED YOU
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78 RPM 45 RPM
MGM 10971 MGM K10971
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MUSIC PUBLISHERS HOLDING CORP. NEW YORK, N. Y.

NUMBER



is for the 9th Anniversary Issue of The Cash Box (Dated July 21) Combined with the

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Sidney Ascher Adds Record Promotion Dept.

NEW YORK—Paul Brown, one of the nation's top record promoters, has joined Sidney Ascher Associates as vice-president in charge of record promotion and disc jockey contact.

The record promotion department will be an added service of Sidney Ascher Associates and may be contracted for in conjunction with the firm's publicity service or as a separate unit.

Herb Jeffries Visits Europe For 3 Month Vocal Study

NEW YORK—Herb Jeffries, former Duke Ellington singing star currently featured as a single attraction on Coral Records, was scheduled to arrive at Le Havre, France on June 16 for a three-month vocal study in Europe in preparation for a nationwide concert tour following his return to the United States.

During his stay in Europe, he will receive special vocal training in Paris and will continue his studies of French and Italian. He is also scheduled to record in the Coral studios in London, England and will make a motion picture in Italy.

Tamara Hayes Signs Decca Disk Contract

NEW YORK—Decca Records announces the signing of vocalist Tamara Hayes, to an exclusive recording contract.

Born in La Jolla, California, Tamara has been singing in local clubs in California and has toured the Orpheum Circuit on the West Coast.

Brought East by Decca Records execs, her first release, "These Things I Offer You" and "Tonight You Belong To Me", will be available the end of this week.

THE CASH BOX

Jazz 'n' Blues Reviews

★AWARD O' THE WEEK★

"TRA LA LA" (2:52)

"HOPPIN'" (2:39)

GRIFFIN BROTHERS ORCH. (Dot 1060)



GRIFFIN BROTHERS

A terrifically unusual sounding side shows up on the top deck titled "Tra La La" which the Griffin Brothers pound home in high pow-

ered style. Taking this driving number and giving it an orchestration and interpretation that rings the bell the boys put great potential into this side. Ops who want to go along with a promising side, oughta get going with this one.

"YOU RAN AWAY WITH MY HEART" (2:38)

"AT LAST" (2:42)

THE MAJORS (Derby 763)

The Majors display some first class harmonizing on both halves of this platter. Each side gets a slow going over from the boys in the style of vocal solos with the group in the background.

"WHEN I LOST YOU" (2:52)

"YOU LIED" (2:42)

IVORY JOE HUNTER (MGM 10995; K10995)

Ivory Joe Hunter has a couple of more sides to shout about. Both ends of this one are just up this artist's alley and he offers them in his best style.

"I WONDER WHO'S KISSING HER NOW?" (2:23)

"ALL TO MYSELF" (2:50)

RAY CHARLES (Swingtime 249)

An oldie is presented on the top deck in Ray Charles' wonderful manner. Almost every thing Ray does turns out right and this one is no exception.

"YOU NEED ME NOW" (2:57)

"WORRIES" (2:57)

FLOYD DIXON (Swingtime 287)

A couple of very slow sides are put forward here by Floyd Dixon. In his usual appealing style, Floyd runs through the top side in an almost talky manner while the second half is a blues item in extremely slow tempo.

"LIKE A SHIP AT SEA" (2:37)

"CAN'T SLEEP" (2:52)

DAN GRISSOM (Regent 1038)

An artist with a striking voice gets going with a couple of ditties here, both of which are a joy to hear. Each end features a tune with an appealing melody which is handled extremely well by Dan Grissom.

"TIME AFTER TIME" (2:45)

"HOME BOY" (2:52)

EDDIE "CLEANHEAD" VINSON (King 4456)

An old standard is given a wonderful going over on the top deck by Eddie "Cleanhead" Vinson. Eddie makes this grand number sound new again as he twirls it around in listenable style.

"GOODBYE" (2:31)

"TEN MINUTES MORE" (2:40)

MEREDITH HOWARD (Mercury 8237)

A cute ditty that's been getting some attention is offered on the top half by Meredith Howard. With a good orchestral backing, this side makes for fine juke box fare.

"MISS GEORGIA" (2:57)

"DIRTY MISTREATER" (2:32)

SMOKY HOGG (Mercury 8235)

Mingling good guitar work with his vocals, Smoky Hogg comes up with a couple of sides which are bound to please his fans.

America's Favorite Rhythm & Blues Artists the 4 BUDDIES do it everytime!

Savoy # 769

"I WILL WAIT"

Savoy # 779

"SWEET SLUMBER"

backed by

"DON'T LEAVE ME NOW!"



AND NOW!

their Newest Hit . . . Cash Box "Award of the Week"

Savoy # 789

"MY SUMMER'S GONE"

"WHY at a TIME LIKE THIS"

Savoy

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THE CASH BOX REPORTS

THE NATION'S

Big 35

HILLBILLY FOLK & WESTERN JUKE BOX TUNES

Juke Box Ops Establish Hit Making Ability With Columbia Execs

NEW YORK—Juke box operators have proven conclusively to Columbia Record execs that they single handedly can make a hit.

At a recent meeting in New York where Columbia officials Jim Conkling, Paul Wexler, and George Hayes got together for some down to earth talk with juke box operators, the ability of ops to make a best selling record was severely questioned. The challenge was accepted and Tony Bennett's waxing of "Because Of You," on which Percy Faith does the orchestration, was selected as the choice from among the several heard.

Ops bought sample records for their test locations and within two weeks orders began pouring in from this area. Among others, Harry Siskind

of Master Automatic Music Co. in Brooklyn took several hundred for his locations. Columbia now reports that sales have spread to operators in such cities as Buffalo, Boston, Philadelphia and Cleveland.

From Julie Stearns, general professional manager of BMI, who is publishing "Because Of You," comes word that the demand for sheet music has been so great that they are behind in their sheet music orders.

Here finally is the answer to whether juke box ops make the hits or not. This test proves conclusively that if ops sincerely get behind a disk and give it all that they are capable of, they are second to none in their ability to create best selling disks.

Novel Promotion Set For New Rose Disk

NEW YORK—MGM Records has arranged a novel promotion for David Rose's next MGM release, "The Flying Horse," which is scheduled to go on sale the first week of July. Rose has dedicated the number to the plane which will carry Susan Wynkoop, a young polio victim, on a two-month nation-wide fund-raising tour in behalf of organizations combatting the disease. Copies of the Rose recording will provide her with an entree to disk-jockeys in the 30 cities included in her itinerary.

Tying in with the diskery are the National Air Transport Association, an organization of non-scheduled airlines, and the School of Radio Technique. The airlines group is providing air transport for the tour, while the radio school is sending along Jacqueline Forrester, a recent honor graduate, as companion and commentator for Miss Wynkoop. The tour got under way on May 21 and will last well after the release of the Rose waxing.

Columbia Switches Officials To New York Offices

BRIDGEPORT, CONN.—In order to affect a closer cooperation between the advertising sales and repertoire departments of Columbia Records, most of the top executives associated with those departments will make their headquarters in New York instead of Bridgeport beginning July 1.

Among those who will switch to Columbia's Seventh Avenue headquarters are: Al Earl, advertising manager; Paul Wexler, national sales manager; George Hayes, sales manager in charge of juke box contact; Don Law, A & R head of country and western; and Danny Kessler, in charge of rhythm and blues.

Since Jim Conkling took over the presidency of Columbia, there has been an effort to achieve a closer working arrangement among the divisions of the firm and this latest move is expected to go a long way towards that end.

Not only are the sales and repertoire departments working in close cooperation to turn out best sellers, but Columbia, through the efforts of Paul Wexler and George Hayes, has been making a much stronger pitch in the direction of juke box ops. This campaign is paying off now with disks which are becoming best sellers through promotion in juke box locations alone.

Wrisley Replaces Penney

FITCHBURG, MASS.—John Wrisley, formerly dj at WTAG, in Worcester, Mass., is now feature disc jockey and program director at WFGM in Fitchburg, Mass., assuming duties vacated by Ed Penney who has moved to WTAO in Cambridge, Mass. Wrisley will continue WFGM's music and news format. His new afternoon show will highlight informality sprinkled among the latest record releases, most of the current favorites and many of the old melodies. The highlight in the week will continue to be Monday, when listener's phone calls determine the "Hit Song of the Week" from a line-up of three new possibilities selected by Wrisley. The "Hit Song" is played every day during his show after every newscast for the remainder of the week. Eighty percent of these "Hit Songs" eventually "hit" across the nation.

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A Solid Ballad Hit!

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MILLER MUSIC CORPORATION

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JEFFERSON MUSIC CO. INC.

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- 1** KENTUCKY WALTZ
Eddy Arnold
(RCA Victor 21-0444; 48-0444)
- 2** I WANT TO BE WITH YOU ALWAYS
Lefty Frizell
(Columbia 20799; 4-20799)
- 3** RHUMBA BOOGIE
Hank Snow
(RCA Victor 21-0431; 48-0431)
- 4** HOWLIN' AT THE MOON
Hank Williams
(MGM 10961; K10961)
- 5** DOWN THE TRAIL OF ACHIN' HEARTS
Hank Snow
(RCA Victor 21-0441; 48-0441)

Additional Tunes

COLD, COLD HEART
Hank Williams
(MGM 10904; K10904)

BLUEBIRD ISLAND
Hank Snow
(RCA Victor 21-0441; 48-0441)

LET'S LIVE A LITTLE
Carl Smith
(Columbia 20796; 4-20796)

I CAN'T HELP IT
Hank Williams
(MGM 10961; K10961)

I WANT TO PLAY HOUSE WITH YOU
Eddy Arnold
(RCA Victor 21-0476; 48-0476)

King DE LUXE

best sellers

Federal RECORDS

FOLK-WESTERN

- ★ MOON MULLICAN
WITHOUT A PORT OF LOVE
THE LAMP OF LIFE (IS BURNING LOW)
947 and 45-947*
- ★ ZEB TURNER
BACK, BACK, BACK TO BALTIMORE
I GOT A LOT OF TIME FOR A LOT OF THINGS
960 and 45-960*
- ★ BOB NEWMAN
TURTLE DOVIN'
QUARANTINED LOVE
959 and 45-959*
- ★ WAYNE RANEY
I LOVE MY LITTLE YO-YO
I'VE DONE AND SOLD MY SOUL
939 and 45-939*
- ★ HAWKSHAW HAWKINS
I'M WAITING JUST FOR YOU
A HEARTACHE TO RECALL
969 and 45-969*

SEPIA-BLUES

- ★ LUCKY MILLINDER
I'M WAITING JUST FOR YOU
BONGO BOOGIE
4453 and 45-4453*
- ★ EARL BOSTIC
SLEEP
SEPTEMBER SONG
4444 and 45-4444*
- ★ TINY BRADSHAW
BRADSHAW BOOGIE
WALKIN' THE CHALK LINE
4457 and 45-4457*
- ★ THE SWALLOWS
WILL YOU BE MINE
DEAREST
4458

POPULAR

- ★ MOOSE JACKSON
UNLESS
END THIS MISERY
4462 and 45-4462*
- TRUST IN ME
WONDER WHEN MY BABY'S COMING HOME
4451 and 45-4451*
- ★ GENE WILLIAMS
PRETTY-EYED BABY
THE HOUR OF PARTING
15107

Federal RELEASES

- ★ THE DOMINOES
SIXTY MINUTE MAN
I CAN'T ESCAPE FROM YOU
12022 and 45-12022*
- DO SOMETHING FOR ME
CHICKEN BLUES
12001 and 45-12001*

DE LUXE

- ★ ROY BROWN
WRONG WOMAN BLUES
BEAUTICIAN BLUES
3313
* 45 R.P.M.

distributors

King RECORDS INC.

Sons of the Pioneers Entertain



NEW YORK—At a recent party given in New York for the Sons of the Pioneers in celebration of their appearance at Carnegie Hall, their fellow Victor artists and A & R representatives joined them for the above photo. Standing are the Sons of the Pioneers. Seated from left to right are: Charles Grean, manager of the popular A & R division; Rosalie Allen; Hugo Winterhalter; and Steve Sholes, manager of A & R for folk and western plus rhythm and blues. The boys have a great treat in store for their fans with a new disk which they have just cut with Ezio Pinza. It's labeled "The Wind Is A Woman" backed with "The Little Ol' State of Texas".

- ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
- ★ "FAST FREIGHT" ★
- ★ "BEAUTIFUL BROWN EYES" ★
- ★ "CHRISTOPHER COLUMBUS" ★

AMERICAN MUSIC, INC.
1576 B-way N. Y. • 9109 Sunset Blvd Hollywood
CO 5-7880 CR 1-5254

THE CASH BOX

"Folk" and "Western" Record Reviews



"TRAIN WHISTLE NIGHTMARE" (3:01)

"TRUST ME AGAIN" (2:52)

JOE "CANNONBALL" LEWIS

(MGM 10994)

● Looks like Joe "Cannonball" Lewis is about to board the gravy train with his waxing of "Train Whistle Nightmare" on the upper half of this disk. Here is a cute ditty presented in a novel way that will insure a big play in the boxes. Joe does a wonderful job on the vocal, while the orchestra gives out with a great musical interpretation of a train, chug, whistle and all. With

a fine tune and lyrics to boot, this side can't miss. The bottom half is a jumpy number that also gets a fine treatment from Joe and an instrumental backing that makes it listenable. The tune to watch however, is the top side. Ops can get on the right track with this MGM express as it takes off for lots of play throughout the country.

"NEW ARRIVAL" (2:30)

"BAD LUCK IS ON ME" (2:38)

EDDIE "GUITAR JIM" JONES

(Imperial 5134)

● Eddie "Guitar Jim" Jones does out a driving blues number on the top half of this disk and does it in that low down blues style. The bottom side is another blues offering done in a slow rhythmic manner. Both halves get appropriate instrumental backings. Ops in proper locations oughta lend an ear.

"OUR OLD CAPTAIN" (2:45)

"DON'T FOOL AROUND WITH CALICO WHEN YOU HAVE SILK AT HOME" (3:04)

STUART HAMBLEN
(Columbia 20827)

● The top side of this disk finds Stuart Hamblen taking a rhythmic number with some wonderful lyrics for a brisk spin around the wax. On the under side Stuart is shown to good advantage with his presentation of a slow moving ballad. Darol Rice and his orchestra help set the mood with a pleasant instrumental backing on both ends. Ops would be wise to watch the top half.

"TAKE TIME TO PRAY" (2:58)

"WILL YOU BE MINE?" (2:45)

JIM BOYD

(Victor 21-0475)

● Jim Boyd has a wonderful tune in a soft, sentimental ballad that appears on the upper half of this platter. Jim gives it a fine vocal treatment and gets some pretty organ music for a backing. The lower end features a vocal combination by Jim and Terry Lea on another good ballad. Ops can't go wrong on either side.

"I AIN'T NOTHIN' BUT A TOMCAT'S KITTEN" (2:32)

"I'M ON MY WAY" (2:46)

WAYNE RANEY
(King 956)

● Wayne Raney has two jumpy tunes which he presents in fine style. Both sides feature a pleasurable instrumental backing marked by some melodic harmonica playing. The under side finds Wayne blending his voice with a group to offer a meaningful rendition. Either side can go.

"COAL MINE PONY" (2:41)

"OL' FIDDLER JOE" (2:49)

FRANK PORTER
(MGM 11002)

● Frank Porter has two novel sides to offer. Both ends are stories that are narrated and sung by Frank in an extremely interesting manner. His voice is a natural for this type of material and ops looking for filler items of this nature have a sure one on their hands with this disk.

"THERE'S NOT A COW IN TEXAS" (2:31)

"SEE WHO'S SORRY NOW" (2:16)

TOMMY DUNCAN
(Intro 6018)

● The upper end of this waxing features Tommy Duncan and the Western All Stars in a pleasant folk ballad. Flip offers the same combo in another number that is also presented in that soft soothing manner that makes for good listening. Ops looking for strong filler material oughta give a listen.

"WON'T YOU GIVE ME A LITTLE LOVING?" (2:49)

"MIDNIGHT BOOGIE BLUES" (3:07)

FORREST RYE
(Mercury 6329)

● The top half of this disk shows Forrest Rye at his best as he warbles through a pleasant tune assisted by an electric guitar backing. The flip is a bouncy blues number done in a very convincing way and getting a good instrumental treatment. Ops oughta watch both ends.

"EASY MONTHLY PAYMENT" (2:51)

"NO TRESPASSING" (2:49)

RANDY HUGHES
(Tennessee 778)

● Randy Hughes has two sides on this disk that can very easily happen. Both ends are cute ditties with infectious melodies, that are dished out by Randy in wonderful style. The musical interludes between refrains helps make this platter top notch. Ops can't afford to miss this one.



Johnnie

and



Jack

Singing and Playing

"CRYING HEART BLUES"

coupled with . . .

"HOW CAN I BELIEVE IN YOU"

RCA VICTOR 21-0478, 48-0478



RCA VICTOR Records

THE CASH BOX

**DISC-HITS
BOX SCORE**

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS—LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

CODE

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

45 rpm numbers in parenthesis

- | | June 23 | June 16 |
|---|--------------|-------------|
| 1—HOW HIGH THE MOON | 107.7 | 99.3 |
| CA-1451 (F-1451)—LES PAUL & MARY FORD
<i>Walkin' & Whistlin' Blues</i> | | |
| CO-39145—ERROLL GARNER
<i>Poor Butterfly</i> | | |
| DE-24513 (9-24513)—LIONEL HAMPTON O. | | |
| MG-30303 (K30303)—DAVID ROSE | | |
| 2—ON TOP OF OLD SMOKY | 106.9 | 90.4 |
| CO-39328—BURL IVES
<i>Syncopated Clock</i> | | |
| CR-60436 (9-60436)—GEORGE CATES
<i>Syncopated Clock</i> | | |
| DE-27515 (9-27515)—WEAVERS
<i>Across The Wide Missouri</i> | | |
| LO-1028 (45-1028)—JOSH WHITE
<i>Black Girl</i> | | |
| ME-5612 (5612 x 45)—GEORGE SIRAVO O.
<i>Do You Dig John Peel</i> | | |
| 3—TOO YOUNG | 92.5 | 99.1 |
| CA-1449 (F-1449)—KING COLE
<i>That's My Girl</i> | | |
| CO-39271 (4-39271)—TONI ARDEN
<i>Too Late Now</i> | | |
| CR-60393 (9-60393)—DENNY VAUGHN
<i>I Love The Way You Say Goodnight</i> | | |
| DE-27569 (9-27569)—PATTY ANDREWS
<i>Gotta Find Somebody To Love</i> | | |
| DE-27366 (9-27366)—VICTOR YOUNG
<i>Be My Love</i> | | |
| ME-5599 (5599x45)—RICHARD HAYES
<i>Shenandoah Waltz</i> | | |
| MG-10920 (K10920)—JOHNNY DESMOND
<i>I Fell</i> | | |
| VI-20-4105 (47-4105)—FRAN ALLISON
<i>Lies</i> | | |
| 4—JEZEBEL | 65.9 | 52.9 |
| CO-39267 (4-39267)—FRANKIE LAINE
<i>Rose, Rose, I Love You</i> | | |
| ME-5622—ALLEN GREENE
<i>The Miracle</i> | | |
| ME-5620—ALEXANDER BROS.
<i>Pennsylvonio Dutch</i> | | |
| 5—SOUND OFF | 57.9 | 58.2 |
| CO-39413 (4-39413)—DePAUR'S INF. CH.
<i>Ugly Woman</i> | | |
| DE-27054 (9-27054)—JERRY GRAY | | |
| DE-27608 (9-27608)—JERRY GRAY
<i>Circus</i> | | |
| VI-20-4113 (47-4113)—VAUGHN MONROE
<i>Oh Marry, Marry Me</i> | | |

- | | June 23 | June 16 |
|--|-------------|-------------|
| 6—MISTER AND MISSISSIPPI | 55.6 | 51.1 |
| CA-1521 (F-1521)—TENNESSEE ERNIE | | |
| CO-39371 (4-39371)—GENE AUTRY
<i>How Long Is Forever</i> | | |
| DE-27579 (9-27579)—MILLS BROS.
<i>I'm A Fool To Want You</i> | | |
| ME-5647 (5647x45)—REX ALLEN
<i>Lonely Little Robin</i> | | |
| ME-5645 (5645x45)—PATTI PAGE | | |
| VI-20-4140 (47-4140)—DENNIS DAY
<i>Trinket Of Shiny Gold</i> | | |
| 7—MOCKIN' BIRD HILL | 54.5 | 64.2 |
| CA-1373 (F-1373)—LES PAUL
<i>Chicken Reel</i> | | |
| CR-64061 (9-64061)—PINETOPPERS | | |
| DE-27444 (9-27444)—RUSS MORGAN
<i>Flying Eagle Polka</i> | | |
| LO-851 (30296)—MARLIN SISTERS
<i>Girl I Left Behind</i> | | |
| ME-5552 (5552x45)—TINY HILL
<i>If You've Got The Money</i> | | |
| ME-5595 (5595x45)—PATTI PAGE
<i>I Love You Because</i> | | |
| VI-21-0396 (48-0396)—BRITT & ALLEN | | |
| 8—ROSE, ROSE, I LOVE YOU | 48.9 | 38.9 |
| CA-1532 (F-1532)—LOU ELLA ROBERTSON
<i>The Letter</i> | | |
| CO-39367 (4-39367)—FRANKIE LAINE
<i>Jezebel</i> | | |
| CO-39420 (4-39420)—MISS HUE LEE
<i>An Autumn Melody</i> | | |
| CR-60484—MITCHELL TRIO
<i>Easy Come, Easy Go</i> | | |
| DE-27594 (9-27594)—GORDON JENKINS
<i>Unless</i> | | |
| LO-1029 (45-1029)—BENNY LEE
<i>Wimmin'</i> | | |
| MG-10978 (K-10978)—ART LUND
<i>I Like The Wide Open Spaces</i> | | |
| VI-20-4135 (47-4135)—BUDDY MORROW O.
<i>After I Say I'm Sorry</i> | | |
| 9—MY TRULY, TRULY FAIR | 36.9 | 16.2 |
| CO-39415 (4-39415)—GUY MITCHELL
<i>Who Knows Love</i> | | |
| ME-5646 (5646x45)—VIC DAMONE
<i>My Life's Desire</i> | | |
| MG-10984 (K10984)—ART MOONEY
<i>Tht World Is Mine</i> | | |
| VI-20-4159 (47-4159)—FREDDY MARTIN
<i>The Good Humor Man</i> | | |
| 10—UNLESS | 35.5 | 30.3 |
| CA-1493 (F-1493)—LES BAXTER
<i>Because Of You</i> | | |
| CO-39331 (4-39331)—GUY MITCHELL
<i>Beggor In Love</i> | | |
| CR-60478 (9-60478)—HERB JEFFRIES
<i>Old Soldiers Never Die</i> | | |
| DE-27594 (9-27594)—GORDON JENKINS
<i>Rose, Rose, I Love You</i> | | |
| LO-1075 (45-1075)—BILL SNYDER
<i>My Dearest</i> | | |
| VI-20-4120 (47-4120)—EDDIE FISHER
<i>I Have No Heart</i> | | |
| 11—I APOLOGIZE | 30.1 | 51.4 |
| CO-39189 (4-39189)—CHAMP BUTLER
<i>There'll Be Mournin'</i> | | |
| DE-27484 (9-27484)—DON CHERRY
<i>Bring Back The Thrill</i> | | |
| LO-964 (45-964)—ANITA O'DAY
<i>You Took Advantage Of Me</i> | | |
| ME-8209 (8209x45)—DINAH WASHINGTON
<i>My Heart Cries For You</i> | | |
| MG-10903 (K10903)—BILLY ECKSTINE
<i>Bring Back The Thrill</i> | | |
| VI-20-4056 (47-4056)—TONY MARTIN
<i>Would I Love You?</i> | | |
| 12—SYNCOPATED CLOCK | 29.7 | 27.1 |
| CA-984 (F-984)—LOUIS CASTELLUCCI | | |
| CO-39328 (4-39328)—PERCY FAITH O.
<i>On Top Of Old Smoky</i> | | |
| CO-39386 (4-39386)—KEN GRIFFIN | | |
| CR-60436 (9-60436)—GEORGE CATES
<i>On Top Of Old Smoky</i> | | |
| DE-27563 (9-27563)—FRED WARING O.
<i>Serenata</i> | | |
| DE-27583 (9-27583)—ETHEL SMITH
<i>The Loveliest Night Of The Year</i> | | |

- | | June 23 | June 16 |
|--|-------------|-------------|
| DE-40201 (9-40201)—LEROY ANDERSON
<i>Waltzing Cat</i> | | |
| ME-5607 (5607 x 45)—TONY FONTANE
<i>No One But You</i> | | |
| MG-30353 (K30353)—DAVID ROSE
<i>Mask Waltz</i> | | |
| NA-9152—EILEEN BARTON
<i>Lock The Born Door</i> | | |
| VI-20-4090 (47-4090)—THREE SUNS
<i>March Of The Cards</i> | | |
| 13—THE LOVELIEST NIGHT OF THE YEAR | 23.6 | 18.4 |
| CA-1408 (F-1408)—HELEN O'CONNELL
<i>Arthur Murray Taught Me Dancing</i> | | |
| CO-39192 (4-39192)—PERCY FAITH
<i>You Are The One</i> | | |
| DE-27507 (9-27507)—FRED WARING
<i>Tulips And Heather</i> | | |
| DE-27583 (9-27583)—ETHEL SMITH
<i>Syncopated Clock</i> | | |
| LO-937 (45-937)—ANNE SHELTON
<i>Love Me, My Love</i> | | |
| MG-30352 (K30352)—ANN BLYTH | | |
| VI-10-3300—MARIO LANZA
<i>La Donna E Mobile</i> | | |
| 14—BE MY LOVE | 21.9 | 24.4 |
| CA-1352 (F-1352)—RAY ANTHONY O.
<i>I Wonder What's Become Of Sally</i> | | |
| CO-39157—LES BROWN
<i>In The Land Of Make Believe</i> | | |
| CR-60373 (9-60373)—OWEN BRADLEY
<i>Sentimental Music</i> | | |
| DE-27366 (9-27366)—VICTOR YOUNG
<i>Too Young</i> | | |
| DE-27534 (9-27534)—ETHEL SMITH
<i>If</i> | | |
| MG-10799 (K-10799)—BILLY ECKSTINE
<i>Only A Moment Ago</i> | | |
| VI-10-1561 (49-1353)—MARIO LANZA
<i>I'll Never Love You</i> | | |
| 15—PRETTY EYED BABY | 15.5 | 20.5 |
| CA-1583 (F-1583)—RAY ANTHONY | | |
| CO-39388 (4-39388)—LAINE & STAFFORD
<i>That's The One For Me</i> | | |
| DE-27479 (9-27479)—JANE TURZEY
<i>I Cried Myself To Sleep</i> | | |
| KI-15107—GENE WILLIAMS | | |
| ME-5609 (5609x45)—AL TRACE
<i>That's The One For Me</i> | | |
| MG-10967 (K10967)—BILLY WILLIAMS
<i>You Made Me Love You</i> | | |
| 16—OLD SOLDIERS NEVER DIE | 15.2 | 29.9 |
| CA-1534 (F-1534)—JIMMY WAKELY
<i>I Like The Wide Open Spaces</i> | | |
| CO-39405 (4-39405)—GENE AUTRY
<i>God Bless America</i> | | |
| CR-60478 (9-60478)—HERB JEFFRIES
<i>Unless</i> | | |
| DE-27606 (9-27606)—BING CROSBY
<i>My Own Bit Of Land</i> | | |
| MG-10977 (K10977)—LEROY HOLMES
<i>I Got Sixpence</i> | | |
| VI-20-4146 (47-4146)—VAUGHN MONROE
<i>Love And Devotion</i> | | |
| 17—IF | 13.9 | 18.9 |
| CA-1342 (F-1342)—DEAN MARTIN
<i>I Love The Way You Say</i> | | |
| CA-1351 (F-1351)—JAN GARBER O.
<i>Castles In The Sand</i> | | |
| CO-39082 (6-939)—JO STAFFORD
<i>It Is No Secret</i> | | |
| CR-60355 (9-60355)—DENNY VAUGHAN
<i>Wait For Me</i> | | |
| DE-27391 (9-27391)—INK SPOTS
<i>A Friend of Johnny's</i> | | |
| DE-27481 (9-27481)—LOUIS ARMSTRONG
<i>You're Just In Love</i> | | |
| DE-27534 (9-27534)—ETHEL SMITH
<i>Be My Love</i> | | |
| LO-833—DICK JAMES | | |
| ME-5565 (5565x45)—VIC DAMONE
<i>You And Your Beautiful Eyes</i> | | |
| MG-10896 (K10896)—BILLY ECKSTINE
<i>When You Return</i> | | |
| VI-20-3997 (47-3997)—PERRY COMO
<i>Zing, Zing, Zoom, Zoom</i> | | |

- | | June 23 | June 16 |
|--|-------------|-------------|
| 18—WE KISS IN A SHADOW | 13.3 | 7.4 |
| CA-1469 (F-1469)—MARGARET WHITING
<i>Make The Mon Love Me</i> | | |
| CO-39293 (4-39293)—DORIS DAY
<i>Something Wonderful</i> | | |
| CO-39294 (4-39294)—FRANK SINATRA
<i>Hello, Young Lovers</i> | | |
| DE-27600 (9-27600)—FRED WARING
<i>I Whistle A Hoppy Tune</i> | | |
| ME-5617 (5617x45)—ALFRED NEWMAN
<i>Something Wonderful</i> | | |
| MG-30358 (K30358)—JANE POWELL
<i>Hello, Young Lovers</i> | | |
| VI-20-4112 (47-4112)—PERRY COMO
<i>Hello, Young Lovers</i> | | |
| 19—I GET IDEAS | 12.6 | 8.2 |
| CA-1573 (F-1573)—PEGGY LEE
<i>Tonight You Belong To Me</i> | | |
| VI-20-4141 (47-4141)—TONY MARTIN
<i>Tohiti, My Island</i> | | |
| 20—SEPTEMBER SONG | 12.1 | 16.4 |
| CA-1480 (F-1480)—STAN KENTON
<i>Artistry In Rhythm</i> | | |
| CO-37161—FRANK SINATRA | | |
| DE-23754—BING CROSBY | | |
| ME-5658 (5658x45)—RALPH MARGERIE
<i>Castle Rock</i> | | |
| VI-10-3256—EZIO PINZA
<i>Yesterdays</i> | | |
| 21—I LIKE THE WIDE OPEN SPACES | 11.9 | 16.5 |
| 22—EVER TRUE—EVER MORE | 11.6 | 10.3 |
| 23—WHEN YOU AND I WERE YOUNG MAGGIE BLUES | 10.4 | 15.6 |
| 24—HOT CANARY | 9.3 | 10.7 |
| 25—DOWN THE TRAIL OF ACHING HEARTS | 9.2 | 9.7 |
| 26—BECAUSE OF YOU | 8.8 | — |
| 27—I WHISTLE A HAPPY TUNE | 8.7 | 4.1 |
| 28—BEAUTIFUL BROWN EYES | 8.5 | 16.9 |
| 29—HELLO, YOUNG LOVERS | 8.4 | 12.4 |
| 30—TOM'S TUNE | 8.3 | — |
| 31—WOULD I LOVE YOU | 8.2 | 11.7 |
| 32—STRANGE LITTLE GIRL | 7.4 | 8.3 |
| 33—I'M IN LOVE AGAIN | 7.2 | 4.2 |
| 34—NEVER BEEN KISSED | 6.9 | 5.9 |
| 35—SPARROW IN THE TREE TOP | 6.4 | 16.1 |
| 36—THESE THINGS I OFFER YOU | 5.6 | 7.1 |
| 37—BECAUSE OF RAIN | 5.2 | 11.9 |
| 38—I'LL NEVER KNOW WHY | 5.1 | — |
| 39—MY RESISTANCE IS LOW | 4.9 | 7.7 |
| 40—GONE FISHIN' | 4.6 | — |

**ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY**

Public Accepts Dime Play - But - Some Location Owners Continue To Gripe

These Are Same Storekeepers Who Buy Big-Tube TV Sets and Pay The Top Price to Have Their TV Sets Serviced on Which They Loudly Admit They Lose Money But Balk at 10¢ Play Which Their Own Patrons Completely Accept and Which Brings Them Bigger, Better and Steadier Profits.

"They're Crying Crocodile Tears Over Their Steaks," Ops Report.

CHICAGO—What is perhaps one of the most ironical and fantastic situations ever to arise in the coin machines industry is that of some location owners who are "crying crocodile tears into their steaks", as one noted music operator puts it, "because of 10c play."

In short, as this operator, and many others have reported, "The public has accepted dime play. There haven't been any squawks to amount to anything from the patrons, the people who actually put the coin into our machines. But, we've been up against some storekeepers who are against dime play, to the point where they tell the patrons not to play the machines, 'because a dime is too much'."

It's the old, old story all over again. The introduction and acceptance of something new. Something different. But, the very fact that it is different will arouse in these storekeepers, as it will in many people generally, the fact that, 'there must be something wrong' with whatever it is that is being done, 'only because it's different from what father and grandfather ever did.'

It's the old, old story of voting, 'like my father voted and like my grandfather voted'. It's the years and years of evolution that it takes for anything to take hold and, especially to progress.

In like manner, this publication can point to the fact that it was over eight years ago when *The Cash Box* proposed that 10c play be adopted. At that time it would have been much simpler, much easier and, certainly, more assured, that dime play would have been accepted.

But, it took the operators over eight years, to adopt the idea. And they only adopted it when they were hurt in their most vital spot—their pocket-books.

So, this publication does not become excited because the storekeepers, a few of them here and there, are against 10c play. It philosophically accepts this fact. It realizes that there must be something negative, somewhere, to prove the positive point. And this is what proves the fact that dime play is logical, is better and is the answer to what the operators and location owners need today.

What more proof can anyone, in any industry, accept than the fact that the operators, who have already adopted 10c play report that "Collections have increased anywhere from 25 per cent to 40 per cent, and, in some cases, even more, in every spot where we started and have ten cent play going."

But, there are those few storekeepers who must be convinced. They are more important, these recalcitrants, than those who agree too readily.

Therefore, this publication wants to point out that even the common cup of coffee (which was a traditional 5c beverage) is now 10c, and even more in many, many coffee places.

That the ordinary shoe shine of the kid who carried a box with a strap around his shoulder (not the professional with his own stand) was always a traditional nickel and is now 10c, 15c and even more, painted in crude and big letters right on that home-made shoe shine box that dangles from a strap on the kid's shoulder.

That many, and many, in fact, thousands of items, ranging from ice cream cones to dill pickles, that could be purchased for a nickel (and, many times, even less) are today sold for 10c and more.

The ordinary pay telephone, the good old "nickel phone" is now 10c.

What's more, the public used more dimes this past Winter to call up "weather" than they ever before used nickels to do the same thing.

Blame it on inflation. Blame it on too much coin available. Blame it on anything and everything. But, there it is! And telephone company figures don't lie! They are subject to Federal taxation.

But, what is even more entrancing, is the old and traditional 5c subway ride in New York. No one, not a soul, ever believed that the city of New York and its five boros would ever, at anytime, and for any reason, hike the price of the subway ride.

Today, the subway ride is 10c, and there's talk it might go higher.

Why is it (and this is something for psychologists and psychiatrists to answer) that a location-owner, otherwise an intelligent, shrewd and astute businessman, will fight the cost of 10c for his automatic coin operated equipment in his place of business (at least some of them will) when he, himself, will continue to raise the cost of his own merchandise, "just to get even", and will, at the same time, pay top price for big-tube TV receiving sets and heavy prices for servicing that very set, and admit he's losing money" so doing?

And, all the time, realize that his patrons, the people who patronize his place of business, are willing to put 10c into the coin operated machines in his place of business which will, at the same time, bring him bigger, better, steadier profits?

Cue Stick Boosts Shuffle Game Collections Over 800 Per Cent

Op Supplies Cue Stick And Chalk At Player's Request. Result Is Play On Old Type Single Player Shuffle Game Zooms Up From \$15 to \$120 Weekly Gross

BUFFALO, N. Y.—Perhaps it was just what the doctor ordered.

Anyway, according to one leading op here who's spot, O'Day's Tavern, had a request from one of the players, "that the operator leave a cue stick and some chalk", somehow caused this op to comply with the request, with the result that players are standing in line.

The old type shuffle game that is in this location at one time took in as much as \$80 gross per week.

Since the heyday of the shuffle games, the collections fell down to \$15 per week. And were sticking around this mark pretty steadily.

The operator, therefore, couldn't see any reason why he shouldn't comply with the player's request for "a

cue stick and some chalk".

So he brought in the cue stick and chalk. The players then began to shoot the pucks for scores with the cue stick.

Tho this seems a bit unusual, if the average operator will weigh a puck against a pool ball, he will find that the weight is almost the same.

The result, according to collection reports, was that players lined up at the game and "waited their turn to play".

The collections are now averaging over \$115 to \$120 per week, gross, steadily. The operator reports he is now supplying cue sticks and chalk to the rest of his locations, instructing the location owners to introduce this new innovation.

NCMDA HOLDS CHI MEET

Distributors Meet To Plan Business Discussions For Annual Fall Meeting

CHICAGO — The National Coin Machine Distributors Assn., held its annual Spring meeting here this past Monday and Wednesday (June 11 and 13).

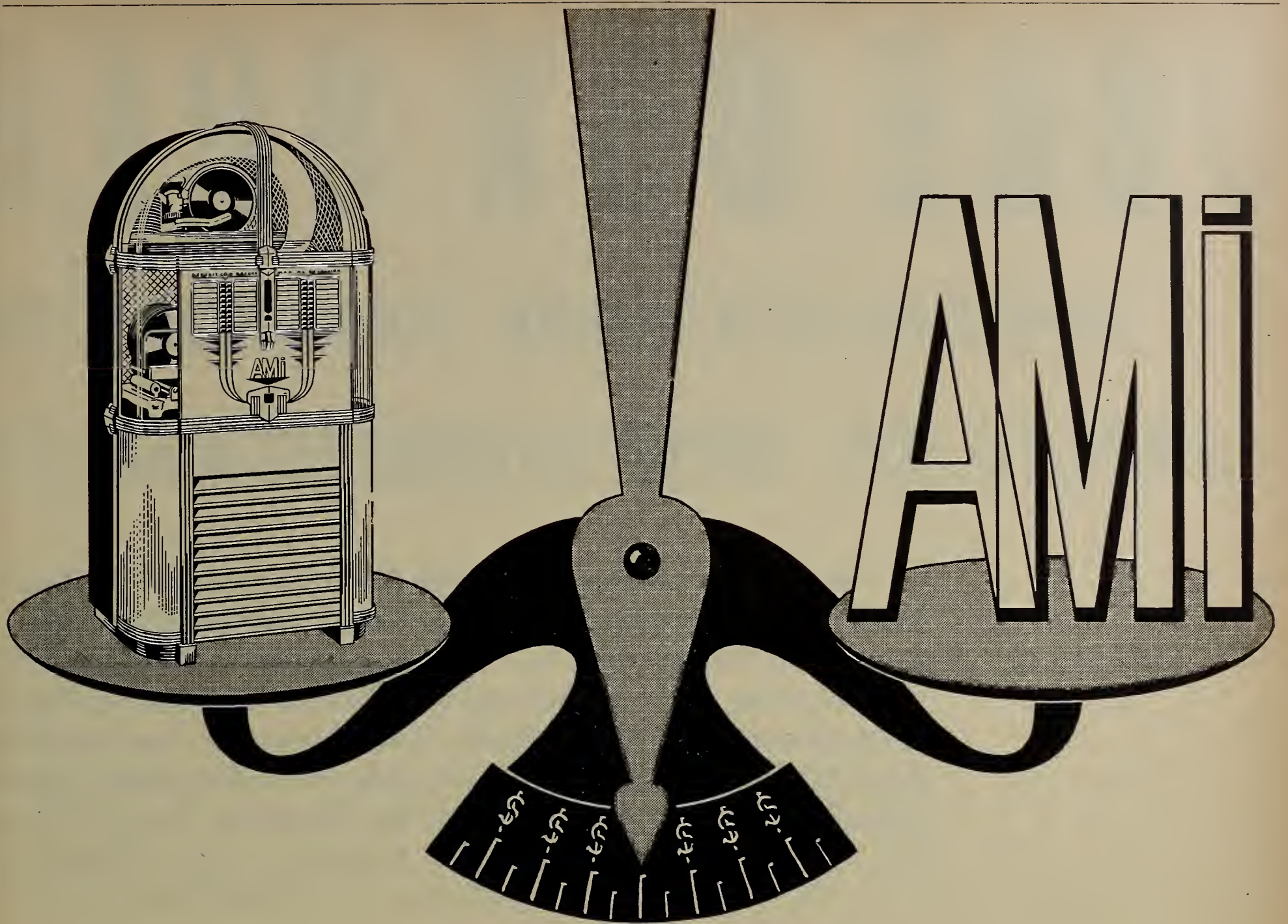
Eleven members of the organization were present to discuss business conditions, to plan for their general Fall meeting (it was held in Miami, Fla. last year), and to also determine what progress the organization had made during the past year.

Lou Wolcher, president of NCMDA, was on hand to conduct the business meetings. Si Neiman, business man-

ager as well as the organization's attorney was also present.

The other members present were: Bill Marmer, Cincinnati, O.; Silas H. Redd, Boston, Mass.; J. D. (Si) Lazar, Pittsburgh, Pa.; Irwin Blumenfeld, Baltimore, Md.; David Bond, Boston, Mass.; George Prock, Dallas, Tex.; Arthur Sauve, Detroit, Mich.; Gilbert Kitt, Chicago, Ill.; Joseph Ash, Philadelphia, Pa. and J. R. (Pete) Pieters of Kalamazoo, Mich.

According to members of this association, there was, "Nothing of any great importance discussed at the meetings".



THE BALANCED JUKE BOX

AMi is the balanced juke box!

Just the right size and weight for one-man transportation and set-up. Just the right height to attract attention and draw extra play on location. Just the right number of selections to suit the music buyer. Just the right operating features for fast, economical servicing. Just the right options in color and appearance to please every location. Just the right kind of musical performance to thrill a meticulous public. Just the right price to the operator to assure you a speedy return of your investment and to make your future financially secure.

Business-like music men today are planning their routes on a 100% AMi basis!

AMi *Incorporated*

ATOR - VOTERS

VOTE AGAINST SENATE BILL 1553

VOTE AGAINST HOUSE BILL 2465

to Pay \$52.00 Per Year (1¢ Per Week Per Record Side – and Maybe 5¢ Per Does Not Want You to Pay This Money to Your City, County, State or Federal ASCAP, to Help Make ASCAP Stronger, Richer and More Powerful. In Short, One These United States to Make Them Stronger, Richer and More Powerful People Who Can Only Afford Economical Juke Box Music. ASCAP is Asking the Its Artists Have Ever Had. A National Music Showcase That Has Helped Its Goose That Lays The Golden Eggs” for Composers, Artists, Bands, Performers. **Cross of Gold.** APPEAL TO YOUR SENATORS TO VOTE **AGAINST** SEN. KEFAUVER'S H.R. 2464 — H.R. 2465.

Would it help the Federal Government?

The answer is a very emphatic and definite: “NO”!!

But, it surely would help a group of men, who say they got together, “for the benefit of the composer,” so that they might take in from the automatic phonos of the nation (at the rate quoted in Senator Kefauver’s Bill: S. 1553) about \$11,000,000.00 per year!

And what is to prevent these organizations from asking that the rate be increased to 5c per disk per week next year? Or even 10c per disk per week the year after that?

That prevention is not contained in Senator Kefauver’s bill!!

There isn’t a composer in the nation who won’t admit that, “Without a record my song means nothing.” And whom does he want (and beg) to feature that record? *The automatic music industry of America!*

There isn’t an artist, or a band, or a performer, or an orchestra in the nation, that won’t admit that a record, *even sparsely played in the nation’s automatic phonographs*, “Means bigger and better bookings for me everywhere, everytime.”

These are the things that ASCAP wants to smash: *the nation’s greatest music showcase for its own composers, authors and publishers.*

Is this logical? To “kill the goose that lays the golden eggs”?

Is this the greed that reaches its apex in obeisance to the golden calf which may result in the smashing of its very own?

Isn’t this then, to be likened to: *crucifying music on a cross of gold?*

Senator Kefauver’s importance as a political personage is recognized. The eminent Senator may yet be able to do what ASCAP has never before been able to do. And what ASCAP has been defeated time and time again trying to do.

But, whether the eminent Senator is successful or not in this, his latest effort, he must always remember: *that not all are bad because One is bad; and not all are great because One is great.*

The time, then, has arrived when the constituents, the operator-voters of the nation, the grass-roots of the country, and their many, many retail business and other friends, must **APPEAL TO THEIR SENATORS AND TO THEIR CONGRESSMEN TO VOTE AGAINST S. 1553** (Sen. Kefauver’s bill), and also **VOTE AGAINST H.R. 2464 and H.R. 2465** (Rep. Scott’s bills).

This, then, is the time for the ‘little people’ to defend themselves.

The men who are engaged in the business of disseminating music, *economical music*: the music of the automatic phonographs.

The ‘little people’ who are hidden along the crossroads of the farm country, relaxing in the taverns of the workers; to appeal (to beg) of their legislative representatives, the men whom they so eagerly and enthusiastically voted for, their Senators and their Congressmen, *to stand by them.*

And not to, by their votes, cause one *all-powerful-business-group* to become more powerful, but instead, to think of the ‘little people,’ and for these Senators and Congressmen to: **VOTE AGAINST S. 1553** as well as **VOTE AGAINST H.R. 2464 and H.R. 2465.**

SENATE CRIME COMMITTEE ADVISES PINBALL GAMES ARE NOT GAMBLING DEVICES

Press Release (June 8) by Senator Herbert R. O'Connor (D., Md) for Senate Crime Investigating Committee, Reports, ". . . last amendment, however, was drawn with great care to avoid curbing the manufacture of amusement-type pinball machines - The kind that are to be found throughout the country since these are not generally considered as gambling devices and have not been found to lend themselves to exploitation by criminal organizations."

WASHINGTON, D. C.—Senator Herbert R. O'Connor (D) Maryland, chairman of the Special Senate Committee to Investigate Organized Crime in Interstate Commerce, issued a statement this week that disassociated the manufacture and operation of "amusement-type pinball machines" from any consideration as "gambling devices."

Senator O'Connor advised that he and other members of the committee were introducing "two more bills which form part of the pattern of new legislation evolved by the Committee to extend the powers of the federal government in its efforts to cope with the big-time gamblers and racketeers whose nation-wide operations we have been studying."

Continuing further, O'Connor stated: "In this same bill we also seek to tighten the present prohibitions on importing, shipping and mailing lottery and other gambling materials, and added restrictions as to punchboards, roulette wheels, and other gambling devices. The present law against broadcasting lottery information or advertisements is extended to include other gambling enterprises. And certain loopholes that have appeared in the recent Slot Machine Act would be closed so that none of the ingenious substitutes for slot machines which the Committee has discovered in its investigations will remain available to perpetuate the old large-scale slot machine domains of certain gangsters and hoodlums.

"THIS LAST AMENDMENT WAS, HOWEVER, DRAWN WITH GREAT CARE TO AVOID CURBING THE MANUFACTURE OF AMUSEMENT-TYPE PINBALL MACHINES—THE KIND THAT ARE TO BE FOUND THROUGHOUT THE COUNTRY SINCE THESE ARE NOT GENERALLY CONSIDERED AS GAMBLING DEVICES AND HAVE NOT BEEN FOUND TO LEND THEMSELVES TO EXPLOITATION BY CRIMINAL ORGANIZATIONS."

Exhibit Opens Way To New Biz For Ops

CHICAGO—After much speculation here regarding the "surprise" which Frank Mencuri, Exhibit Supply Company, salesman, hinted to the trade sometime ago many who heard about it this past week, were terrifically enthused.

The belief among those men who heard the story from Mencuri this past week regarding the newest merchandising idea yet advanced is, "Exhibit Supply Company has the modern answer to the oldtime penny arcade."

After many quiet tests in leading department stores, five and ten cent stores, super marts, kiddie parks, and many, many other noted merchandising establishments, Exhibit Supply Company, this past week, uncovered its idea for the entire industry.

This firm now features, "Exhibit Kiddie Dude Ranch." The merchandising behind this brand new and modern improvement over the oldtime arcades is so outstanding that it has met with instantaneous approval of the most noted department stores and other merchandising establishments in the nation.

Here the kids come into their own. All the glamor of "Hopalong" Cassidy, Gene Autry, Roy Rogers, and all the kids' idols, seem to be in this one "Exhibit Kiddie Dude Ranch."

Operators who have started out with this idea are paying no more than 20 per cent to 25 per cent commission to department stores, kiddie parks, super marts, five and dimes, and other business establishments.

One of these ops stated, "We don't have to pay anymore than 20 per cent commission. In fact, the owners thank us for installing the 'Exhibit Kiddie Dude Ranch.' The big answer and the big reason is because the 'Exhibit Kiddie Dude Ranch' help them to sell their merchandise to the kids.

"That's where their profit is and that's why they don't even question the commission. In fact, they thank us for the installation and, in almost every case, set aside one of the very

best places in their establishments for the 'Exhibit Kiddie Dude Ranch.'"

This op also advised that mothers out shopping leave their children in the "Exhibit Western Dude Ranch" and plenty of profit results with the mothers thoroly satisfied.

"Today," as Frank Mencuri explained, "many operators are renting stores on the main shopping thoroughfares in their cities and are planning 'Exhibit Kiddie Dude Ranches' with the true western atmosphere.

"Ten gallon hats are being featured for the kids," Mencuri explained, "as well as six guns, chaps, ties, and much other merchandise, in addition to all the Exhibit machines which simply fascinate the kids, both young and old."

It's a brand new business and lifts the present Penny Arcade out of the doldrums by reopening it as a true

"Exhibit Kiddie Dude Ranch" with merchandise to sell and with attractions like the Exhibit Card Vendors, featuring cowboy cards, Exhibit's Dale Six Shooters, Exhibit's Gun Patrol, Exhibit's Big Bronco, Exhibit's Pony Express, and other Exhibit equipment.

"This is one time," Mencuri explained, "when the operator can set up an entire business, a brand new business demanded by the kids everywhere in the country, and realize real profits.

"If he locates his 'Exhibit Kiddie Dude Ranch' in any noted merchandise establishment, he need not pay any more than 20 to 25 per cent commission.

"If he opens his own place on a busy shopping thoroughfare he has a business that is bound to go on and on as long as there are kids."



Exhibit Supply Company has created an "Exhibit Kiddie Dude Ranch" in their showrooms at its factory here. This gives ops a better idea of what the "Exhibit Kiddie Dude Ranch" is like. Operators who want to get into this new business should visit Exhibit's showrooms.

First Deliveries Stir Enthusiasm For "Lite-A-Line"

CHICAGO—First deliveries of the new "Lite-A-Line" of J. H. Keeney & Company, Inc., this city, stirred up great enthusiasm.

Reorders have been coming in at a surprisingly speedy rate ever since.

Roy McGinnis, president of the firm, is one of the most highly pleased manufacturers around town.

It seems that operators wanted the "old name and the newest type game," according to some of the execs here at Keeney's factory.

When the "Lite-A-Line" was delivered, they report, many rushed right to telephones to compliment the Keeney plant on this great game and order in quantity.

The game features six panels. Ops can have it either with 5c or 10c play. The fact that as many as six coins can be played at one time makes this one of the fastest games ever originated, it is stated.

The Keeney plant is going all out on "Lite-A-Line" as a result of the first orders which have already arrived.

Everyone of those who have already seen the game believe that it is one of the greatest on the market at this time.

In addition, the Keeney plant continues busier than ever with "Big League Bowler," the five player bowling game that has taken strong hold everywhere in the country, and which has been selling at a steady clip ever since its introduction.

Other products of the firm are also in speedy production with the demand for the firm's all electric cigarette vendor increasing daily.

"But," as one of the Keeney execs stated, "right now every ounce of productive capacity is being put back of our brand new 'Lite-A-Line' which has met with instant approval wherever it has been shown and operators believe we have hit one of the best games of all time."

New Distributors Announced For Como's "Stadium"

CHICAGO—New Stadium distributors appointed during the past week are Lake City Amusement Co., Cleveland, Ohio; King Pin Equipment Co. in both Detroit and Kalamazoo, Mich.; and Atlas Novelty Co. and B. D. Lazar Co. in Pittsburgh, Pa.

Stadium is manufactured by the Como Manufacturing Corporation, Chicago in their new factory at 5013 N. Kedzie Ave., Chicago. The game has many new features such as a new 4 step advancing tilt feature which gives the player the opportunity to use old fashioned body English to his heart's content. Game is made to play faster with 10 scoring ball traps that spring into action instantaneously thus speeding up the play so that it is really very fast.

The exciting feature of 10 balls for 5c is being very well accepted by the players who feel they are getting more for their money and still Stadium plays in less time than the regular conventional type pin game.

Deliveries are now being made by Como factory and distributors are being supplied as quick as possible.

Sensationally New . . . Completely Different Novelty Hit!

STADIUM



NEW EXCITING ACTION 10 BALLS—5 CENTS

VERY FAST...game plays in half time ordinary pin games. Many shots best made shooting 2 or 3 balls at a time. Players love it. TREMENDOUS LAST BALL SUSPENSE.

NEW 4-STEP TILT FEATURE

Gives player 4 chances to use old-fashioned body english.

NEW PLASTIC WHIP SPRINGS

NEW SCORING BALL TRAPS

NEW SEQUENCE SCORING FEATURE

Progressive from No. 1 Trap to No. 7 Trap

NEW VARIED PLAYER APPEAL

Competitive or Free Play

NEW INDIRECT PLAYFIELD LIGHTING

IDEAL FOR DARK SPOTS

POPULAR NOVELTY SIZE

24 in. by 48 in.

STADIUM is packed with loads of new features never before built into any game. There's nothing else like it. Protect your spots now...get STADIUM on location at once. See your nearest distributor today!

COMO MANUFACTURING CORPORATION

5013-5025 N. KEDZIE AVE., CHICAGO 25, ILLINOIS • PHONE INdependence 3-7600

Manufacturers of the World-Famous Hallycrane

We Have The LOWEST PRICES

on JUKE BOX INDUSTRY

RADIO & ELECTRONIC TUBES

- ALL TUBES ARE - | - DISTRIBUTORS -

- Standard Manufacturer
- Fully Guaranteed

- WRITE • WIRE
- PHONE FOR QUOTATIONS

Electronic Expeditors, Dept. CBW

List Your Requirements With Us

225 N. Wabash Ave., Chicago 1, Ill. • ANdover 3-0843

GIANT SALE!!

- WALLBOXES -

only

\$10 each

PACKARD Wallboxes
SEEBURG Post-War 5¢ Wireless
ROCKOLA Post-War 5¢
WURLITZER Post-War # 2140

WANTED for cash or to trade:
WURLITZER 3020,
1017. SEEBURG Bear Gun. SEE-
BURG 100 Record Phonograph.

REDD DISTRIBUTING COMPANY, INC.

298 LINCOLN STREET
ALLSTON, MASS. AL 4-4040
Branch Office: 811 Union Street
Springfield, Mass.—Phone 6-5418

United Conducting Service School On Wurlitzer Phono In Milwaukee

MILWAUKEE, WIS. — Harry Jacobs, Jr. and Sr. as well as Walter Hrdlicka of the Wurlitzer factory will be present, along with all other members and employees of United, Inc., Wurlitzer factory distributors, this city, to conduct one of the largest and most outstanding Wurlitzer factory Service Schools in their history, June 21, 22 and 23, 1951.

According to Harry Jacobs, Jr., "These service schools, which we have conducted, have proved to be extremely helpful to every Wurlitzer music operator.

"Furthermore," Harry Jacobs, Jr., stated, "it is a well known fact that our firm goes all out to make it better and easier for the music operators to profit from their Wurlitzer operations in every possible way."

Many surprises are also planned for the three days that the famed Wurlitzer Service School will be conducted at United, Inc., in this city.

In fact, the owners of the firm, have something up their sleeves which will prove of unusually good and interesting value to everyone of the mechanics and operators who will attend, according to latest reports.

Cusson Distrib To Move To New Bldg Around July 1

PORTLAND, ORE. — Eddie and Helen Cusson, Cusson Distributing Company, this city, are getting ready to move into their new building at 3131 S.E. Division around the 1st of July.

The Cussons had planned on quite a substantial building, but due to the NPA regulation prohibiting the spending of over \$5000 in total construction, the present quarters is "merely a starter" to quote Mrs. Cusson.

The firm is distributor for Rock-Ola Manufacturing Corp. in Oregon.

THE CASH BOX



77

ANNIVERSARY ISSUE

(Dated: July 21, 1951)

GOES TO PRESS: JULY 12, 1951

9

The Cash Box will celebrate its 9th Birthday with its July 21, 1951 issue . . . BUT . . . it will be much more than just a 9th Anniversary Issue . . . this is the ONE BIG ISSUE that the entire industry has been looking forward to for many, many months.

Everyone recalls the 8th Anniversary Issue of The Cash Box and the many who were sorry that they didn't participate with larger advertisements.

This is, then, the one time during the entire year when operators, jobbers, distributors, manufacturers, suppliers, and all allied to the coin operated machines industry in any fashion whatsoever, can advertise in an issue that will be treasured by every coin machine man in the nation.

The 9th Anniversary Issue of The Cash Box is

MORE THAN JUST ANOTHER BIRTHDAY CELEBRATION.

It is something that is undefinable in the fact that so many, many people, everywhere in this great nation (as well as in many foreign countries) look forward to this issue that brings a most complete listing of all new and used machines. Discusses all the outstanding events of the year. Answers many, many problems and questions. It is an issue that is WITHOUT PARALLEL for the great services it renders to the entire industry.

This is the one time during the year . . . the 9th Anniversary Issue of The Cash Box . . . when everyone, in any fashion whatsoever connected with the coin machines industry, is urged to take advantage of the advertising space which is offered at the most economical rate in all coin machines

history.

To insure yourself the best possible position for that big annual issue . . . the 9th Anniversary Issue of The Cash Box . . . write, wire, phone or call today at any of The Cash Box offices listed below . . . reservation for your advertising space NOW will assure you the finest position!

THE CASH BOX

EMPIRE STATE BLDG., NEW YORK 1, N. Y.

(PHONE: LOnacre 4-5321)

32 W. RANDOLPH STREET, CHICAGO 1, ILL.

(PHONE: DEarborn 2-0045)

6363 WILSHIRE BLVD., LOS ANGELES 48, CAL.

(PHONE: WEbster 3-0347)

Revolutionary



Keeneys

LITE

A

LINE

6-COIN • SIX PANEL

5-BALL

Recognized...

BY EXPERIENCED OPERATORS EVERYWHERE
AS THE LEADER IN THE 5-BALL FIELD...

LITE-A-LINE FEATURES:

- 1 to 6 coins on each play lite up one to six scoring panels on the lite box in consecutive order to increase player's scoring opportunities. Replays register on lite box.
- Ball in pocket on playfield lites up corresponding numbers and letters on all panels in play on the lite box.
- Scoring Principle: Player lites up lines of numbers and letters in direct lines of 3 each, either horizontally-vertically-diagonally-crosswise-double horizontally-double vertically-double diagonally-to be completed and scored on one panel only.
- No 'dead' balls until pocket is scored • Balls return for replay at bottom of playfield • No kickers • Player can score on 3-4-or 5 balls • 4th and 5th balls can boost score higher.

**IT WILL PAY YOU TO SEE AND PLAY
KEENEY'S "LITE-A-LINE" AT ONCE!**

**MOST
VIVIDLY
COLORFUL
AND ACTIVELY
ANIMATED
PLAYFIELD
OF ALL TIME!**

Keeneys

LITE-A-LINE

This new 5-ball—6 coin—6 panel game is destined for a long run of profitable operation never before witnessed as proved by exhaustive location tests. It represents the combined knowledge and ideas of expert Keeneys designers and men of long experience in actual operating. Keeneys' LITE-A-LINE is the game you need to open up rich locations—to revive peak playing interest in your regular stops.

SEE YOUR KEENEY DISTRIBUTOR NOW!

Yours FOR POWERFUL 4 TO 1 PLAY

Keeneys BIG LEAGUE BOWLER

Yes! 1-2-3 OR 4 PLAYERS

Move INTO CHOICE LOCATIONS
WITH THIS SMART NEW
BOWLING EQUIPMENT FOR
**SENSATIONAL
EARNINGS!**

Sizes
9½ ft. Long
x 2 ft. Wide
8 ft. Long
x 2 ft. Wide



**BRIGHT SNAPPY
LITE-UP PINS**
BY THE ORIGINATOR OF THIS
PLAY-INVITING FEATURE

J. H. *Keeneys* & CO., INC.

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

WANT

1949-1950-1951 Flipper Model 5-BALL GAMES

GIVE FULL DETAILS, PRICE WANTED, CONDITION,
QUANTITY, WHEN READY TO SHIP IMMEDIATELY TO:

BOX No. 614

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



EASTERN FLASHES

Listened to a conversation between two music operators, both good, experienced, intelligent coinmen. One operator signs up all locations to a contract, with minimums ranging from \$10 to \$20 depending upon the model phono. The other operator only signs locations to contracts on top equipment with minimums of \$15 to \$20. The point of disagreement between these two men was on the enforcement of the contract terms. One operator was bemoaning the fact that the collections in several spots were under the minimum, and he wasn't in a position to insist that the location make good the difference. The other operator stated that he had several locations in the same predicament, but that he insists that the terms of the contract be fulfilled, and that the location must pay the difference to equal the minimum set. One operator reported business was "tough"—the other that he was operating on a "profit."

Hymie Koeppe, Koeppe Distributing Company, rushes off early Wednesday to ready himself for his son's (Sam) graduation that night from Polytechnical Institute. Sam gets a Bachelor of Aeronautical Engineering, and is one of the few students selected to work at the Naval Air Development Center, Johnsville, Pa. . . . Sam Lewis, Chicago Coin executive, winds up his road trip here this week, and returns to the Windy City. Sam and Al Simon, eastern representative, covered the eastern and New England territories the past week. Both report the sale of their new shuffle "Horseshoes" lively throught this area. . . . Joe Young, Young Distributing (Wurlitzer distributors) spends Wednesday traveling the New Jersey shore territory. Joe complains that every time he covers that particular area it always rains. . . . Jackie Prigoff, Runyon's head engineer, waiting impatiently for the arrival of his first born. . . . Another expectant father, Herbie "Happy" Semel, has been counting the hours for the past two months—"He must have figured wrongly" states papa Jack Semel.

Morris Rood and Irv (Kempy) Kempner, Runyon's New York office manager and roadman respectively, developing a softball feud. Morris brought his team from Newark, N. J. to Paterson last Sunday and trimmed the pants off the Kempner team—score 3 to 2. "We took pity on them" smiles Rood, "because Kempy was pitching." The game went into extra innings, but Kempy claims his support was faulty. . . . Bert Lane in from Miami, Fla. the past two weeks, working with Harry Pearl on distribution of Genco's "Shuffle Target." "It's going great" they both chorus. . . . Dave Lowy, Dave Lowy & Company, reports good sales of the Genco game, and is now awaiting the new Keeney machine, which he thinks will be on his showroom floor by the end of the week. . . . Mike Munves, who thought he was busy up to now, really is rushing. "Must get all the machines out by the end of the month" states Mike "so that the arcades have them for the regular season starting on the Fourth of July. (Note: Score on Munves' cigarette abstinence—three weeks now). . . . American Vending closes its doors on 45th and Tenth Ave. Friday, June 15. Nat Cohn begins a complete renovation job immediately and expects to be ready in from two to three weeks. . . . Barney (Shugy) Sugerman and Irv (Kempy) Kempner take a one day trip up state, visiting several operating firms. . . . Manny Ehrenfeld, Passaic, N. J., on coinrow doing some buying. Manny, who should know from his long experience as a music operator, insists the one and only salvation of the operator is 10c play, with whatever variations are practical at the moment. . . . Al (Senator) Bodkin, still the best dressed coinman in the city, another vehement protagonist of 10c play. "We must get that dime, or we're going out of business" states the "Senator."

Jack Kauffman, K. C. Vending Company, Philadelphia, moves to new large quarters at 410 Market St. "You can quote me as saying" states Jack, "that my new building is the largest housing coin machines of all kinds and a tremendous assortment of premiums of every description. There is plenty of parking space as we have arranged free garage parking for our customers." Kauffman, one of the industry's pioneers, has been continually adding facilities during his many years of service to the trade, and it now appears as if he has a building sufficiently large. . . . Received a pair of ducats from Jack Nelson of Como Manufacturing Corporation, and at first glance thought Jack had sent us tickets to a Yankee baseball game at the Stadium. Upon closer scrutiny, we find its a terrific promotion piece for the Como new "Stadium" game. This is great mailing angle, and is sure to capture plenty of attention. . . . Amco Engineering, Inc., a new corporation organized by Pete Mongelli and Russell Ramsdell of Baltimore, Md., is converting "Champion" to "Longshot." Russ is the President of the firm, and Pete is one of its officers. "Longshot" is being displayed at the firm's showrooms starting this week, and Russ, over the long-distance phone, tells us it has made a big hit with the ops. Russ is well known thruout the trade as one of its finest engineers.

It's a very unusual situation both here and in New Jersey regarding dime play on phonos. In conversations with operators, there isn't a single one who doesn't agree that dime play is the most important move that has to be made if they are to conduct their business profitably. And yet, only a handful are willing to take the initial step. Were it not for the stiff competition in these areas, these few men would have gone to dime play months ago. The argument presented is that these Eastern localities are too large, with a great many operators serving taverns—and one operator couldn't possibly buck all the nickel phonos. "We must all agree to go to dime play at the same time" stated one op. (Ed note: Well?)

ADVERTISEMENT:

While going thru this issue, you'll note that The Cash Box will celebrate its 9th birthday with the July 21 issue. At times the going has been rough with the usual heartaches and problems of most businesses. But thru these years, year by year, The Cash Box has grown in stature, giving its owners and employees great satisfaction in performing "a job well done." The Cash Box, from its first day of publication, has had a heart and soul. We are intimately acquainted with our readers and our advertisers. We have friends too numerous to count. Because of some of our policies, we have also created enemies—but as they are only a handful, we hope to bring them into the fold some day soon. We are proud of our 9 years of service—and look forward to publishing one of our biggest and best issues. We invite our friends to join with us—ADVERTISING FORMS START GOING TO PRESS ON JULY 9, and LAST MINUTE ADS CAN BE ACCEPTED UP TO 5 PM on THURSDAY, JULY 12.

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

WILL TRADE . . . BRAND NEW TURF KINGS

(in original crates)

FOR . . .
MUSIC, CIGARETTE,
or ANY OTHER COIN
MACHINE EQUIPMENT

Write—Wire—Phone

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NPA Head Warns Severe Materials Shortages Ahead As CMP Gets Going

CHICAGO — Manly Fleischmann, NPA Administrator, speaking before the Economic Club of Chicago at the Sherman Hotel (June 6) reported:

"The nation is entering upon the second phase of the mobilization program—one in which shortages of critical materials will be increasingly felt."

He also warned, "From now on, production to fill military orders which have been building up will require greater amounts of materials, and the impact of this demand will be felt in many areas of the civilian economy."

As an explanation to all manufacturers, Fleischmann said, "More and more . . . we have to support other essential programs with priority assistance."

"As a result", he continued, "the demands on the priority system have become heavier and heavier. Accordingly, Government defense production officials made the decision in April to adopt the Controlled Materials Plan, effective July 1."

Fleischmann's speech also revealed that Government defense officials would have a big problem ahead of them trying to keep defense industries working at top speed and supplying them with all the critical materials needed.

There would be many dislocations of productive capacity, he admitted, but, he also believed that in due time all this would be settled, even though many industries would have to suffer regular products production.



CHICAGO CHATTER

Our editorial in the June 9 issue, page 3, "There's Nothing A Hit Game Won't Cure," clicked with many coinmen 'round the nation. But, letter from Lou Loasberg of New Orleans, was the best of all. Lou advises that "Bally Bright Lights" simply lifted entire area out of the summer doldrums. . . . Mike Dale of Commercial Phono Service & Survey who handle all such work for music ops' organization here, devoted entire back page of his monthly bulletin, "News-Scope," to work The Cash Box has been doing for the ops here and thruout the nation on 10c play; Sen. Kefauver's bill; and many other highlights.

Vince Shay of the Music Mart has been testing some new equipment now for weeks and may soon have a very interesting announcement for the trade. . . . NCMDA's annual Spring meet held this past Monday and Wednesday at the Bismarck Hotel with 11 distribs present. Lou Wolcher from San Francisco, President of NCMDA (National Coin Mach. Distribs. Assn.) conducted. Si Nieman, biz manager on hand. Bill Marmer, Cincinnati; Si Redd, Boston; Si Lazar, Pittsburgh; Irv Blumenfeld, Baltimore; Dave Bond, Boston; George Prock, Dallas; Art Sauve, Detroit; Gil Kitt, Chicago; Joe Ash, Philadelphia and J. R. Pieters, Kalamazoo, members present. . . . Jeffrey Coven has himself tangled up financially on the Cubs for the rest of the season. At a nickel per game. (Jeffrey is Ben Coven's son). . . . Ray Cunliffe advises that Chi's music ops holding big open meet this week with trade press and suppliers invited. George Miller of Oakland, Cal., President of MOA and head of California Music Guild and Counsellor Harrison W. Call will also be in town.

One place where coinmen can bump into each other almost every nite—Chez Paree. Two leading mfrs entertaining distribs one nite last week. . . . Most unadulterated baloney we know of—that ops haven't money to buy—just bring out a "hit" game—they'll have the money. . . . Charley Pieri and Clayton Nemeroff of Monarch just about ready to make announcement "officially." . . . Herb Oettinger ain't too happy with baseball this year. Not enough customers. . . . What happened to Oscar? Oscar Schultz, that is. . . . "Experts" who are "on the inside" claim that there will be total allocation of all materials by Oct. 1. (Which ain't any different from what The Cash Box has been stating in editorials for some months now). The talk of "too much steel" by the end of the year, these experts claim, is just so much baloney. What they mean, they claim, is that there may be a helluva lot of steel by the end of 1952, maybe. . . . Also interesting to all who've been reading their papers carefully (financial pages) is that Gov't is spending \$47 Billions this year for defense, but, beginning with fiscal year of '52, July 1, will spend \$70 Billions. (Which is, again, only what The Cash Box has reported time after time in pages here).

In O'Day's Tavern, Buffalo, N. Y., op was requested to bring in cue stick by player. He did. This was for play on "Shuffle Alley." Single player game. Result of shooting pucks with cue stick instead of by hand? Take jumped from \$15 to over \$120 and still up there. Maybe that's an angle? . . . Never saw a more enthusiastic or happier guy than Roy McGinnis of J. H. Keeney & Co., Inc. Reports on the firm's "Lite-A-Line" so amazing it's almost unbelievable. Mac just waggles his head when he reads some of the collection reports ops have sent him. . . . Frank Mercuri of Exhibit absolutely thrilled with Golden Anniversary sales of "Gun Patrol." Last week firm so far ahead of any other like period no comparison. And orders getting bigger by the hour. Certainly most deserved by this 50 year old grand coin machine manufacturing firm who've produced terrific moneymakers for the coinbiz during those 50 years. . . . Seen at the Chez enjoying Jimmy Durante: Jack Nelson and Bill O'Donnell of Bally with Si Redd of Boston and Bill Mermer of Cincinnati.

Like the way Herb Jones brought out that SERV biz in his latest issue of "Bally-Who." Very swell, Herb. . . . Busy as bees—the Como guys—with an order in for more "Stadiums" from R. A. Howe of Honolulu that'll keep the plant buzzin' for some days to come. . . . Hear that Wally Merila, Morris Roesner and Archie Carey in mdsq mach biz in St. Paul. . . . Lou Casola's collections up from 25% to 40% since swinging over to 10c play in Rockford. . . . Si Lazar, his wife and dotter (very pretty daughter will be married next month) in town seein' the shows (South Pacific) as well as buying that trousseau while Si takes care of business. . . . Jack Nelson came up with one of the cutest stunts seen in this man's town in many a moon with "personal" envelopes sent to all enclosing two stadium tickets (actual theatre tickets) which exploit Como's new "Stadium" pinball. Great idea, Jack. . . . Tom Callaghan writes up from the Caribe-Hilton in San Juan, Puerto Rico, "This is the life." And, if you've been there, you'll agree Tommy ain't kiddin'.

Seen dancing at the Pump, that very, very swell guy, Ray Moloney. They just don't make 'em any nicer. . . . Still on the road, but now in the East. Sam Lewis of Chicoin, reported to be doing a very grand sales job for the firm. . . . Hear that my fat mustacheed friend, Ben Becker, did one of the grandest sales jobs in history up in Canada for Bally. (But, when doesn't Ben do a great sales job?). . . . Si Redd, they tell us, has a sale on that is without peer for anyone who needs used equipt. . . . Joe Abraham of Lake City Amusement, Cleveland, is caught between the hot weather and the grand opening of his new bldg. Joe doesn't know whether, "Now or later". . . . Phil Weinberg in town for some days and then flies back to Dallas. That boy should buy himself a piece of Braniff. . . . Ralph "Nick" Nicholson over in Fort Wayne working with friend Harry Binnie and doing a terrific job. Never saw a guy for enthusiasm, optimism and pep like Ralph. . . . Dan Mo'oney pulls in from Memphis and advises one of the nicest times he ever had was spending the hours with Clarence Camp.

From what we hear some Senators in Washington reading our editorials and acclaiming them. Thank you, gentlemen. . . . Art Garvey back East again. In Hartford. . . . Sen. Kefauver's present so-called "amendment" reminds of the 1913 income tax "amendment." Advocates of that 1913 bill said that the rate would never exceed 1% of income. It's now as high as 94½% of personal income and up to 70% of corporate income with a zillion other surrounding taxes. That's the same story with Sen. Kefauver's S. 1553. Asks for only 1c per record side per week. But (and it's a helluva big 'but') there is nothing in the Senator's bill which says that ASCAP must stop at 1c per record side per week. Betcha a zillion that within a year they'll be askin' for 5c per record side per week and, if the bill should ever pass, it'll be up to 25c per record side per week some distant day. That's the very best way we know of to "kill the goose that lays the golden eggs" for ASCAP's own artists, composers, authors and publishers. Smash the greatest musical showcase in history. Crucify the music of the poor on a cross of gold.

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California "Fair Trade and Unfair Practices Act" Unaffected By U. S. Supreme Court Decision

By **GEORGE A. MILLER**, National President MOA

The recent decision of the United States Supreme Court invalidating certain phases of the Fair Trade Laws has nothing whatsoever to do with the Fair Trade and Unfair Practices Act under which "services" or "output of a service trade" is fair traded in California. Specifically the decision has nothing whatsoever to do with that section of the Act under which the automatic phonograph industry was fair traded in California last August.

The Supreme Court decision has caused considerable confusion because of a misunderstanding by the general public as to what the decision actually held.

In California, as well as in many other states, there are two types of so-called fair trade acts. One is the type of act which the Supreme Court dealt with in the recent decision. That act provides that a producer of any commodity which is a subject of commerce, may contract with a distributor so as to prevent any resale of such commodity except at the price stipulated by the distributor. It is to be readily seen that this act permits the setting of a price which would include a profit for all concerned in the selling thereof.

That act is a short act, and is found in Part 2, Division 7 of the Business and Profession's Code of California, beginning with Section 16900 and ending with Section 16905.

This, or a similar type of act, has been adopted by the Federal Government and by 45 of the 48 states. A reading of the opinion of the Court will show that all of these acts are not invalidated, the Court holding that the acts were unenforceable only against retailers who were not parties to the contract setting the minimum price.

The other type of fair trade act is commonly referred to as "Unfair Trade Practices Act." This is rather an extensive statute, beginning with Section 17000 of the Business and Profession's Code of the state, continuing to and including Section 17101. The Unfair Trade Practices Act is the one which prohibits the doing business by anyone, whether in the sale of a commodity or the rendering of a service, at less than the cost of producing such commodity or rendering such service.

The legislative declaration of purpose in the second section of the Act reads as follows:

"The Legislature declares that the purpose of this chapter is to safeguard the public against the creation or perpetuation of monopolies and to foster and encourage competition, by prohibiting unfair, dishonest, deceptive, destructive, fraudulent and discriminatory practices by which fair and honest competition is destroyed or prevented."

One of the unfair, dishonest, deceptive and destructive practices prohibited by the Act is the doing business at less than cost.

This Act was passed for the purpose of preventing the disastrous results of ruthless competition that brought about such economic chaos in the retail commodity field in California, particularly in the cleaning and dyeing industry.

One widely known economic writer during the 1930's when there was a period in which such disastrous and ruthless competition was indulged in, stated that "such uncontrolled competition over the years has gotten the

consumer bargains at the expense of misery among workers, and bankruptcy of owners."

This statute has been repeatedly sustained by the Supreme Court of California, and in at least 35 other states, as well as by the Supreme Court of the United States.

During the price wars in 1930's, price cutting began gradually, but soon it was going like a forest fire and competition got so ruinous and destructive it forced thousands into bankruptcy and many to suicide. As a consequence hundreds of thousands of workers were thrown out of work and became a burden upon the Federal, State and Municipal Governments.

This type of economic chaos is the dream of the monopolist. Combinations with large financial backing can drive competitors completely out of business then have the field to themselves at what prices they care to charge. Thus the general buying public is the group that ultimately suffers most, from this uncontrolled and unfair competition.

In recent years groups of the buying public have awakened to the fact that these statutes really work for the benefit of the buyers too. So also the various levels and agencies of state governments have become interested in the maintenance of such legislation for the state, the counties and cities and particularly the men who labor for their living are interested in the continuity of a given business or industry. The state, because of the tax income that is derived from business and also because it is essential to the welfare of a state that there be a continuous activity in business in order that labor will be regularly and continuously employed at a fair and decent wage and (2) that citizens will have their necessary wants satisfied by a sufficient number of merchants with a proper geographical disposition and (3) business and industry are freed from the ruinous, ruthless dog eat dog type of competition that has periodically in the past left its scars upon the framework of our economy.

In short these acts guarantee labor a fair wage, the employer a fair return on his investment, the general public a continuous merchandising service at decent prices and also gives the various levels of government the taxes that are increasingly needed.

This Unfair Trade Practices Act, as above stated, has been sustained repeatedly by the courts of this country. A violation of the Act subjects the person so violating it to both a civil suit for damages, in which a restraining order, restraining and enjoining such violation may be issued, and also subjects the offender, for each single violation upon conviction, to a fine of not less than \$100 nor more than \$1,000 or both such fine and imprisonment not exceeding six months.

This Act has been repeatedly enforced by the courts in California and is continuing to be enforced to the end that its beneficial and salutary provisions will continue to benefit the employer, the employee and the general buying public.

In closing may I again point out that the Supreme Court decision had nothing whatsoever to do with this Act, or any part thereof. It is still the law of this state, and every other one of the 36 states in which it has been adopted.



CALIFORNIA CLIPPINGS

What with the usual cry of summer doldrums this time of year, it's rather surprising to hear from such qualified spokesmen on business conditions as Paul Laymon, Bud Parr and Badger Sales that sales of amusement equipment and music are on the upgrade. . . . Seems that collections are also up for many operators, particularly in the Long Beach and San Pedro areas. . . . Bud Parr and Fred Gaunt of General Music are a pair of proud lads at knocking off an exclusive for Southern California on Genco's lively new "Shuffle Target." This is the first time, we understand, that Genco has given the ex on any game in this area for a good many years. . . . Off on a nice long vacation trip of 4,000 miles via car were Badger Sales' Hank and Louise Schmitt, who will visit friends and families in Momence, Ill. and Milwaukee. . . . Another vacationist was Jack Ryan, Jack Simon's good right hand, who took off with frau on a motor trip to the midwest.

"Things are about the same, which means they could be better and not too much worse," is the way cheerful George Warner of Automatic Games puts it these days. . . . Dannie Jackson has been commuting to Las Vegas of late on a number of deals and is also keeping busy on his local enterprise, one quite removed from the coin machine business. . . . Lyn Brown tells us that he's selling all the United "ABC" games he can get and that reports are in commending the unit as one of the most rewarding ones out in some time. . . . J. Peskin's gal Friday, Dolores, a very sunny dispositioned senorita as a rule, almost lived up to her name (meaning lady of sorrows) this trip by chiding us on forgetting to spell her monicker (and that after spending half an hour in pleasant conversation with her). The same, and a very nice one it is, looks almost as lovely as the original in print: Dolores, Dolores, Dolores. . . . Phyllis Hammond, another young lady who's easy to look at by that or any other name, had been dropping in for a visit with her former colleague. Phyllis is now full time out at Sierra Steel, along with Paul Silverman while Joe Peskin currently is attending to his Chicago interests.

Things are but fair on the local front and considerably livelier up Reno way, Al Bettelman tells us. . . . Charlie Robinson has been spending a good deal of his time lately in the Nevada city, with Al ably handling what action there is in these parts. . . . Yet another vacation-bound lad is Charlie Daniels at Paul Laymon's, with June 23 set as his take-off day. Paul notes that the Wurlitzer service school was quite a success, with plenty of ops taking advantage of the offer. . . . A big time was had last week in their L. A. visit by Bally regional rep Al Sleight and Portland operator Otis Anderson, according to Paul, who also reported that operator reports on Bally's "Bright Lights" are bright indeed. . . . Due in on the Laymon floor any day is Chicago Coin's new "Horseshoe Shuffle" and fresh in was another batch of Wurlitzer automatic volume controls for the new 1400s and 1450s. . . . Something new has been added to Johnny Hawley's in a pleasant voiced telephone gal, who Johnny tells is just as pleasant to look at as listen to. Those orders for dime music converter kits are still pouring in, Johnny notes.

Among the out-of-towners shopping on the Row: H. D. McClure from San Luis Obispo. . . . S. W. Ketchersid of San Bernardino. . . . Gardena's L. Zaboski. . . . Norman Hayes and Al Cicero of Santa Maria. . . . Mr. and Mrs. Fred Allen of Bakersfield. . . . Santa Ana's John Glover. . . . Carl Robertson of Anaheim. . . . La Habra's Henry Van Stelton. . . . Jack Johnson and M. F. Tillitson of Long Beach. . . . E. E. Peterson from San Diego. . . . Cuyama's Frank Williams. . . . Jack Neil of Riverside. . . . John Quincy from Taft. . . . Bob Shelton of Bishop. . . . Bob Perkins from Seely Air Base. . . . Fontana's Dick Harrison. . . . T. R. Loo of El Centro. . . . Bill Olson and Charlie Koski from San Pedro.

MINNEAPOLIS, MINN.

Dan Meder, very well known operator from Avon, was seen in town picking up supplies for his route. . . . Also in town on a quick trip was Leo Berkowitz of the B & B Novelty Company of Superior, Wis. Leo made a quick trip into town to pick up some equipment for the route and he was accompanied by Howard Schlecht of Duluth, Minn. . . . Ed LaBlanc of St. Cloud, was seen around town as was Jim Stansfield of Winona; B. F. Kragtorp of Tracy; Ben Jahnke of Hutchinson; and Kenny Anderson of Austin. . . . Bob Addington and his charming wife of Bismarck, N. D. were in town on a shopping trip. Mrs. Addington made all the department stores while Bob visited the various distributors and picked up equipment for his route. . . . Also in town with his wife was Ray Schaller of La Crosse, Wis. . . . Ray Kohner and his son, Don, of Winona, were in town picking up supplies for the route as was Al Eggermont and his wife of Marshall. . . . Don Hazelwood of Aitken, and his daughter were seen around town and Don was driving a "spanking" new Cadillac. . . . Elgin McDaniel of Wadena, made his weekly trip into town. . . . John Howe of Foley, was also seen in town and he states that business is picking up in his territory.

August Quade of Rochester, has been so busy that he had to phone in for his parts. . . . Harold Lieberman of the Lieberman Music Co. has returned from his short trip abroad and is all set and raring to go. Harold is proud to announce that the Wurlitzer Service School will be held in the Lieberman Music Company building and the school will run for two days, June 19th and 20th. A big turn-out is expected for this service school, which will be conducted by factory trained engineers. . . . John Czerniak of Duluth, and family made a trip into the Twin Cities and also in from Duluth was Joe Atol. . . . Charles Sersen of St. Cloud was in town for the Lions Regional Convention, which was held at the Ryan Hotel in St. Paul, Minnesota. By the way, Charlie is president of the Lions Club in St. Cloud, Minnesota. Charlie's son Tommie, graduates from the University of Minnesota this week, from the College of Mines.

Music Operators' "News-Scope" Quotes "The Cash Box"

Chicago Ops. Assn. Phono Survey Brings Out Pertinent Facts About 10c Play.

CHICAGO — Commercial Phonograph Survey & Service, the firm contracted to survey all locations and general operating problems here by the music operators' association, Recorded Music Service Assn., this city, has been mailing a house-organ type booklet to all ops in this area who are members of the association.

The booklet is called: "News-Scope." It is extremely interesting, it is reported, to the average music op in this city. It not only covers national events, as well as general Government agency orders, and other news items which are important to business men but, at the same time, also delves into editorial comment which has won much good comment from music ops in this city.

The June, 1951 issue of "News-Scope" features a story on its back page which should prove of good interest to the trade.

(Editor's Note: And for which *The Cash Box* thanks "News-Scope").

This item reads as follows:

"Now that the dime conversion has taken place, we have contacted many operators to get their reaction, and whether they considered this move sound financially, or whether they thought the movement was a failure. After contacting seventy-five representative operators, both large, middle sized, and small, we were gratified to learn that only two operators reported less money collected after the conversion period. The other seventy-three operators were enjoying substantial increases, or were holding their own average with one-half of the amount of service calls. One of the operators whose gross had fallen down, felt that the dime play had caused the decline. We feel that this is not true, in as much as general business conditions, especially the tavern business, has dropped to a point where many taverns are practically empty, and business in general is awaiting the defense program that is certain to come within the next few months. True, this conversion took a lot of courage, for the average operator has been of the opinion that the juke box was destined to be a 5c instrument for all times.

"Many of the old and new operators who know Bill Gersh, publisher of one of the best coin machine magazines, 'The Cash Box,' know that he has been advocating the dime play for a number of years. Mr. Gersh has had the foresight and experience to make a flat statement that a dime play was necessary and the only salvation of the juke

box business. He has foreseen the rising costs, taxes, etc., and wants the operators to make foreseen the rising costs, taxes, etc., and wants the operators to make a fair return on their investment so as a consequence, a chain reaction will set up. When operators make money, they buy more records and equipment; the manufacturers in turn have more money to spend on advertising; this in turn benefits such trade magazines as 'The Cash Box.' If some of the operators used the same ingenuity and salesmanship to bring about better understanding with their locations that Bill Gersh uses to better his publication, they would find that it pays off.

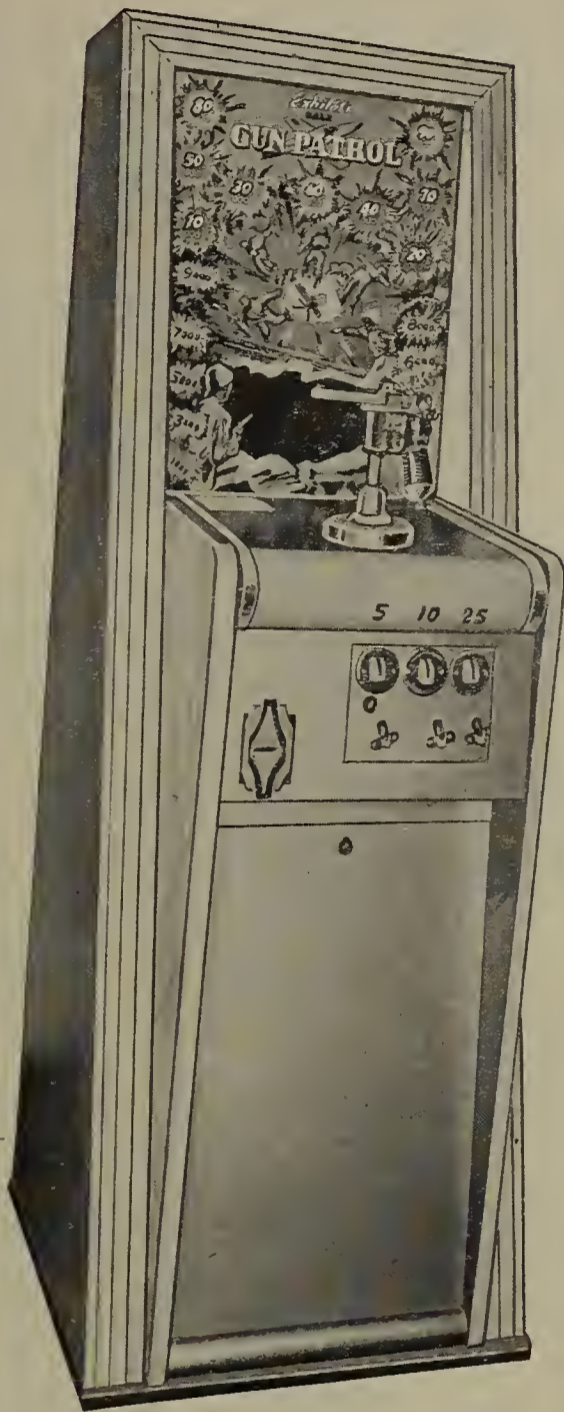
"In an editorial which appears in the April 28th issue of 'Salesmanship Key Need,' the writer commented on the fact that a survey has found that the average operator is acquainted with less than 50% of his locations. Many haven't even personally met 25% of their location owners, and many large operators know less than 10% of their location owners. This, if true, is deplorable, in as much as the only way to help cement relationship with locations, and bring about better understanding of each others problems, is to know the location owner and to talk to him occasionally. Our business needs salesmanship now more than at any other period of our existence."

Bally's "Bright Lights" A Hit In New Orleans

NEW ORLEANS, LA.—"A month ago, we thought it would be a long and hot summer," writes Louis Boasberg of New Orleans Novelty Company, this city, "but Bally's 'Bright Lights' has certainly brightened the picture considerably.

"It certainly is a game the operator can put on location and find people crowded around playing hour after hour after hour. Your recent editorial 'There Is Nothing A Hit Game Won't Cure' is certainly borne out with our success on this Bally game."

— a SURE hundred percenter for OP'S



EXHIBIT'S DALE "GUN PATROL"

100 %

SKILL GAME

100 %

LOCATION APPROVAL

100 %

ATTRACTION POWER

A GOLDEN OPPORTUNITY
awaits operators to share in the celebration of **EXHIBIT'S GOLDEN ANNIVERSARY**
Your EXHIBIT distributor will tell you about it.

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Notice to holders of "Special (\$48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 8c per word. Please count words carefully.

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WANT

WANT — United 5-Player Shuffle Alley; United 4-Player Shuffle Alley; United 2-Player Shuffle Alley. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, O. Tel.: Superior 1-4600.

WANT — Late model phonographs. Will pay cash. Will pick up within a radius of 300 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 19, N. Y. Tel.: CI 6-8939.

WANT — Will pay cash for Champions, Citations, Gold Cups, late Rock-Olas, Seeburgs, Wurlitzers and AMI's, and Accessories. Send us your list. AMERICAN DISTRIBUTING CO., 325 E. NUEVA ST., SAN ANTONIO, TEX. Tel.: TRavis 8858.

WANT — Photomatics, Voice-O-Graphs, ChiCoin Basketball Champs, Seeburg Bear Guns, Evans Tommy Guns, Skyfighters, Chi-Coin Midget Skee Balls, Pitch 'Em and Bat 'Ems, Exhibit Dale Guns, ChiCoin Pistols and all other Arcade Equipment. State condition and price. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyant 9-6677.

WANT — One or a hundred phonos and games of all kinds. Cash waiting. Will buy your complete route of music or games. Also want: tubes, parts, supplies of all kinds. Write, Wire, Phone. C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: DUNKirk 3-1810).

WANT — Phonographs, pre-war and latest models. State price wanted, mechanical condition, appearance, quantity you have, and when ready to ship, in first letter. BOLIVAR RADIO, BOLIVAR 14, MEXICO CITY, MEXICO.

WANT — All post-war games, phonographs, wall boxes, scales, arcade. All hideaways, speakers, adaptors, motors, Wurlitzer and Seeburg steppers, etc. Write stating condition and prices. ST. THOMAS COIN SALES, ST. THOMAS, CANADA. Tel.: 2648.

WANT — Will buy used phonograph records made before 1940; any quantity or dealers stock. Will pay \$15 to \$30 per hundred. Some labels are Paramount; Gennett; Victor; Columbia; Brunswick; Bluebird; Vocalion; Decca; Q. R. S. JACOB S. SCHNEIDER, 128 W. 66th ST., NEW YORK 23, N. Y.

WANT — New or used late model phonographs, pin games and shuffle alleys in trade for Bally Turf Kings brand new in the crate. NOVELTY AMUSE. CO., 999 MAIN STREET, HARTFORD, CONN. Tel.: 78511.

WANT — We want late model phonographs, wall boxes, five ball games, amusement games, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH.

WANT — By Operator: Bally One-Balls: Citation, Champion, Turf King. Also late 5-balls and post-war phonographs. All machines must be A-1 and ready for location. ACTIVE AMUSEMENT CO., 501 NORTH GOSSET ST., ANDERSON, S. C. Tel.: 2310.

WANT — Used, new or surplus stock records. At this time we will purchase unlimited quantity of any type records (except Race). Top prices paid. We pay freight. Write immediately. USED RECORD EXCHANGE. Anthony "Tony" Galgano, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT — Your used or surplus records. We buy all year round and pay top prices. No blues or race. Not lot too large or too small. We also buy closeout inventories complete. BEACON SHOPS, 905 NO. MAIN PROVIDENCE 4, R. I.

WANT — United two-player Shuffle Alley Express; United Shuffle Skills; Universal Twin Bowlers. Can use unlimited quantity. Phone, wire: RITEWAY SALES & MFG. CO., INC., 615 10th AVE., NEW YORK, N. Y. Tel.: JUDson 6-1865.

WANT — Your used Juke Box records and new records. Will buy dealer's inventory and surplus store stock. Unlimited quantity. Top prices paid. We pay freight. HARMEL MUSIC CO., 4378 BEDFORD AVE., BROOKLYN 29, N. Y. Tel.: NIGHTingale 8-6400.

WANT — Used Juke Box records, popular, hillbillies and polkas. Any quantity. Will pay highest prices. Give full details in first letter. F. A. WIEDEL, 2440 N. ORCHARD ST., CHICAGO 14, ILL.

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

WANT — Bally Shuffle Champs; United 5-Player Shuffle Alleys; United Twin Rebound. State condition and price. H. BETTI & SONS, 1706 MANHATTAN AVE., UNION CITY, N. J. Tel.: Union 3-8584-8574.

WANT — New and used Pace, Jennings, Mills Golden Falls, and 21 Bell Slots; Jennings Consoles. Interested in good clean post-war machines only. Also want Parts for above machines — gears, clocks, escalators, etc. Send list of quantity, denomination and lowest price in first letter. BOX #153, c/o THE CASH BOX, EMPIRE STATE BLDG., NEW YORK, N. Y.

WANT — Will pay highest prices for Bally Triumph. Any condition as long as you have all parts. No lot too large or too small. J. DE LUCA, 8031 ST. GERARD ST., MONTREAL, QUE., CANADA.

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE — All Stars \$75; Quarterback \$60; Exhibit Hockey \$99.50; United Team Hockey \$99.50; Bowlettes \$39.50; Wurlitzer 1250's write for price; Gottlieb Knockouts \$175. WANTED — Late Model Phonographs, Seeburg M-100; Wurlitzer 1400; A.M.I. Model C. RELIABLE COIN MACH. CO., 184 WINDSOR ST., HARTFORD, CONN. Tel.: 6-7602.

FOR SALE — 40 Selection AMI Model "C"; 100 Selection Seeburg 1949 or 1950 Model. Write. Dale Gnn, Shuffleboards; Shuffle Alleys, twins or singles; Pin Balls, Roll Down games. We deliver free in Wisconsin, also help new operators start routes. LAKE NOVELTY CO., OMRO, WIS.

FOR SALE — Buy your finest reconditioned Wurlitzer phonographs from the World's Largest Wurlitzer Distributor. Gennine parts, factory trained mechanics. Competitively priced. Also reconditioned cigarette machines. Write us before you buy. YOUNG DISTRIBUTING, 599 TENTH AVE., NEW YORK, N. Y. Tel.: CHickering 4-5050.

FOR SALE — Louisiana Operators; Factory rebuilt and new Slots, Winter Books, Arrow Bells, Clover Bells, Super Bells, Buckley Parleys. Write for prices. LOUISIANA COIN MACHINE CO., BOX 861, LAFAYETTE, LA. Tel.: 2441.

FOR SALE — Dale Gun (Removable Top) \$79.50; Keeney Submarine \$89.50; Select-A-Card \$99.50; South Pacific \$99.50; Playland \$125; Sweetheart \$125; Harvest Time \$135; Georgia \$135; Pin Bowler \$135; Lite-A-Line (new) \$125. 1/3 Deposit, balance C.O.D. MERIT INDUSTRIES, 542 W. 63rd ST., CHICAGO, ILL. Tel.: ENglewood 4-9202 and 4-9204.

FOR SALE — Moving must unload: Q.T. Pool Table \$100; Edelman Pool Table \$50; Super Bomber \$50; Evans Playball \$75; Williams Star Series \$100; Bally Shuffle-Bowler \$25; United Super Alley \$25 Chicago Coin Bango \$15; United Standard \$15; United Skee Alley \$125; Bally Speed Bowler \$75; Bally Shuffle Champ Rebound \$125; Bowlette \$39.50; New Chicago Coin Playball \$100; New Chicago Coin Thing \$150; New United 2 Player Hockey \$125; New Williams Big League Alley \$150. K. C. VENDING CO., 800 NO. THIRD ST., PHILADELPHIA 23, PA.

FOR SALE — Keeney Four Way Match Bowler Conversions for 12 ft. cushion shuffleboards \$214.50; American 12 ft. cushion shuffleboards \$174.50 plus crating. Special prices all shuffle games. MONARCH COIN MACHINE, INC., 1545 N. FAIRFIELD AVE., CHICAGO, ILL. Tel.: ARmitage 6-1434.

FOR SALE — Diggers — Exhibit Merchantmen, Electro-Hoist, Mntoscopes, Eries for Carnivals, Buckleys, Exhibit Rotary Merchandisers, parts and supplies. NATIONAL, 4243 SANSOM, PHILADELPHIA, PA.

FOR SALE — 10 Model 400 Packard Pla-Mor Phonographs, hideaway steel cabinets new original crates, 10 chrome boxes. Make us an offer. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel.: CH 4-5100.

FOR SALE — ABT Six-Gun Rifle Range, complete \$350; Post-war Voice-O-Graph \$350. Both for \$650 quick sale. LIEBERMAN MUSIC CO., 257 PLYMOUTH AVE., N., MINNEAPOLIS 11, MINN.

FOR SALE — Gottlieb Knock Outs \$140; Minstrel Mans \$162.50; Happy Go Luckys (floor samples) \$175; Telecards \$49.50; Genco Stop & Gos \$147.50; Tri-Scores (floor samples) \$95; Universal Super Twin Bowlers \$100; Bally Hook Bowlers \$295; Turf Kings (with build up features) write; Champions \$175; Citations \$125; Gold Cups \$75; Jockey Specials \$65; Universal Photo Finishes \$175. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: Canal 5306.

FOR SALE — 4 Wurlitzer 600's \$50; 3 Seeburg Hitone's \$50; Seeburg Hideaway Pre-war and Post-war; 50 Packard Wall Boxes \$12. DIXON DISTRIBUTORS, 3808 SOUTHERN BLVD., YOUNGSTOWN, OHIO. Tel.: 87515.

FOR SALE — (1) Three Gnn ABT Rifle Sport Shooting Gallery, complete; (1) Six Gun ABT Rifle Sport Shooting Gallery, complete. Both are just like new and have Black Lite Feature. Write for price. 10,000 late used records, ready for shipment, \$40 per thousand. BUSH DISTRIBUTING CO., 286 N.W. 29th ST., MIAMI 37, FLA. Tel.: 3-4623.

FOR SALE — Hard-to-get Parts and Supplies. We have stock on hand. Let us know your needs. Our prices are right. We also have complete stock of used games and phonographs of all kinds. COVEN DISTRIBUTING CO., INC., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: INdependence 3-2210.

FOR SALE — Guaranteed used phonographs, all makes; Pinball Machines; Bowling Alley. These machines are perfect, the price is right. Write for literature. F. A. B. DISTRIBUTING CO., INC., 304 IVY STREET, N.E., ATLANTA, GA.; 1019 BARONNE STREET, NEW ORLEANS, LA.; 911 GERVAIS STREET, COLUMBIA, S. C.

FOR SALE — 8 Brand New Double Column Kleenex Vendors with stands \$40 ea.; 6 Ristanerat Music Boxes \$95 ea. Arcade Equipment: Boomerang \$45; Heavy Hitter \$65; Panoram \$250; Pitchem & Battem \$225; Quizzers with Film \$125; Siros Brush Up \$75; Exhibit Dale Gun \$95; Atomic Bomber \$150; Silver Bullets \$195; Standard Metal Typer \$925. CLEVELAND COIN, 2021 PROSPECT, CLEVELAND, O. Tel.: TOWER 1-6715.

FOR SALE — 5 Seeburg M-100's in perfect condition \$789 ea.; 1 heavy gauge canvas tent 40'x80' \$429; 12 Juice Mixers, 10 gal. each, monel metal, 1/4 hp. motor, ice cooled 2 faucets \$99.50; WANTED — Bally's Eureka's and Attention. AMERICAN AMUSEMENT CO.; 628 MONTGOMERY ST., SYRACUSE, N. Y.

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

FOR SALE — Winners \$400 ea.; Bally Champions, very clean \$165 ea.; Gold Cups, very clean \$79.50 ea.; Jockey Specials \$60 ea.; Citations \$95 ea.; Bally Big Inning \$149.50; Chicago Coin Goalee \$125; Dale Gun \$79.50; Batting Practice \$49.50; Wilcox-Gay Recordio \$179.50; 2 Gliders (plus crating \$5) \$22.50 ea.; 1 Atomic Bomber, brand new \$150; 1 Telequiz \$125; 1 Quizzer \$100; 1 Sky Fighter \$125; 2 Hollycranes \$385 ea.; 3 Hook Bowlers \$265 ea. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

CLASSIFIED ADVERTISING SECTION

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

FOR SALE—5 Seeburg Gem Chassis in metal cabinets with Packard 30-wire adapters \$50 ea.; 50 Buckley 1942 Boxes, 20 and 24 selection, \$5 ea. All equipment usable and in good operating condition. **HUGHES ELECTRIC CO.**, LADOGA, IND. Tel.: 17.

FOR SALE—Needles. Top-quality juke box needles at lowest prices. All type needles to fit any machine; both osmium and sapphire points. Immediate delivery! Call or write: **JENSEN INDUSTRIES, INC.**, 329 SOUTH WOOD STREET, CHICAGO 12, ILL.

FOR SALE—Mauser Pistol \$85; Silver Bullets \$145; 38 Wurlitzer HW \$75; 38 Seeburg HW \$75; South Pacific \$125; Be-Bop \$129; Harvest Moon \$69; Chicago Goalee \$85; Photo Studio Booth with 2 Cameras \$350; Bally Entries \$35; Gottlieb Daily Races \$35; Victory Derby \$25; Yankee Traveling Cranes \$45; Liberator \$65; Play Ball \$65. Will trade any of this equipment for used or new Turf Kings. **STANLEY AMUSE. CO.**, 5225 SO. TACOMA WAY, TACOMA, WASH.

FOR SALE—One-Balls at special prices! Brand new Turf Kings, write; reconditioned Turf Kings, write; Champions \$245; Citations \$139.50. All Guaranteed A-1. **EMPIRE COIN MACHINE EXCHANGE**, 1012 MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: EVerglade 4-2600.

FOR SALE—Bowlers With Disappearing Pins: Chicago Coin Classic \$130; Universal Super Twin Bowler \$125; Bally Speed Bowler \$70; United 2-player Shuffle-Cade \$240; United Skee Alley \$125; United Shuffle Alley Express \$70. Also Chicago Coin Bowling Alley without disappearing pins \$52. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, O. Tel.: MAin 8751.

FOR SALE—Special Bargains! Wurlitzer 1100 \$379; Wurlitzer 1015 \$229; Wurlitzer 1080 \$229; Wurlitzer 3020 wall boxes \$39; Wurlitzer 219 steppers \$25. Machines thoroughly reconditioned and refinished with Davis six point guarantee. Phone 5-5194, or write: **DAVIS DISTRIBUTING CORP.**, 738 ERIE BLVD., E., SYRACUSE, N. Y.

FOR SALE—Used Pin Games—Music Machines—Shuffle Games—Parts and Supplies. Michigan Distributors for AMI; Genco; Williams; Keeney; Victor; Permo Point; Waxola Wax. **MILLER-NEWMARK DISTRIBUTING CO.**, 42 FAIRBANKS STREET, N. W., GRAND RAPIDS, MICH. Tel.: 9-8632—and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: TYler 8-2230.

FOR SALE—Bally Shuffle Bowler \$39.50; Bally Speed Bowler \$110; Williams Double Header, used \$100; Williams Double Header, new \$135; Williams Twin Bowler \$35; Williams Music Mite, write; United Super Alley \$39.50; United Shuffle Alley plain \$29.50; Genco Bowler \$25; Pin Box \$39.50. **LAKE CITY AMUSEMENT CO.**, 4533 PAYNE AVE., CLEVELAND 3, OHIO. Tel.: HENDERSON 1-7577.

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

FOR SALE—Rock-Ola Rockets, both 78 and 45, write for high trade-ins; Wurlitzer 1100 \$349.50; Wurlitzer 1015 \$199.50; Seeburg Hideaways, Wurlitzer Twin Twelves, Wurlitzer 800's, write; Keeney Conversions for United Shuffle Alleys, originals \$29.50; Express \$49.50; Keeney Double Bowler \$175; Keeney League Bowler \$275. Huge line of premiums, selected stock of finest merchandise, picnic ware, cameras by nationally known manufacturers. Everything we sell is guaranteed. Customers' satisfaction a must. **DAN SAVAGE NOVELTY CO.**, 904 ELM ST., BELOIT, WIS. Tel.: College 2599-W.

FOR SALE—Chicago Coin Classic \$135; Universal Super Twin Bowler \$135; Bally Speed Bowler \$100; Shuffle Alley with fly-away pins \$50. **ALLIED COIN MACHINE CO.**, 766 MILWAUKEE AVE., CHICAGO 22, ILL.

FOR SALE—Royal Shuffleboards \$85; Horsecollar and Royal scoring units \$75; Jockey Specials \$95; Gold Cups \$115; South Pacifics \$80; Bally Speed Bowlers \$145; Williams DeLuxe Bowlers \$80. **SYSTEM AMUSEMENT CO.**, 810 WEST SECOND AVE., SPOKANE, WASH.

FOR SALE—Big Handicap back glass conversion for your Citation. Completely new. 15 new beautiful exciting colors. Get extra profits from your Citations. Order now—\$17.45. One-third deposit, balance C.O.D. **OHIO SPECIALTY CO.**, 29 WEST COURT ST., CINCINNATI 2, OHIO.

FOR SALE—20 Hunter Ball Gum Machines, 8 with stands. Make offer. **RUNYON SALES COMPANY**, 593 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Used Phonograph Records taken from our routes. **BIRMINGHAM VENDING COMPANY**, 540 2nd AVENUE, NORTH, BIRMINGHAM 4, ALA.

FOR SALE—New England's Largest Stock—New Machines, finest parts and service department. Exclusive distributor for Wurlitzer, Bally, United, Chicago Coin, Keeney, Exhibit. **REDD DISTRIBUTING CO., INC.**, 298 LINCOLN ST., ALLSTON, MASS. Tel.: AL 4-4040—and **REDD DISTRIBUTING CO., INC.**, 811 UNION ST., WEST SPRINGFIELD, MASS. Tel.: 6-5418.

FOR SALE—Two Manhattan Packard phonographs, like new, \$189.50 ea. **WESTERN DISTRIBUTORS**, 1226 SOUTHWEST 16th AVENUE, PORTLAND 5, ORE.

FOR SALE—Or Exchange for non-coin operated items: 10 Bowling, 5 Pinball, 1 Shuffle-Skill, 1 Shuffle-Mite; 1 Shuffle-Baseball, 1 Juke Box, used machines. Principals send offers or propositions in detail in first response. **SELECT AMUSEMENTS**, BOX 288, NORTH ARLINGTON, N. J.

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

CLASSIFIED ADVERTISING SECTION

FOR SALE—2 Gottlieb Bowlettes \$65 ea.; 1 ChiCoin Pistol Pete \$135; 2 United Shuffle Alleys \$35 ea.; 1 Bally Entry FP \$65; 1 Wurlitzer 1100 phonograph \$400. **AUTOMATIC AMUSEMENT CO.**, 1000 PENNSYLVANIA STREET, EVANSVILLE 10, IND.

FOR SALE—250 Rolldowns: Total Rolls; Advance Rolls; A.B.C. Roll Downs; Big City; Bingo Rolls; Hy-Rolls; One World; Pro-Score; Singapore; Sportsman. Make us an offer on all or part. **CLEVELAND COIN**, 2021 PROSPECT, CLEVELAND, O. Tel.: TOWER 1-6715.

FOR SALE—8 Telequiz with film, very clean, ready for location \$145 ea.; 1 United Team Hockey, floor sample, write; 1 Packard Manhattan \$175; 2 Gottlieb Bowlette \$45 ea. **AUTOMATIC AMUSEMENT CO.**, 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND. Tel.: 3-4508.

FOR SALE—Turf Kings (Like New) Used only few weeks, cheap, write. Citations \$100; Champions \$175; Special Entries \$29.50. A-1 1/3 down. **HOFFER AMUSE. CO.**, 970 W. BRIDGE, NEW BRAUNFELS, TEXAS.

FOR SALE—Back Glasses for Jockey Special and Special Entry \$8.95 ea.; Back Glasses for Victory Special, Victory Derby, '41 Derby and many others \$4.95 ea.; Personal Music Boxes (like new) \$1 ea. **JACK R. MOORE CO.**, 1615 S.W. 14th AVE., PORTLAND, ORE.

FOR SALE—W4L56 Boxes 5/10/25c \$44; 3W2L56 Boxes three-wire \$27; W1L56 wireless Boxes \$24; Seeburg Hideaway 146 \$225; Wurlitzer 1100 \$450; 1015 \$295; Wurlitzer Skee Roll \$125; 14 ft. Bankrolls \$150; Irish Pool \$90; Dale Guns \$85. **V. YONTZ, BYESVILLE, OHIO.**

FOR SALE—Wurlitzer 750E's \$110; Model 850's \$65; Model 700's \$85; 3 Turf Kings, write; Model 3031 Wall Boxes, clean, \$10.95; Several 1015's and 1100's—all in clean working order. **CENTRAL MUSIC DISTRIBUTING CO.**, 1523 GRAND AVE., KANSAS CITY, MO.

FOR SALE—Seeburg Hideaway H146-M \$195; 2 146-M \$225; Seeburg 5c Wall Boxes W1L56 \$15.95; 1 147-M \$325; 2 Wurlitzer 600's \$35 ea.; Seeburg Mayfair \$35; Rock-Ola Monarch \$25. Small deposit. **MUSIC DISTRIBUTORS, INC.**, 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3992.

FOR SALE—Plastic and Bubbler Tubes. For Wurlitzer 1015 lower side plastic \$7.95. Right and left corners \$8.95 ea. All bubbler tubes for Wurlitzer 1015's \$3.90 ea. Domes for Seeburg 146, 147, 148 \$16.95 ea. 1/3 deposit. Balance C.O.D. **KOEPPPEL DISTRIBUTING CO.**, 629 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—ChiCoin Band Box, new \$165; Seeburg Bear Guns \$345; Seeburg 146-M Hideaway \$215; Williams Lucky Innings, new \$125; Seven Grand counter game \$35; 52 Pool Table, new \$100. **J. ROSENFELD CO.**, 3220 OLIVE ST., ST. LOUIS, MO. Tel.: OLIVE 2800.

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—Reconditioned Wurlitzers: 600's \$65; 750's \$109.50; 1015's \$275; 1100's \$400; 1250's (slightly used), write. **Rock-Ola**: 1422's \$175 1426's \$225. **Seeburg**: 147's \$295; 148's \$375. **Citation** \$225; **Jockey Special** \$119.50; **Gold Cup** \$145. **O'CONNOR DISTRIBUTORS, INC.**, 2320 W. MAIN STREET, RICHMOND, VA. Tel.: 84-3264.

FOR SALE—4 1 ball Citations, A # 1 condition. Also 3 California Shuffleboards; 2 Shuffleboards; 10 Pin conversions. **M. J. COLBERT**, NEBRASKA CITY, NEBR.

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

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

FOR SALE—We can supply all your recorded needs—on all labels. Shipments made 24 hours after receipt of order. 5c over wholesale per record. We ship anywhere. **LESLIE DISTRIBUTOR CORP.**, 752 TENTH AVE., NEW YORK, N. Y. Tel.: PLaza 7-1977. Cable address: EXPO RECORD, NEW YORK.

FOR SALE—7 Amusement Enterprise Skeeboard Alleys \$199 ea.; 1 Pace Midget Auto Racer like new \$79; 1 Boizelle "52" Miniature Pooltable with 5c chute, perfect condition \$89. **NOVELTY SALES CO.**, 16 TURNPIKE RD., SHREWSBURY, MASS. Tel.: WORcester 3-3663.

FOR SALE—We are making a splendid 3½ x 7 coin-operated or plain Pool Table. Write for picture and information. Distributors wanted. **SPARKS SPECIALTY COMPANY**, SOPERTON, GA. Tel.: 33.

FOR SALE—Brand new Tri-Scores \$135 ea. **LEHIGH SPECIALTY CO.**, 826 N. BROAD ST., PHILADELPHIA 30, PA. Tel: PO 5-3299.

FOR SALE—Empresses; Throues; '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—The famous lightweight Jacobs Tone Arm for all automatic phonographs. Get it from your nearest distributor. **JACOBS NOVELTY CO.**, STEVENS POINT, WIS.

FOR SALE—Star Series \$100; Maryland \$75; Shuffle Alley with U/c \$50; Freshie \$100; Quarterback \$65; Rip Snorter \$100; Madison Square Garden \$125; Dreamy \$100. **WANT**—Bing-A-Rolls at \$35 ea. **MOHAWK SKILL GAMES CO.**, 67 SWAGGERTOWN ROAD, SCHEMECTADY 2, N. Y.

FOR SALE—1 Packard 1946 Hideaway and 4 Packard Wall Boxes \$147.50; 1 Wurlitzer 1100 \$390; 6 Seeburg 5c Model WS-2Z Wall Boxes \$9; 5000 used records 7c ea.; 9 Wurlitzer 3021 Wall Boxes \$14. **MITCH GOLISH MUSIC CO.**, 20 W. POPULAR ST., HARRISBURG, ILL.

(Continued on next page)

CLASSIFIED ADVERTISING SECTION

Here's What You Can Get For Only 92¢ A Week

- 1. A 40 WORD CLASSIFIED AD IN EACH AND EVERY WEEK'S ISSUE FOR A FULL YEAR...
2. A FULL YEAR'S SUBSCRIPTION THAT BRINGS YOU "THE CASH BOX" EACH WEEK...
3. \$181.40... ALL THIS FOR ONLY \$48... OR 92c PER WEEK...
4. IF YOU ALREADY HAVE A \$15 SUBSCRIPTION TO "THE CASH BOX" YOU WILL BE GIVEN FULL CREDIT FOR THE REMAINDER OF YOUR SUBSCRIPTION.



THE CASH BOX EMPIRE STATE BLDG. NEW YORK 1, N. Y.

- Enclosed Find My First 40 Word Classified Ad Plus My Check For \$48.
Bill Me For The Difference Due From My \$15 Subscription. Enclosed Find My First 40 Word Classified Ad.

Form with fields for Name, Address, City, State, Firm, and Jobber/Manufacturer information.

FOR SALE—Clean—ready for location: Wurlitzer Model 1100's \$375; Wurlitzer Model 1080-A's \$275; Rock-Ola Model 1428's \$395; Seeburg Model M-100's, write. CAIN-CAILLOUETTE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel: 42-8216.

FOR SALE—Arcade Equipment: Periscope, Foot-Ease, Hockey, Lite League, Rapid Fire, Super Bomber, Ace Bomber, Ten Strike, Sky Pilot, Ray Guns. Guaranteed fully reconditioned. Parts, supplies for ray guns. Amplifiers, motors, rifles repaired. COINEX CORPORATION, 1346 W. ROSCOE ST., CHICAGO 13, ILL. Tel.: GRaceland 2-0317.

FOR SALE—Seeburg 146 \$179 ea.; Seeburg 100 record # 78 \$795 ea.; Wurlitzer 1250, write; AMI Model A \$385; AMI Model B \$450. AMERICAN VENDING CO., 2359 CONEY ISLAND AVE., BROOKLYN, N.Y. Tel.: ESplanade 5-1836.

FOR SALE—Fighting Irish \$185; 4 Horsemen \$185; Sharp Shooter \$125; Select-A-Card \$150; Telecard \$125; College Daze \$125; Sweetheart \$175; Pin Bowler \$175; One-Two-Three \$95; Tahiti \$95; Nifty \$185; Just 21 \$100; Wisconsin \$65; South Pacific \$125; Trade Winds \$60; Mardi Gras \$50; Williams Quarterback \$100. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYler 4-3810.

FOR SALE—Photo Finish \$195; Citations \$150; New American Scales \$95; New Pin Game Lifts \$49.50. Will trade any of the above merchandise for 100 record Seeburg. 1/3 down. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF.

MISCELLANEOUS

NOTICE — We are exclusive factory distributors in Metropolitan New York and Northern New Jersey for Keeney Electric Cigarette Vendor. Now taking orders. Will accept trades. For prices, write: DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

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 — We are distributors for Evans' "Constellation" 40 record phonograph. Now delivering. DAVE LOWY & COMPANY, 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

NOTICE—Connect 30-wire boxes to Seeburg 100 in a jiffy. Hawley Adapter connects to best side of 24 records. Precision made. No working parts. Specify for M 100A or M 100B. Price \$39.95. 1/3 Deposit. J. R. HAWLEY DISTRIBUTING CO., 2720 W. PICO BLVD., LOS ANGELES 6, CALIF.

THIS WEEK'S USED MACHINE QUOTATIONS

How To Use "The Confidential Price Lists"

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 listing prices for various Wurlitzer and Seeburg models, including items like 4. 24, 4. 600R, 4. 600K, 2. 500A, 2. 500K, 4. 41 (Counter), 4. 51 (Counter), 4. 61 (Counter), 4. 71 (Counter), 6. 81 (Counter), 2. 700, 4. 750M, 2. 750E, 4. 780M Colonial, 4. 780E, 4. 800, 2* 850, 4. 950, 4* 1015, 4. 1017 Hideaway, 4* 1100, 1* 1080, 6. 300 Adapter, 4. 320 Wireless Wall Box, 4. 310 Wall Box 30 Wire, 4. 320 2 Wire Wall Box, 6. 332 2 Wire Bar Box, 6. 331 2 Wire Bar Box, 4. 304 2 Wire Stepper, 4. Wireless Strollers, 6. 430 Speaker Club with 10, 25c Box, 6. 420 Speaker Cabinet, 4. 3031 Wall Box, 4. 3045 Wall Box, 4. 3020 Wall Box, 4. 3025, 4. 219 Stepper, 4. 100 Wall Box 5c 30 Wire, 6. 100 Wall Box 10c 30 Wire, 6. 111 Bar Box, 4. 120 Wall Box 5c Wire, 6. 305 Impulse Rec., 6. 350 WIs Speaker, 4. 115 Wall Box Wire 5c Wireless, 6. 135 Step Receiver, 4. 145 Imp. Step Fast, 6. 306 Music Transmit., 6. 130 Adapter, 4. 580 Speaker, 6. 123 Wall Box 5/10/25 Wireless, 4. 125 Wall Box 5/10/25 Wire, 4. Plaza, 4. Royale, 4. Regal, 4. Regal RC, 4. Gem, 4. Classic, 4. Classic RC, 4. Maestro, 4. Mayfair, 4. Mayfair RC, 6. Melody King, 4. Crown, 6. Crown RC, 4. Concert Grand, 2. Colonel, 4. Colonel RC, 4. Concert Master, 4. Concert Master RC, 2. Cadet, 6. Cadet RC, 4. Major, 4. Major RC, 2. Envoy, 4. Envoy RC, 4. Vogue, 4. Vogue RC, 4. Casino, 6. Casino RC, 4. Commander, 4. Commander RC, 4. Hi Tone 9800, 4. Hi Tone 9800 RC, 4. Hi Tone 8800, 4. Hi Tone 8800 RC, 4. Hi Tone 8200, 4. Hi Tone 8200 RC, 2* 146S ('46), 2* 146M, 4. 147S, 1* 147M, 4* 148S, 4. 148M, 4. 148ML, 4. M-100-78, 2. Remote Speak Organ, 6. Multi Selector 12 Rec., 6. Melody Parade Bar, 6. 5c Wallomatic Wireless, 6. 5c Baromatic Wireless, 6. 5c Wallomatic 3 Wire, 4. 30 Wire Wall Box, 4. 5, 10, 25c Baromatic Wire.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Wallomatic 3, Baromatic, etc.

ROCK-OLA

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Imperial 20, Windsor, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Playmaster & Spectra-vox, Playboy, etc.

PACKARD

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Pla Mor Wall & Bar Box, Manhattan, etc.

MILLS

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Do Ri Mi, Panoram, etc.

AMI

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Hi-Boy (302), Singing Towers, etc.

BUCKLEY

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Wall & Bar Box O. S., Wall Bar Box N.S.

AIREON

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Super Deluxe '46, Blonde Bomber, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Flamingo (Wm 7/47), Floating Power, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Flying Saucers, Flying Trapeze, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like King Arthur, King Cole, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Mardi Gras, Marjorie, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Monicker, Monterey, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Pin Bowler, Pinch Hitter, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Rocket (Ge 5/50), Rockettes, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Serenade (Un 12/48), Shanghai, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Sport Event, Sport Special, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Stardust (Un 5/48), Starlite, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Sun Beam, Sunny (Wm 12/47), etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Supercharger, Super Hockey, etc.



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

Table with 3 columns: Item description, Price 1, Price 2. Includes items like ABC Bowler, Ali Baba, etc.

Table with 3 columns: Item description, Price 1, Price 2. Includes items like Canasta (Ge 7/50), Caribbean, etc.



4. ABC Roll Down	24.50	35.00	4. Genco Total Roll	19.50	39.50
6. Arrows	15.00	40.00	6. Hawaii Roll Down	10.00	24.50
4. Auto Roll	24.50	35.00	4. Hy-Roll	49.50	89.00
4. Bermuda	25.00	35.00	6. Melody	20.00	35.00
4. Big City	10.00	35.00	6. One World	40.00	49.50
4. Bing-A-Roll	49.50	85.00	4. Pro-Score	25.00	50.00
6. Bonus Roll	25.00	49.50	4. Singapore	10.00	29.50
6. Buccaneer	49.50	64.50	4. Sportsman Roll	10.00	20.00
6. Champion Roll	15.00	29.50	6. Super Score	35.00	49.50
6. Chicoin Roll Down	19.50	54.50	6. Super Triangle	15.00	35.00
4. Genco Advance Roll	19.50	39.50	4. Tally Roll	19.50	39.50



2. Bally Hook Bowler	285.00	325.00	4. Keeney Lucky Strike	89.50	100.00
4. Bally Shuffle Champ	124.50	175.00	4. Keeney Dbl. Bowler	145.00	175.00
4* Bally Shuffle-Bowler	25.00	75.00	4. Keeney League Bowl	265.00	285.00
2* Bally Speed Bowler	70.00	145.00	4. Keeney Duck Pins	155.00	175.00
4. California Shuffle Pins	30.00	50.00	4. Rock-Ola Shuffle Jungle	35.00	59.50
4. ChiCoin Bango	15.00	49.50	4. Rock-Ola Shuffle-Lane	29.50	50.00
6. ChiCoin Beacon	35.00	49.50	4. Un. Dbl. Shuffle	70.00	99.50
2* ChiCoin Bowling Alley	52.00	75.00	4* United Shuffle Alley	15.00	45.00
4. ChiCoin Alley w/con.	99.50	139.50	4. Un. Shuffle w conv.	49.50	69.50
4. ChiCoin Ace Bowl	149.50	195.00	4* Un. Shuffle Alley Exp.	49.50	125.00
4* ChiCoin Bowl Classic	135.00	165.00	2. Un. 2-play Express	139.00	199.50
4. ChiCoin Rebound	10.00	29.50	4. Un. Sin. Rebound	169.50	199.50
4. ChiCoin Shuffle			2. Un. Twin Rebound	235.00	245.00
Baseball	50.00	75.00	2. United Shuffle Skill	35.00	49.50
4. ChiCoin Trophy	155.00	185.00	4. United Super-Shuffle	25.00	60.00
4. Exhibit Strike	75.00	100.00	2. United Slugger	159.50	165.00
4. Genco Bowling League	34.50	50.00	4. United Skee Alley	125.00	175.00
2. Genco Glider	25.00	44.50	4. Un. 4-Player	285.00	295.00
4. Genco Baseball	59.00	99.50	1* Univ. Super Twin	100.00	164.50
4* Gottlieb Bowlette	34.50	75.00	4. Universal Twin Bowler	75.00	95.00
4. Keeney ABC Bowler	60.00	99.50	4. Williams DeLuxe		
4. Keeney Line Up	25.00	39.50	Bowler	75.00	99.50
4. Keeney King Pin	99.50	125.00	2. Williams Twin Shuffle	15.00	50.00
4. Keeney Pin Boy	30.00	99.50	4. Williams Single Bowler	25.00	50.00
4. Keeney Ten Pins	34.50	75.00	4. Williams Dbl. Head	100.00	149.50



4. Allite Strikes 'N Spares	39.50	149.50	6. Keeney Anti Aircraft		
4. Boomerang	45.00	85.00	Br	15.00	25.00
4. Bally Big Inning	149.00	195.00	6. Keeney Anti Aircraft Bl	15.00	50.00
4. Bally Bowler	165.00	189.50	4. Keeney Sub Gun	79.50	89.50
4. Bally Convoy	47.50	95.00	4. Keeney Texas Leaguer	30.00	59.50
4. Bally Defender	50.00	95.00	1. Kirk Night Bomber	75.00	145.00
6. Bally Eagle Eye	39.50	49.50	4. Lite League	50.00	95.00
2. Bally Heavy Hitter	59.50	79.50	4. Mutoscope Ace Bomber	79.50	150.00
6. Bally King Pin	35.00	45.00	4. Muto. Atomic Bomber	95.00	150.00
6. Bally Lucky Strike	45.00	79.50	1. Mutoscope Dr. Mobile	95.00	150.00
2. Bally Rapid Fire	69.00	85.00	4. Mutoscope Photomatic		
4. Bally Sky Battle	49.50	95.00	(Pre-War)	175.00	375.00
4. Bally Torpedo	49.50	95.00	4. Mutoscope Sky Fighter	79.50	125.00
2. Bally Undersea Raider	55.00	100.00	4. QT Pool Table	89.50	185.00
6. Bank Ball	59.50	150.00	1. Quizzer	59.50	125.00
6. Bowling League	35.00	49.50	6. Rockola Ten Pins LD	19.50	49.50
4. Buckley DeLuxe Dig	119.50	149.50	6. Rockola Ten Pins HD	25.00	49.50
4. Buckley Treas Is Dig	95.00	110.00	4. Rockola World Series	50.00	100.00
6. Champion Hockey	40.00	65.00	4. Scientific Baseball	49.50	75.00
4. ChiCoin Basketball			4. Scientific Basketball	59.50	75.00
Champ	159.50	225.00	4. Scientific Batting Pr.	55.00	79.50
1* ChiCoin Goalee	89.50	125.00	4. Scientific Pitch 'Em	150.00	225.00
4. Chicoin Hockey	69.50	95.00	4. Seeburg Bear Gun	335.00	395.00
4. Chi Midget Skee	135.00	195.00	1. Seeburg Chicken Sam	59.50	109.50
1* ChiCoin Pistol	119.50	150.00	4. Seeburg Shoot the		
6. ChiCoin Roll-A-Score	39.50	75.00	Chute	25.00	95.00
4. Edelco Pool Table	49.50	75.00	4. Skee Barrell Roll	25.00	49.50
4. Evans Bat-A-Score	175.00	225.00	6. Skill Jump	25.00	39.50
4. Evans In The Barrel	30.00	52.50	6. Super Torpedo	25.00	79.50
4. Evans Super Bomber	50.00	95.00	5. Supreme Bolascor	40.00	125.00
1. Evans Play Ball	59.50	75.00	6. Supreme-Skee Roll	20.00	75.00
4. Evans Ten Strike '46	39.50	75.00	6. Supreme Skill Roll	20.00	69.50
4. Evans Tommy Gun	49.50	100.00	4. Supreme Rocket Buster	45.00	65.00
4* Exhibit Dale Gun	69.50	95.00	6. Tail Gunner	30.00	49.50
4. Exhibit Rotary Mdsr.	175.00	275.00	4. Telequiz	119.50	145.00
2* Exhibit Silver Bullets	144.50	195.00	2. Un. Team Hockey	99.50	169.50
4. Exhibit Merchantman			4. Warner Voice Record	49.50	69.50
Roll Ch Digger	85.00	95.00	6. Western Baseball '39	20.00	49.50
4. Exhibit Vitalizer	69.50	95.00	4. Western Baseball '40	49.50	85.00
6. Genco Bank Roll	24.50	65.00	4. Whizz	15.00	49.50
6. Genco Play Ball	29.50	74.50	4. Wilcox-Gay Recordio	100.00	175.00
4. Groetchen Met. Typer	79.50	149.50	4* Williams All Stars	69.50	125.00
6. Hoop-A-Roll	24.50	49.50	4. Williams Box Score	39.50	65.00
4. Jack Rabbit	69.50	109.50	4* Williams Star Series	100.00	169.50
4. Keeney Air Raider	69.50	125.00	4. Williams Quarterback	60.00	100.00
			4. Wurlitzer Skee-ball	75.00	150.00

CONVERSIONS

If you are at present converting older machines into later type models, please notify *The Cash Box* immediately. The new names of your machines will be listed here along with the names of the original machines from which they were converted.

AMCO ENGINEERING, INC.

Bally Champion to Longshot

NATE SCHNELLER, INC.

Gottlieb 21 to Bingo Bango

MANUFACTURERS NEW EQUIPMENT

Equipment listed here is currently in production. Prices listed are manufacturer's list prices.

AMI, INC.

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

BALLY MANUFACTURING CO.

Turf King	\$695.00
Bally Baseball	429.50
Bright Lights	545.00

BUCKLEY MANUFACTURING CO.

Buckley Wall & Bar Box	\$24.50
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CHICAGO COIN MACHINE CO.

Band Box	
Horse-Shoes	
Hit Parade Phonograph	

COMO MFG. CORP.

Stadium	
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H. C. EVANS & CO.

Constellation Phonograph	
Ten Strike 1951	

THE EXHIBIT SUPPLY CO.

Big Bronco	
Gun Patrol	
Silent Sales Card Vendor Pony Express	

GENCO MFG. & SALES CO.

Hits and Runs	\$279.50
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D. GOTTLIEB & CO.

Mermaid	\$294.50
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J. H. KEENEY & CO., INC.

Big League Bowler	
League Bowler, 9 1/2 Ft.	\$419.50
League Bowler, 8 Ft.	409.50
All-Electric Cigarette Vendor	259.50
All-Electric Cigarette Vendor with Changemaker	277.00
Penny Inserter	119.50
Four Way Bowler Conversion	350.00
Match Bowler Conversion	379.50
Divyend	69.50

ROCK-OLA MFG. CORP.

"Rocket '51-50" Phonograph (Model 1432)	\$798.40
Model 1538 5c-10c-25c Wall Box	59.50
Model 1536 5c Wall Box, 23 Wire	39.50
Model 1424 Playmaster	440.00

(All Prices F.O.B. Factory, Chicago)

UNITED MANUFACTURING CO.

A-B-C	\$525.00
Five-Player Shuffle Alley	430.00
Twin Shuffle-Cade	430.00
Shuffle Alley DeLuxe Conversion	79.50
Super Shuffle Alley DeLuxe Conversion	89.50
Double Shuffle Alley DeLuxe Conversion	89.50

UNIVERSAL INDUSTRIES, INC.

High Score Bowler	\$375.00
DeLuxe Twin Bowler	375.00
5 Star	

WILLIAMS MANUFACTURING CO.

Music Mite Phonograph	
Control Tower	
Super World Series	
Harvey	

THE RUDOLPH WURLITZER CO.

Model "1400" Phonograph	
Model "1450" Phonograph	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	

NOTICE

In view of the national inactivity of Bells, Consoles and Automatics, price lists of this type equipment have been removed.

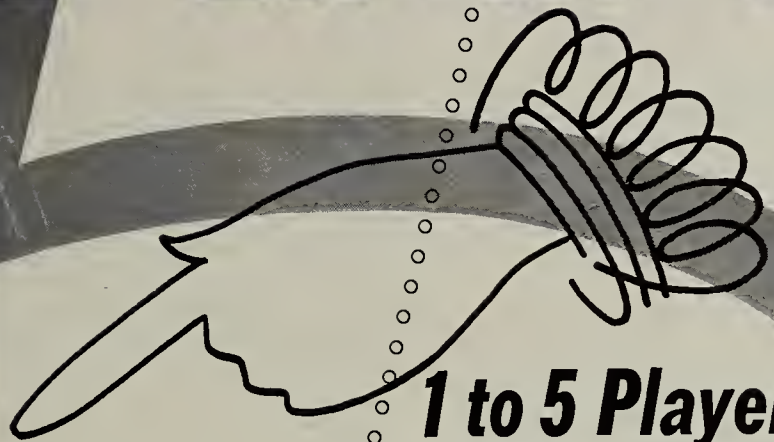
UNITED'S
5 Player Shuffle-Alley

UNITED'S
5 Player SHUFFLE ALLEY

1	100	200	300	10	20	30	40	50	60	70	80	90
UP				1	2	3	4	5	6	7	8	9
2	100	200	300	10	20	30	40	50	60	70	80	90
UP				1	2	3	4	5	6	7	8	9
3	100	200	300	10	20	30	40	50	60	70	80	90
UP				1	2	3	4	5	6	7	8	9
4	100	200	300	10	20	30	40	50	60	70	80	90
UP				1	2	3	4	5	6	7	8	9
5	100	200	300	10	20	30	40	50	60	70	80	90
UP				1	2	3	4	5	6	7	8	9

STRIKE SPARE
 1 2 3 4 5
 PLAYERS

FRAMES 7 2 3 4 5 6 7 8 9 10



1 to 5 Players Can Play

10¢ PER GAME...EACH PLAYER

(ROLL-OVER SWITCH REBOUND)

**Complete
 Bowling-Team
 Competition**

**Greater Appeal...
 Increased Earnings**

SIZES: 8 FT. x 2 FT.
 9 FT. x 2 FT.

**FEATURES INCLUDE
 DISAPPEARING PINS
 20-30 SCORING AND
 FAST REBOUND ACTION
 EASY TO SERVICE
 MECHANISM**



UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

Fastest 5-Ball Game in Years!

Bally[®]

BRIGHT LIGHTS



EARNING-POWER MULTIPLIED

BY NEW 6-SECTION SELECTIVE PLAY

Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections . . . a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory . . . or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play . . . big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

NOVELTY SIZE

24 in. by 48 in.

Fits into every type of location . . . and brings the slowest spot back to life in a hurry!

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright . . . get BRIGHT LIGHTS now!

Bally[®] MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS