

# THE CASH BOX

VOLUME 12, NUMBER 43

JULY 21, 1951

"... CASHBOX, BIBLE OF THE BOX  
INDUSTRY, PICKS DON CHERRY'S  
DECCA RECORD 'VANITY AND  
POWDER BLUE' NO. 1 HIT"

CAPITOL  
THEATRE

R  
O  
T  
H  
S

RESTAURANT  
BAR

ROTH'S  
GRILL

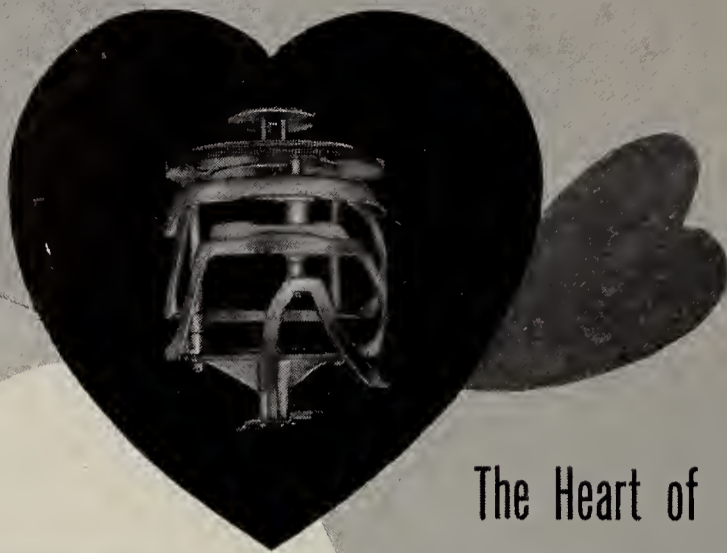
ROTT'S  
RESTAURANT

CHIN  
WINES  
LIQUOR

Marking the first time in the history of the music business that a disk has been plugged in this way, a running light sign on the top of the Brill Building, Tin Pan Alley Headquarters on Broadway, flashes the above copy every six minutes. Visible to everyone walking up the street, this announcement of THE CASH BOX pick of Don Cherry's Decca recording of "Vanity", published by Jefferson, and "Powder Blue", published by Forster, introduces a new gimmick to song exploitation. The value of the sign from a record and sheet music viewpoint has proven itself beyond all expectations.

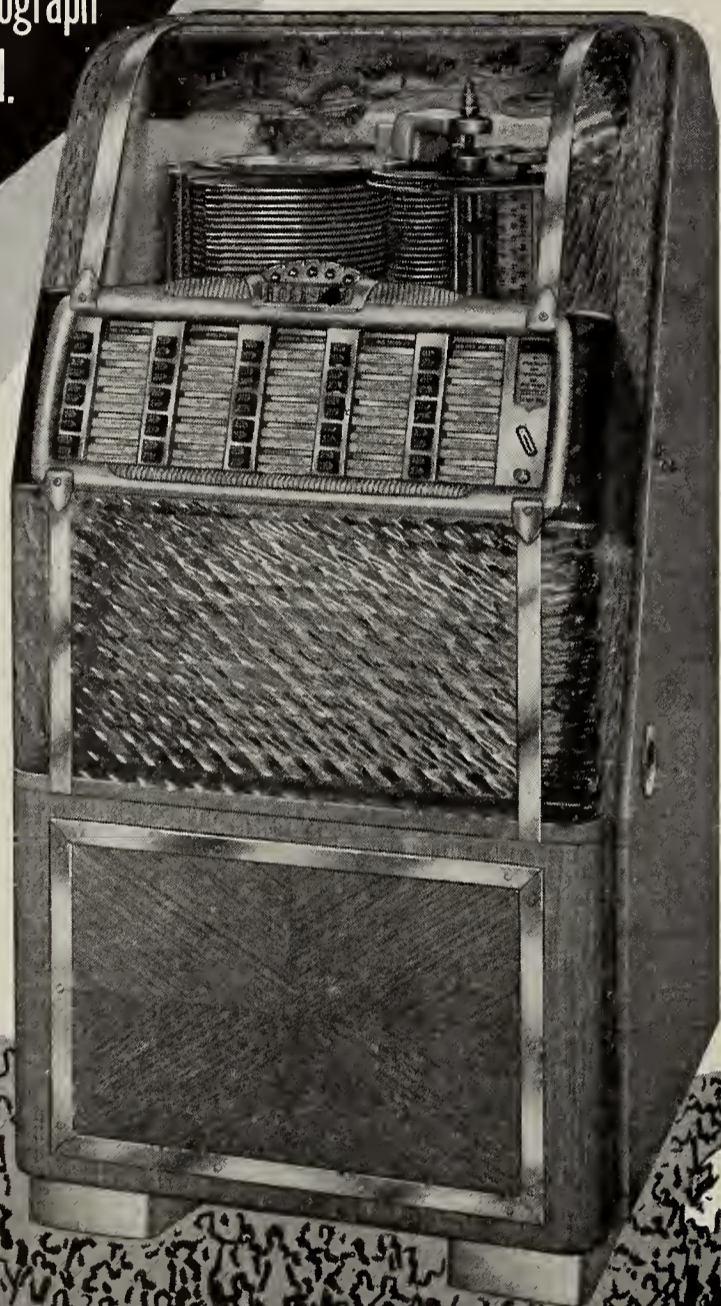
**the old love . . . .  
still the true love**

of operators all over the  
world. Since 1935 most  
dependable Phonograph  
of them all.



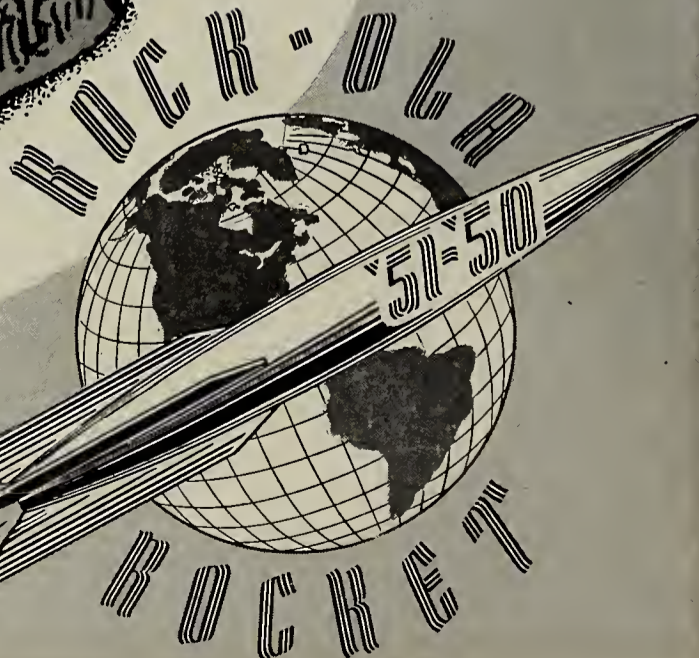
The Heart of  
the Rocket Phonograph  
—the dependable Rock-ola cam.  
Holds the secret of  
its long life and  
efficient operation.

Model 1432—either 78 or 45 RPM



**See the new  
Rock-olo 51-50 Rocket at  
your Rock-olo Distributor Today!**

**Rockola Manufacturing Corporation**  
800 N. KEDZIE AVE. • CHICAGO 51, ILL.



# OUR 9<sup>th</sup> YEAR

The fatalities among publications becomes ever more drastic as each year goes by.

Someone once said that when, and if, a publication passes its fifth year, it has a better chance to survive than at any time prior to that period in its history.

When it reaches its tenth year, this same statistician is reported to have said, the chances of its remaining in business are "very good."

He is also quoted as saying, "When a publication passes its twenty-fifth year, there is no doubt any longer that it will remain in business for a great many times twenty-five."

We've only reached our "Ninth Year."

To us—that's a long, long time.

We were born during one of the most tragic wars in the world's history—World War II.

We fought hard to stay in business, while the war was on, and we came thru, with what people now tell us were "flying colors."

There were some who said that we were finished, when the war was over. The expression they used, and that was rather popular at the time was, "Well, there's another 'war baby' going by the wayside."

Surprisingly to those people and, perhaps, to many others, *The Cash Box* has continued onward.

Simply because this publication likes to tell the truth. Encourages, but, like a "Dutch uncle," stubbornly sticks to what's best for all concerned by telling the trade what's wrong.

Yet, doesn't criticize just for the sake of criticism. Always offers "constructive criticism," of a nature which has been responsible for many better business methods now in vogue thruout the entire field.

This is one publication that has dared to make predictions. That has, in a few instances perhaps, crusaded for what it believed were the "rights" of the "little people" of the industry. And has been extremely successful in those crusades.

Simply because the plans back of each move were honorable. Above board. Told the truth to people who, tho they might have sometimes been hurt and embarrassed, recognized these were "facts" and, many times very quietly, cured situations which would, otherwise, have continued on and on and on and the industry would have continued to fight them as time went by.

Operators by the hundreds have sworn allegiance to *The Cash Box*. Only because they realize (and many of them actually know) that *The Cash Box* has, many, many times in the past, sacrificed much advertising revenue, only to do them good.

Why? Because *The Cash Box* realized that if the operator was healthy and wealthy—the entire industry would be healthy and wealthy.

If the operator was broke, then there couldn't ever be a healthy and wealthy industry.

In short, the foundation of this, or any business, has to be "solid," before anything of an enduring nature can be built upon it. Don't ever try to build a house on a pile of sand, someone once said.

*The Cash Box* has, in its short nine years of life, produced the greatest ideas and suggestions to benefit this industry—which have ever been introduced to the coin operated machine field.

This is most completely, wholeheartedly and solemnly agreed to by all in this business.

Operator after operator has written to state that, "*The Cash Box* is the 'Bible' of the industry."

Nor is the operator alone in this statement. Jobbers, distributors, manufacturers, suppliers, and all allied to the field, admit this to be **FACT**.

Leaders of the industry have stated time and again that:

"The only place we can go to learn more about our business, learn what coin machine people are doing everywhere in the nation, is to *The Cash Box*. *The Cash Box* is really a truly world-wide publication for coin machines."

The editorialists of this publication could go on for hour after hour with statements equal to, or even more flattering, than the above.

But, that at this very moment, is not what we started out to write about.

We just wanted to tell you—and you—and you—that we thank you. Most sincerely. And from the very bottom of our hearts—for helping us to realize our Ninth Anniversary as the most outstanding weekly magazine in the history of this industry.

What's more, *The Cash Box* is a publication that, each week, is completely, exclusively and solely devoted to the best interests of this industry—and **THIS INDUSTRY ONLY**.

## THE CASH BOX

Volume 12, Number 43

PUBLISHED EVERY WEEK BY  
**The Cash Box Publishing Co., Inc.**

Empire State Building, New York 1, N. Y.

(All Phones: LOnacre 4-5321)

JOE ORLECK

CHICAGO OFFICE

32 West Randolph St., Chicago 1, Ill.

(All Phones: DEarborn 2-0045)

BILL GERSH

LOS ANGELES OFFICE

6363 Wilshire Blvd., Los Angeles 48, Cal.

(All Phones: WEbster 3-0347)

LEO SIMON

CORRESPONDENTS IN LEADING CITIES  
THROUGHOUT THE UNITED STATES

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### EXECUTIVE STAFF

BILL GERSH, Publisher

JOE ORLECK, Editor and Advertising Director

BOB AUSTIN, General Mgr., Music Dept.

SID PARNES, Music Editor

L. MILAZZO, Classified Advertising

A. ARTESE, Circulation

POPSIE, Staff Photographer

WM. NICOSIA, Art Director

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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

of various merchandise, parts, supplies, components and all materials used in the coin operated vending, music and amusement fields are covered by *The Cash Box* Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered by *The Cash Box*.

*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*".

EVER

FAITHFUL SERVICE



# THE CASH BOX

## NINTH ANNIVERSARY

Nine years ago there came into being a most unique publication . . . Devoted to a sincere belief that this industry desired a true, honest and fearless medium it could exclusively call its own . . . Conceived with the purpose of meeting the problems of this industry during the tragic war period to help make strong and solid a nucleus of men to act as a base for greater growth and future development in the postwar era . . . Dedicated to bringing to the fore constructive ideas and better business methods and generally aiding, thru intelligent effort, the greater growth of this business.

These past nine years have been truly eventful . . . The trade knows today of the great acceptance and phenomenal growth of The Cash Box . . . This is solely attributed to the wholehearted and intelligent support which the subscribers to this medium have put forth to solidly establish a publication which would work for this business . . . and this business exclusively . . . quietly, confidentially and fearlessly.

# LOOKING AHEAD!

The other day this publication received a letter suggesting that we go back over the nine years since *The Cash Box* came into being.

But, after much thought on the subject, the opinion of those who compose *The Cash Box* each week was that it would be much better, if we went out on the limb, and looked ahead—instead of looking back.

Predictions are, generally, just so much guesswork. Few can foretell the future with any exactitude. Yet, there are some who look into history, who have faith in people and who can, thereby, hazard a prediction for the years to come.

In the first place, there is now no doubt anymore but what this will be an entirely different industry from what it is today, nine years from now.

The fact remains that the type of equipment on which many of the amusement machines of the industry were based, is now out of existence. Such equipment will, in time, be forgotten by the greater majority.

Therefore, new, better, more amusing and more entertaining types of amusement machines, will be created in the future.

There is a general feeling among some, especially those who like to look into history, that there will be a return, eventually, to the larger sized, more athletic type equipment.

This is based on the belief that the success of the bowling games, including the shuffleboards, opened the path as well as the thoughts of many to the larger, more athletic type machines, with easy-to-understand, familiar entertainment.

That is a prediction. It is very difficult to judge whether any such trend has yet developed. But, it is noticeable that many of the first machines which clicked this year, and the latter half of last year, were athletic type games.

Music, too, has many problems facing it in the years to come. There is no doubt that television will reach its rightful place in the sun. TV programming which, in the great majority of cases, is as yet amateurish, will suddenly turn to more interesting and outstanding features and methods.

Hard as the movies are trying to stay out of TV they, too, will eventually have to succumb. The profit potential for them is tremendous.

Slowly, one after the other, special films will be created for TV. This will, as can be expected, further cut down on attendance at the movie theatres throuout the nation.

The moving picture theatres, at least the larger and more impressive, everywhere in the nation, should change now to "merchandising theatres" while they can.

This means allotting their space to advertising displays, sales counters, cocktail lounges, etc., and allow the public to see the picture only for the tax cost.

With all this coming about, everyone engaged in the automatic music industry, hopes for progress that will keep step with the entertainment changes that are already taking place.

Some are of the gloomy belief that the automatic phono has seen its best years. Others believe that it will first begin to really see good times as ingenious manufacture brings about new developments and as TV, superseding radio, creates demands for new tunes.

Whatever the future of the automatic music industry, like that of the automatic amusement games industry, both are based on keeping step with the changing times and quickly creating new, original, more interesting and more entertaining products so that coin operated entertainment, in all of its forms, will progress along with all entertainment generally.

One great advantage which coin operated equipment has over any of the other popular forms of entertainment, is that it is portable. and because it is portable, it has a decided advantage over any other commercial entertainment in any field. It can be moved anywhere, at anytime, without too much effort, or expense.

That has always been one of the big advantages of coin operated commercial entertainment.

The juke box has always been basically sound. Simply because it allowed the people to play the tune they best liked for as long as they liked.

There has never been anyone shilling the play. The public walk up to the coin operated musical instrument with their coin in hand and can choose whatever tunes they like best.

No one forces them to listen to any one certain tune. This is the public's own music, as the public prefers it, and for as long as the public wants to play it.

The same is true of coin operated amusement games. These have been extremely relaxing and, like automatic music, extremely economical.

The very economy of coin operated entertainment has won it so tremendous a following.

But, amusement via the coin chute, goes even further. It relaxes. It thrills. It appeals. It relieves worries and burdens.

That, in itself, is a tremendous achievement for any commercial entertainment.

The years to come will see even more entertaining, and more appealing equipment. There may again be a return to many old, known and proved entertainments. A new generation is born. These will come in larger, more athletic-type play machines. The industry will gradually turn back to greet the new generation with the best of the old.

This industry will, in the years to come, grow larger. But, at the same time, it will become a closer, tighter industry. It will have passed thru a great deal of its growing pains, which it has been enduring these past twenty years, since the birth of the first popular priced pinball games.

It was these early, popular-priced games, that brought many, many thousands of peoples into this business, and these peoples invested many hundreds of thousands of dollars.

The shake-down period has been going on since the end of the war. There has, since then, been a big turnover in the people who originally started this industry.

Sales have been made in an entirely different and much more conservative fashion.

Where a few dollars would have started any man on a career in this business prior to World War II, today it requires many thousands of dollars to do the same.

Other changes, which are apparent to all who have been engaged in the industry, for from fifteen to twenty years or longer, also indicate the type of business which this industry will enjoy in the years to come.

Suffice it to say, in conclusion, that this business of coin operated entertainment, in all its many forms, will exist for years and years to come.

Will grow greater. Will see a much bigger industry than exists today. Will see changes no one has yet dreamed of or even at present, envisions.

There is a very great and shining tomorrow ahead.

**POPCORN**

A Top Corn (tune)...

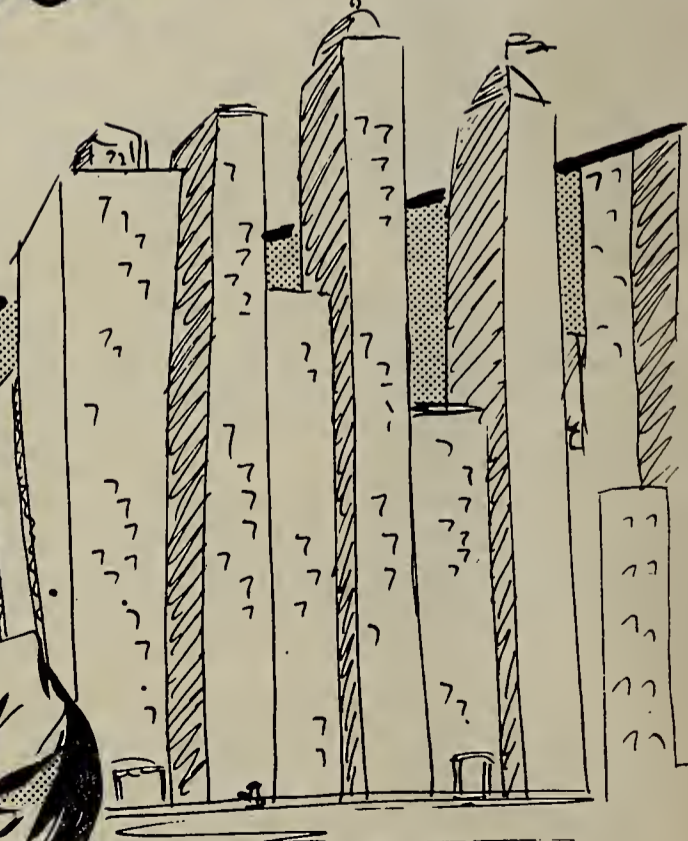
**Gone Pop!!!**

//

# COULD COULD HEART

by **Tony Bennett**

with **PERCY FAITH**  
and his Orchestra  
COLUMBIA  
# 39449



**COLUMBIA RECORDS**

# The Nation's TOP TEN Juke Box Tunes



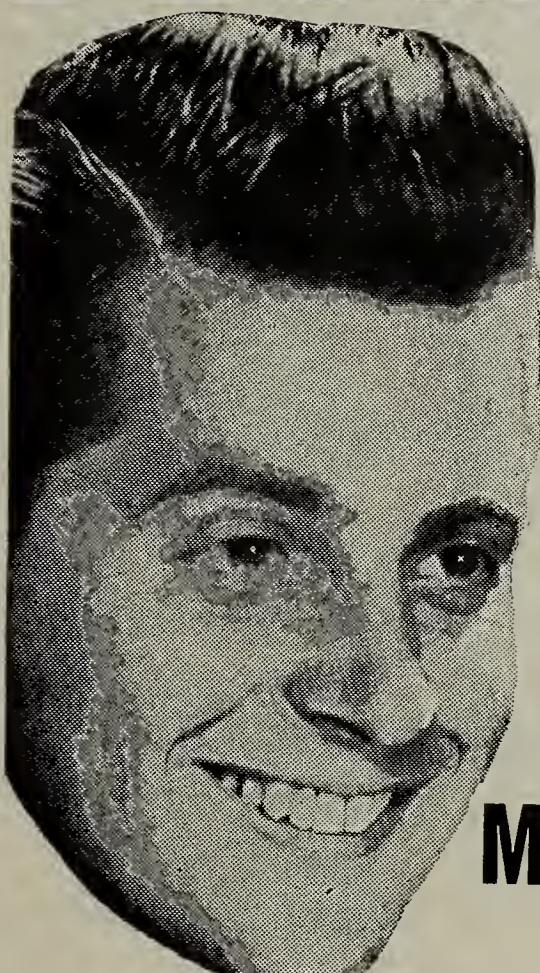
The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

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	IN—Intro	RE—Regent
BU—Bullet	JU—Jubilee	RG—Regal
CA—Capitol	KI—King	SA—Savoy
CH—Chess	LO—London	5IT—Sittin' In
CO—Columbia	ME—Mercury	SP—Specialty
CR—Coral	MG—MG/A	TE—Tempo
DA—Dana	MO—Modern	TW—Tower
DE—Decca	NA—National	VI—Victor
	OR—Orle	

- |           |   | Pos. Last Week |
|-----------|---|----------------|
| <b>1</b>  | <b>TOO YOUNG</b><br><b>NAT "KING" COLE</b><br>CA-1449 (F-1449)—King Cole<br>CO-39271 (4-39271)—Toni Arden<br>CR-60393 (9-60393)—Denny Vaughn<br>DE-27569 (9-27569)—Patty Andrews<br>DE-27366 (9-27366)—Victor Young<br>ME-5599 (5599x45)—Richard Hayes<br>MG-10920 (K10920)—Johnny Desmond<br>VI-20-4105 (47-4105)—Fran Allison                               | <b>1</b>       |
| <b>2</b>  | <b>JEZEBEL</b><br><b>FRANKIE LAINE</b><br>CO-39267 (4-39267)—Frankie Laine<br>ME-5622—Allen Greene<br>ME-5620—Alexander Brothers  | <b>2</b>       |
| <b>3</b>  | <b>ROSE, ROSE, I LOVE YOU</b><br><b>FRANKIE LAINE</b><br>CA-1532 (F-1532)—Lou Ella Robertson<br>CO-39367 (4-39367)—Frankie Laine<br>CO-39420 (4-39420)—Miss Hue Lee<br>CR-60484—Mitchell Trio<br>DE-27594 (9-27594)—Gordon Jenkins<br>LO-1029 (45-1029)—Benny Lee<br>MG-10978 (K10978)—Art Lund<br>VI-20-4135 (47-4135)—Buddy Morrow O.                       | <b>4</b>       |
| <b>4</b>  | <b>HOW HIGH THE MOON</b><br><b>LES PAUL &amp; MARY FORD</b><br>CA-1451 (F-1451)—Les Paul & Mary Ford<br>CO-39145—Erroll Garner<br>DE-24513 (9-24513)—Lionel Hampton O.<br>MG-30303 (K-30303)—David Rose   | <b>3</b>       |
| <b>5</b>  | <b>MY TRULY, TRULY FAIR</b><br><b>GUY MITCHELL &amp; MITCH MILLER—VIC DAMONE</b><br>CA-1583 (F-1583)—Ray Anthony<br>CO-39415 (4-39415)—Guy Mitchell<br>CR-60514 (9-60514)—Georgie Aid<br>DE-27630 (9-27630)—Russ Morgan<br>LO-1050 (45-1050)—Dick James<br>ME-5646 (5646x45)—Vic Damone<br>MG-10984 (K10984)—Art Mooney<br>VI-20-4159 (47-4159)—Freddy Martin | <b>7</b>       |
| <b>6</b>  | <b>ON TOP OF OLD SMOKY</b><br><b>THE WEAVERS &amp; TERRY GILKYSON</b><br>CO-39328—Burl Ives<br>CR-60436 (9-60436)—George Cates O.<br>DE-27515 (9-27515)—Weavers & Terry Gilkyson<br>LO-1028 (45-1028)—Josh White<br>ME-5612 (5612x45)—George Sirave O.  | <b>5</b>       |
| <b>7</b>  | <b>THE LOVELIEST NIGHT OF THE YEAR</b><br><b>MARIO LANZA</b><br>CA-1408 (F-1408)—Helen O'Connell<br>CO-39192 (4-39192)—Percy Faith<br>DE-27507 (9-27507)—Fred Waring<br>DE-27583 (9-27583)—Ethel Smith<br>LO-937 (45-937)—Anne Shelton<br>MG-30352 (K30352)—Ann Blyth<br>VI-10-3300—Mario Lanza   | <b>10</b>      |
| <b>8</b>  | <b>MISTER AND MISSISSIPPI</b><br><b>PATTI PAGE</b><br>CA-1521 (F-1521)—Tennessee Ernie<br>CO-39371 (4-39371)—Gene Autry<br>DE-27259 (9-27259)—Mills Bros.<br>ME-5647 (5647x45)—Rex Allen<br>ME-5645 (4645x45)—Patti Page<br>VI-20-4140 (47-4140)—Dennis Day   | <b>8</b>       |
| <b>9</b>  | <b>SOUND OFF</b><br><b>VAUGHN MONROE</b><br>CO-39413 (4-39413)—DePaur's Inf. Ch.<br>DE-27054 (9-27054)—Jerry Gray<br>DE-27608 (9-27608)—Jerry Gray<br>VI-20-4113 (47-4113)—Vaughn Monroe  | <b>6</b>       |
| <b>10</b> | <b>MOCKIN' BIRD HILL</b><br><b>LES PAUL &amp; MARY FORD—PATTI PAGE</b><br>CA-1373 (F-1373)—Les Paul & Mary Ford<br>CR-64061 (9-64061)—Pinetoppers<br>DE-27444 (9-27444)—Russ Morgan<br>LO-851 (30296)—Marlin Sisters<br>ME-5552 (5552x45)—Tiny Hill<br>ME-5595 (5595x45)—Patti Page<br>VI-21-0396 (48-0396)—Britt & Allen                                     | <b>9</b>       |

# Now Riding With 3 BIG HITS JOHNNY DESMOND



Thanks  
to the  
**OPS —**  
**DJ's —**  
and  
**MUSIC  
MERCHANTS**

Singing with MONICA LEWIS

- |          |   |
|----------|---|
| <b>1</b> | <b>"OUT O' BREATH"</b><br><b>"I'M GLAD I GAVE IT UP<br/>FOR YOU"</b><br>78 RPM—MGM 10992 • 45 RPM—MGM K10992              |
| <b>2</b> | <b>"BECAUSE OF YOU"</b><br><b>"ANDIAMO"</b><br>78 RPM—MGM 10947 • 45 RPM—MGM K10947                                       |
| <b>3</b> | <b>"I FALL IN LOVE WITH YOU<br/>EV'RY DAY"</b><br><b>"MISTER AND MISSISSIPPI"</b><br>78 RPM—MGM 10974 • 45 RPM—MGM K10974 |

RADIO—ABC  
DON McNEILL'S "BREAKFAST CLUB"

TV—ABC  
DON McNEILL'S "TV CLUB"

Press Relations And Record Promotion  
Eddie Jaffe & Milton Karle—NEW YORK • Paul Montague—CHICAGO  
Jerry Johnson—HOLLYWOOD

**MGM RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 10, N. Y.

11) I'M IN LOVE AGAIN. 12) PRETTY EYED BABY. 13) I GET IDEAS. 14) UNLESS. 15) COME ON-A MY HOUSE. 16) I APOLOGIZE. 17) BECAUSE OF YOU. 18) THESE THINGS I TA OFFER YOU. 20) WANG, WANG BLUES. 21) SWEET VIOLETS. 22) BECAUSE OF RAIN. 23) VANITY. 24) I WON'T CRY ANYMORE.

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.

"LADY OF THE EVENING" (2:54)  
 "IF I COULD BE WITH YOU" (2:43)  
**BILLY DANIELS**  
 (Mercury 5674; 5674x45)

● Stylist Billy Daniels offers a slow and pretty ballad, in his typical manner, on the upper level. As an added feature Billy is dubbed with himself, while Russ Case and his orchestra come through the musical setting. The second side is a jump tune that gets a full hearted treatment from Billy. Ops would be wise to watch the upper deck.

"HELLO YOUNG LOVERS" (2:46)  
 "WE KISS IN A SHADOW" (2:52)  
**EDDY HOWARD**  
 (Mercury 5678; 5678x45)

● Two lovely ballads that are already proven things, are presented here in the familiar warbling of Eddy Howard. Both ends receive fitting musical backdrops from the orchestra, while Eddy glides through these tunes in a soft soothing manner. Ops have two sides that can get ample play.

"HOW YA GONNA KEEP 'EM  
 DOWN ON THE FARM" (2:10)  
 "A STRANGER IN TOWN" (2:48)

**CLYDE McCOY**  
 (Mercury 5667; 5667x45)

● The famed muted trumpet of Clyde McCoy is shown to good advantage as he spins through an oldie in a fast tempo. The orchestra backs him nicely on this end and they do an equally fine job on the bottom half, which is another instrumental that features Clyde. Ops have good listening here.

"DREAM VALLEY" (2:43)  
 "PLAY BALL" (2:46)  
**RAY HENRY ORCHESTRA**  
 (Dana 3059)

● Ray Henry and his orchestra come bouncing through with two lively and happy polkas. Both ditties feature the entire crew in instrumentals that have a contagious beat. Ops who are looking for this type of material and have the proper locations have a pair of likely sides here.

"COME ON-A MY HOUSE" (2:48)  
 "HULA BLUES" (2:51)  
**THE THREE SUNS**  
 (Victor 20-4199; 47-4199)

● The top deck features The Three Suns and the Sun Spots as they spin through a current hit. With a pleasant instrumental that lends an Armenian flavor to the rendition, the boys make this half sound good. The second side is a cute jumpy thing that gets an ok vocal treatment. Ops might take a listen.

"THERE'S A BIG BLUE CLOUD" (2:53)  
 "I STOLE YOU FROM  
 SOMEBODY ELSE" (2:49)

**AL MORGAN**  
 (London 1082)

● Al Morgan has two pretty ballads to offer on this new waxing. The first side is a tune that has already proven its juke box ability, while the other half is a number that gets a first class job by Al. The orchestra presents fitting backdrops for both levels. We like the lower deck.

## DISK OF THE WEEK

"WHILE YOU DANCED, DANCED, DANCED" (2:45)

"WHILE WE'RE YOUNG" (2:35)

**GEORGIA GIBBS**

(Mercury 5681; 5681 x 45)



GEORGIA GIBBS

● One of the best disks that Georgia Gibbs has ever made turns up here and it will soon be sweeping the country. This wistful melody just keeps you listening without

letup and customers are gonna be pouring coin after coin into the boxes to get enough of it. Ops who want some of that coin oughta order now. Georgia does this ballad in an easy going, sad vein and makes you feel that every word has meaning. Glenn Osser's orchestra comes up with a backing that is just perfect for the disk and assures this one of a tremendous success. The lower half is another slow item which is being revived and which Georgia gives a real push to with her first rate vocal. The top deck though is the one that can't help but get to the top. It's a natural.

"THE GIRL IN THE  
 LITTLE GREEN HAT" (2:46)

"SIXTY SECONDS  
 GOT TOGETHER" (2:53)

**TED HEATH**  
 (London 1006)

● Ted Heath and his orchestra and the harmony of the Stargazers join to offer a pleasant side. Cute lyrics and a bouncy beat help drive this tune across. Flip is a listenable ditty that gets a similar going over. Ops have filler material here.

"TWO LONELY HEARTS" (2:52)

"DIZZY FINGERS" (2:51)

**JAN AUGUST**  
 (Mercury 5654; 5654x45)

● The talented fingers of Jan August are again shown to good advantage as he offers his piano rendition of a beautiful oldie. Both ends are backed nicely by Marty Manning and his orchestra. The lower level is a fast tune which features Jan on the electronic piano. Ops know what this pianist can do.

"I WISH I WUZ" (2:53)

"IN THE COOL, COOL,  
 COOL OF THE EVENING" (2:49)

**ART LUND**  
 (MGM 11025; K11025)

● Art Lund turns out one of his best sides to date on the top deck. Taking a novelty with a terrific amount of appeal, Art gives it a real ride as Leroy Holmes and the orchestra back him up. The catchy lyrics and tune should help this one go. Bottom half is current plug which he also does ok by. The top deck looks hot.

"DID I REMEMBER" (2:56)

"HOW MANY TIMES" (2:58)

**DOROTHY COLLINS**  
 (MGM 11020; K11020)

● A slow ballad serves to give Dorothy Collins a listenable upper half. With Raymond Scott and the boys providing the musical setting, this one gets a nice ride from this promising chirp. Second half is a bouncy item with a pleasant feeling. Ops should do ok with this.

"HONEYSUCKLE ROSE" (2:39)

"I DON'T CARE WHAT YOU  
 USED TO BE" (2:52)

**FRANK PETTY TRIO**  
 (MGM 11019; K11019)

● The Frank Petty Trio go to town on a couple of numbers here which should have their fans listening. The first side is an oldie done in fast tempo with Mike Di Napoli standing out at the piano. Lower end finds Frank Petty doing the vocal in a waltz beat. Ops with the right spots might tune in.

"LONESOME" (2:56)

"LITTLE BOY OF  
 MY HEART" (2:39)

**PAT TERRY**  
 (London 982)

● A very attractive ballad is well handled on the upper half by Pat Terry. With Buddy Koster's orchestra doing the arrangement in easy going style, this side has a good chance. The lower end is a lullaby which Pat pours a lot of feeling into. Ops shouldn't miss the first side.

"I'M WAITING JUST  
 FOR YOU" (2:40)

"LONESOME AND SORRY" (2:55)  
**BOB CROSBY**  
 (Capitol 1595; F-1595)

● A light sounding blues number is offered on the top half by crooner Bob Crosby and Jeanne Gayle. The combo with the aid of a nice musical backing turn out a listenable side. Flip is a jump tune that Bob carries through by himself. Ops have good filler material here.

"EVEN AS YOU AND I" (3:02)

"SUNSHINE KISSES" (2:08)

**LEE BROTHERS**  
 (Columbia 39447; 4-39447)

● Top half finds the Lee Brothers lending their vocal talents to a slow moving ballad. The group and orchestra help put the tune over. The second level is a good tune that gets a fine treatment from the vocal artists and the able baton twirling of Paul Weston. We like the lower deck.

"WOMAN IS A FIVE  
 LETTER WORD" (2:56)

"I'LL FOLLOW YOU" (2:59)

**HARRY RANCH ORCHESTRA**  
 (MGM 11018; K-11018)

● The Harry Ranch orchestra, featuring Jane Martin, Dick Wise and the Harry Ranch Trio, offer a slow novelty number that has cute lyrics and a vocal to match. The bottom of this platter finds the same artists in a bouncy thing that has a nice sound to it. Ops oughta look in.

"LONGING FOR YOU" (2:50)

"I'M READY FOR YOU" (2:48)

**TOMMY TUCKER ORCHESTRA**  
 (MGM 11021; K-11021)

● The Tommy Tucker orchestra and vocal group take a pleasant tune for a ride around the wax in a waltz tempo. It's a nice ditty and the boys do justice to it. The lower end features Karen Rich and group in a jumpy thing. If anything, it's the topside.

## 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.

- ★ DIMPLES & CHERRY CHEEKS ... Andrews Sisters & Guy Lombardo  
Decca 27652; 9-27652
- ★ OL' MAN RIVER.....Gordon MacRae ....Capitol 1705; F-1705
- ★ IN THE COOL, COOL, COOL  
OF THE EVENING.....Bing Crosby & Jane Wyman  
Decca 27678; 9-27678
- ★ I WISH I WUZ.....Art Lund.....MGM 11025; K11025
- ★ LONESOME .....Pat Terry .....London 982



# NAMM CONVENTION MESSAGE

by

Ray S. Erlandson, Pres.

National Association Of Music Merchants, Inc.

It is just a little over a year ago that war broke out in Korea. At that time we were looking at our old wounds incurred from the last war "emergency" with feelings of encouragement over the recovery we had made. Today, we are experiencing not a new "emergency" but a continuation of the old one. Already our industry bears a few new bruises, and we will undoubtedly receive more as mobilization moves ahead.

### Retailers Must Be Informed

The complexities of a retail operation have multiplied since the advent of OPS and ceiling price regulations. Retailers have taken personnel out of productive endeavor, to put them on the unproductive work of report making. The National Association of Music Merchants helped fill the breach by producing and distributing to its members interpretive bulletins to help them solve the dilemma of unscrambling governmental regulations. What is now past can only be referred to as the beginning. More is yet to come, the form of which is not now known.

### Music Industry Is Informed

Our industry's manufacturers and wholesalers must keep themselves abreast of developments for their own protection and welfare, and that of the dealer. Every month meetings of one sort or the other are held in Washington with various government agencies, the results of which vitally affect us retailers and our customers. The NAMM, with its War Effects Committee and the headquarters office, is in constant contact with Washington sources gathering knowledge on price controls, manpower, inventory controls and many other problems, for use in future planning and action.

### Informative Convention Sessions

The Convention business sessions this year should receive the undivided attention of every dealer attending the Convention. If a dealer comes to Chicago the week of July 16, for the single purpose of attending these sessions, he will not go away disappointed. More facts and information pertaining to what may lie ahead of us will be available during Convention week, than a dealer could learn independently in a year. Not only will he have access to the scheduled sessions, but the opportunity to talk with manufacturers and suppliers on the spot is an invaluable one.

### Production Problems Uppermost

The mobilization program is already affecting the production of musical instruments. Present and future limitations on metals will cut into available retail stocks. In order that dealers may learn the degree of curtailment, we have scheduled speakers who are equipped with the information as it relates to band instruments, pianos, radio and television. The speakers handling these subjects are from the industry representing the items in question. Their presentations will aid the retailer in plotting his future course.

### The Retailing Outlook

Government regulations affect more than production. They affect our every day operations and greatly influence consumer actions. Another qualified speaker will discuss and review the business outlook as affected by governmental activities, and the current inflationary trends affecting retailing, with suggestions for checking them. We have been most fortunate in se-

curing a speaker for the Golden Anniversary Luncheon from the famous Amos Parrish Organization, to present an appraisal of the outlook for business in the Fall of 1951, which will be of paramount interest to all dealers. At the present there are two viewpoints—one, that consumers have completely satisfied their requirements and have committed their available funds; and the other, that customers will become active in the Fall after threatened shortages begin to become evident. Alert merchants cannot wait for one or the other of these views to be proven. They must be prepared to act in either case and know which of the two is more likely.

### Merchants Must Promote and Sell

Come what may in the months ahead, and short of all-out war, there will be business to be done, merchandise to be sold and customers to sell. The large number of exhibitors at the Golden Anniversary Trade Show is indicative of this. Government sources daily promise that consumer production will not be sacrificed for defense production—that a balance will be maintained. Now is not the time to pull back into a shell of indifference or to encourage your sales people to insult customers.

Promotion of music is fully as important as ever before. It may be even more important, due to the accelerating interest in music in times like these, in face of a somewhat curtailed production. Getting more music to more people is anything but a static operation, and this huge and dramatic task falls to the American Music Conference. The Top Management Session at the Convention will feature the "Promotion Outlook" in equal ratio with retailing and production.

A salesmanship session will occupy a full morning to help management further fulfill its responsibilities to sales personnel. Sales people—good ones—are golden. Many may be psychologically affected by talk of shortages and ask, "Should I seek employment elsewhere?" Some good sales people have already been hired away, others have been called to the colors. Manpower problems may become serious. Employment is at a high level, unemployment is very low. Merchants must prepare themselves to get the maximum from their present sales forces, hold on to their men, and give adequate training to new people to fill the gap of those lost. It's not easy, but a management problem which we can help you solve at the Convention.


### Fifty Years Young

This year the National Association of Music Merchants is observing its Fiftieth Year of service to the music industry. I feel quite proud that fortune has given me the opportunity to be the President of this fine organization at the Golden Anniversary mark. One cannot help but feel humble in deference to all our past officers and directors to whom the credit must go, in accounting for the stature of the NAMM on its half-century birthday. I am grateful, however, that at this milestone we have an association that has grown stronger through the years, by delivering a service where and when it is needed. It is my sincere ambition that when the century mark is reached, we will have grown again and fifty times stronger than now. Let us all hope that our successors then may look back to declare that perhaps the first fifty years were neither the hardest, nor the best.

THESE  
**DECCA**  
RECORDS  
Available on 45 RPM - 78 RPM

3 GREAT DECCA  
"COIN-CATCHERS"

**GLORIA DE HAVEN**  
and  
**GUY LOMBARDO**  
and His Royal Canadians



**BECAUSE OF YOU**  
and  
**OUT O' BREATH**

Decca 27666 (78 RPM) and 9-27666 (45 RPM)

**SPADE COOLEY**  
and His Fiddlin' Friends

**HITSITTY HOTSITTY**  
and  
**LUCKY LEATHER BRITCHES**

Decca 46339 (78 RPM) and 9-46339 (45 RPM)

**HOT LIPS JOHNSON**  
and His Orchestra

**BRING ME ANOTHER JUG OF WINE**  
and  
**CATCH 'EM YOUNG, TREAT 'EM ROUGH,**  
**TELL 'EM NOTHIN'**

Decca 27656 (78 RPM) and 9-27656 (45 RPM)

**DECCA**  
RECORDS

NAMM SHOW  
SEE DECCA BOOTHS 85 AND 86  
PALMER HOUSE, CHICAGO

*America's Fastest Selling Records*

# THE CASH BOX

# Record Reviews

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

"EVERLASTING" (3:18)

"RED SAILS IN THE SUNSET"  
(2:53)

VAUGHN MONROE

(RCA Victor 20-4194; 47-4194)

● Vaughn Monroe has a couple of more winners in these sides. The top deck is a pretty ballad which gets Vaughn's easy going vocal while the lower half is an oldie which has been getting a lot of waxing. On both ends, the orchestra backs Vaughn up well. Ops will want to get with this disk.

"HOW BLUE CAN YOU GET" (2:39)

"IF YOU'RE SO SMART, HOW COME  
YOU AIN'T RICH" (2:53)

LOUIS JORDAN

(Decca 27648; 9-27648)

● Louis Jordan keeps turning out those disks which drive his fans wild. On the upper half he has a shouting blues number which is right up his alley and on the lower end another ditty which he knows how to handle. Of course each side has some great trumpeting. The right locations will do well with these.

"DIMPLES AND CHERRY CHEEKS"  
(2:33)

"NIGHT ON THE WATERS" (2:50)  
ANDREWS SISTERS & GUY LOMBARDO

(Decca 27652; 9-27652)

● An interesting combination, the Andrews Sisters and Guy Lombardo, get together on this disk to turn out a ditty which could easily make it. It's a cute simple thing which the girls sing with Kenny Gardner as Guy and the boys make with the music. On the bottom end another pleasant side is offered. The top deck looks hot.

"IN THE COOL, COOL, COOL OF  
THE EVENING" (3:19)

"MISTO CRISTOFO COLUMBO"  
(3:09)

BING CROSBY & JANE WYMAN

(Decca 27678; 9-27678)

● Jane Wyman makes her debut on disks in a duet with Bing Crosby and together they do extremely well. Taking a couple of ditties from their new film, "Here Comes The Groom," they make both of these sides sound like lively things. This disk is headed for a lot of play.

"YOUR OWN LITTLE HOUSE"  
(3:19)

"BONNE NUIT" (3:12)

BING CROSBY

(Decca 27679; 9-27679)

● Bing Crosby takes a couple of more ballads from his new film and gives them a ride. Both are slow items on which John Scott Trotter and the orchestra do the backing. Each of these sides is due for a lot of promotion and ops will want to take a listen.

## SLEEPER OF THE WEEK

"COLD, COLD HEART" (2:52)

"WHILE WE'RE YOUNG" (2:57)

TONY BENNETT

(Columbia 39449; 4-39449)



TONY BENNETT

● Tony Bennett, who hit the jackpot with "Because Of You" and "I Won't Cry Anymore" continues on

his winning ways with another ditty, "Cold, Cold Heart" which he does great things with and which, incidentally, are gonna do great things for him. Ops will do ok by themselves by listening in real fast. This sad ballad, taken from folk and western, makes perfect waxing material for Tony as he cries his way through the lyrics. Percy Faith provides a musical backing which is right in the spirit. This looks strong. The lower half is another slow number, introduced a little while back and currently getting a new push. Tony does a grand job with it but the side which is due to break out and really get up there is the first one. Ops won't want to be caught short.

"WALKIN' AND WHISTLIN' BLUES"  
(3:05)

"WHO AM I" (2:28)

FOUR KNIGHTS

(Capitol 1707; F-1707)

● A new group continues showing great promise on this disk. The Four Knights let go with a fascinating rendition that Les Paul introduced some months ago. Here, the boys make it sound low down and slow. The bottom half is a more conventional side on which they again show some fine harmonizing. Keep an eye on the upper half.

"OL' MAN RIVER" (3:07)

"ON A SUNDAY AT CONEY ISLAND"  
(2:15)

GORDON MacRAE

(Capitol 1705; F-1705)

● Gordon MacRae turns out a very creditable rendition of "Ol' Man River" on the first side. Giving it a dynamic going over, Gordon gets good help from Carmen Dragon and the orchestra. The lower end is a novelty with a summertime aire and a big production. The upper end could break out.

"LAURA" (3:15)

"JUMP FOR JOE" (3:00)

STAN KENTON

(Capitol 1704; F-1704)

● A very wistful oldie is tossed around by Stan Kenton and his crew. The band sings the lyrics as they make misty music with this ditty. The second half is more in the Kenton key with a clipped instrumental. Each end is good to hear and ops will want to take a listen.

"SWISS BOY" (2:45)

"VAGABOND WALTZ" (3:05)

LAWRENCE DUCHOW ORCH.

(RCA Victor 25-1079)

● Lawrence Duchow has a couple of sides to offer in his recognizable style. The top deck is a Swiss sounding thing on which Buddy Milton does the vocal while on the second side Leo Rohan gives out with the words. Ops in the proper locations will want to take a listen.

"GREEN EYES" (2:43)

"BLUE MOON" (2:58)

LES BROWN ORCH.

(Coral 60491; 9-60491)

● Les Brown offers a couple of different instrumentals on this platter. The first side is a jumpy one with a smooth streak running through it. The flip is a subdued piece. Both ends are oldies which are great to hear again and Les and his boys do a good job with them.

"THE SYNCOPATED CLOCK  
MAMBO" (2:56)

"BROADWAY MAMBO" (3:20)

PEREZ PRADO

(RCA Victor 20-4196; 47-4196)

● A couple of mambos which are gonna appeal to fans of Latin American music are dished out here by Perez Prado. Both have very clever arrangements and both should capture a good deal of dance interest. Ops who are located in the spots that have dancing will do ok with this one.

"WHEN I'M GONE" (3:05)

"PIANO ROLL BOOGIE" (2:46)

BOB DEWEY ORCH.

(RCA Victor 20-4190; 47-4190)

● Bob Dewey goes to town with two sides that show off his band's ability to good advantage. The first one gets a very pleasant vocal from Stuart Foster while the bottom half gets a real lively going over from Tommy Furtado. This disk deserves ops' attention.

"LITTLE LEAGUE" (2:45)

"TAKE ME OUT TO THE BALL  
GAME" (2:52)

LEROY HOLMES

(MGM 11016; K11016)

● Leroy Holmes offers some specialized material on the top deck in the official march of Little League Baseball. He and the chorus do a good job on it but its commercial possibilities are limited. The second side is a rousing version of a well known song that should get some play.

"AMERICA'S PRAYER" (2:52)

"I SEE GOD" (2:43)

JOHNNY DESMOND

(MGM 11005; K11005)

● Two religious numbers are turned out on this platter by Johnny Desmond. Both get a good production from the Ray Charles Singers and Tony Matola's orchestra and a vocal to match by Johnny. This disk will need the proper locations but it should do fine in them.

"ALARM CLOCK BOOGIE" (2:28)

"YOU BLEW OUT THE FLAME"  
(2:32)

BILL DARNELL

(Coral 60543; 9-60543)

● A very clever ditty is dished out here by Bill Darnell. With Georgie Auld's orchestra providing the backing, this disk gets a real go. Its interesting lyrics and arrangement give it a lot of meaning. The second half is a jumpy item with a definite beat on which Bill again comes through. Ops will do ok with this disk.

"CLAIR DE LUNE" (3:51)

"THE GANG THAT SANG 'HEART  
OF MY HEART'" (2:57)

FREDDY MARTIN ORCH.

(RCA Victor 20-4193; 47-4193)

● Freddy Martin again comes up with a popular rendition of a classical beauty. Featuring Murray Arnold at the piano and himself on the sax, the boys offer a lengthy version of this old number. Flip finds vocal Merv Griffin and the entire crew joining in with a presentation of a slow harmony tune. Ops should watch the bottom half.

# A One Woman Hit Parade

ON COLUMBIA RECORDS

**SARAH**

# VAUGHAN

*Sings*

## "THESE THINGS I OFFER YOU"

Coupled with

### "DEEP PURPLE"

Columbia 39370

and

### "VANITY"

Coupled with

### "MY REVERIE"

Columbia 39446

*Coming soon*  
"OUT O' BREATH"  
and  
"AFTER HOURS"





# BILL SNYDER

who gave you the

Sensational "Bewitched"

NOW GIVES YOU  
ANOTHER BIG HIT!

# "CHICAGO BLUES"

Backed with

"SERENADE"

(A Lover's Honeymoon)

on

# LONDON RECORDS

No. 1080-45-1080

## ROUND THE WAX CIRCLE

### NEW YORK:

In this season of summer outings, everyone connected with the music industry has had three occasions in the last couple of weeks to get together outdoors instead of the usual nite club or theater. First there was the Perry Como Golf Tournament, then Kappi Jordan's annual outing and finally Fred Waring's day in the country. . . . The Weavers return



THE WEAVERS

to New York to play a four week engagement at Cafe Society starting Thursday evening, July 19. Their tremendous popularity resulting from three hit Decca disks in a row is expected to draw S.R.O. crowds to the Village nitery. We hear the group has another great disk coming out, this time in the current pop spiritual vein. . . . Paul Brenner is certainly finding the answer to how to handle disks on TV. His "Rate The Record" show makes for a half hour of fascinating fare over WATV on Saturdays at 12:30 P.M. . . . Perry Como won the Fred Waring golf tournament with a 76 while brother-in-law Dee Beline came in second with 77. . . . Columbia Record's Joe Higgins and his wife left for a vacation in Mexico. . . . Robin Hood Records have received an order from the State Dep't for 500 copies of Louis Prima's "Come On A My House" for army camps. . . . "I'll Wait For You," the new Jubilee record by Cliff Ayres is beginning to show up in Pop, R & B, and Western locations. . . . WINS disk jockey Jack Lacy and his pretty wife Agnes left for a two week vacation in Florida. . . . Don Kimel, former dj, now a private in the army, writes us after reading in these columns that Tony Pastor's contract hasn't been renewed: "What a shame it is that all the current disk jockeys are so anxious to find new talent that they neglect the truly greats right under their noses. Guys that were and should and could still be greats of the music world have to beg to get a plug. How about a campaign to get the djs on the ball?" . . . Guy Mitchell has a terrific write up in the June 18 issue of newsweek. . . . Tony Bennett, working in Cleveland, will make a flying trip to Chicago to attend the NAMM convention.

### CHICAGO:

Ted Shapiro, appearing at the Chez with Sophie Tucker, believes that his 1939 click, "A Handful Of Stars," is destined for a great comeback, provided of course, that some of the present bigtime chirps latch onto the tune. . . . The Harmonicats seen around town with Jerry Murad. Reported to be waxing for Mercury. . . . Milo Stilt leaves town for an extended eastern trip and reports that Ken Griffin going great guns in the West. . . . Jeri Southern doing very terrific at that Rush St. spot. Her disk "I'm In Love Again," on Sharp selling great. . . . Danny Parker, who has nothing to do with the Mary Kaye Trio, reports that Mary and Norman Kaye and Frank Ross simply wowing 'em every nite at the Cairo. Norman on his way to cut his first solo sides for Capitol. Claim is this is one of the greatest eye-and-ear-appeal trios ever put together. . . . Les Paul and Mary Ford ("Mockingbird Hill") open at the Oriental. . . . Egbert Van Alstyne died here, in his adopted hometown of Chicago, last week, at the age of 73. His "Memories," "In the Shade Of The Old Apple Tree," "I'm Afraid To Go Home In The Dark," and so many, many others, will be a living monument to this grand composer. . . . Billy Williams Quartet opens at Chi's newest nite spot, Band Box, and on Friday the 13th no less. But with voices and arrangements like Billy has, 13th or no 13th, the guy just clickeroos. . . . Sophie Tucker tells us that she'll do a terrific job on "Bill" which will be part of her contribution to Mercury's "Show Boat" LP album. The movie just opened at the Oriental. Her "Sabbath Candles" tune pulling the house down at the Chez the way the "last of the red hot mamas" does it. . . . Frankie Laine comes into the Chicago Theatre and the Sampson (Columbia) people bust wide open with a cocktail party to honor him, Sarah Vaughan, and Rosemary Clooney, who are all doing such great waxing jobs for the juke box biz. And, once again, attempting to dispel the jinx of Friday the 13th. This time at the big Grand Ballroom of the Sheraton Hotel. . . . Prevue of Vic Damone's first pic clicked with every reviewer. Looks like Vic is destined for movie stardom when Uncle Sam releases him.



FRANKIE LAINE

### LOS ANGELES:

Shouldn't be surprised if a number of other record execs wind up at the NAMM Convention in Chicago, possibly Aladdin's Leo Mesner and Specialty's Art Rupe among them, but to date the only local men we know to be definitely heading East are Hal Cook of Capitol and Lou Chudd of Imperial. . . . Of course, with the wandering Biharis of Modern, one never knows. . . . Whichever one of the boys, Jules, Saul or Joe, happens to be within an overnight hop of the Windy City, you can bank on his being there for the show. . . . Back in good health, Fran Warren will make her Hollywood debut in real big style, the place being none other than the Hollywood Bowl, where on



FRAN WARREN

on July 21 the RCA-Victor songal will be featured in the Gershwin Memorial Concert with a 103 piece band conducted by MGM's Johnny Green backing her up. . . . Dan Grissom, who did so well a couple years back on Ben Pollack's "Recess in Heaven" release, was signed recently by Lou Chudd of Imperial and looks like he has another hit in "King of Fools." . . . Lou tells us he has a fine Fats Domino disc in "Right from Wrong" and his Commodore publishing firm has a couple of lively folk items in "The Sissy Song," a record set on Columbia, and "Alarm Clock Boogie," which is already hitting the bell via Bill Darnell on Coral. . . . Fabulous John Dolphin reports he's just closed a fabulous deal with Syd Nathan of King, whereby 20 Recorded in Hollywood masters will be released on the King label through a cooperative setup. . . . A very busy lad these days is Sunland Music's Gordon Wolf in setting up a special display of MGM "Showboat" albums to go with the film's premiere at Loew's State and the Hollywood Egyptian theaters. . . . The latter spot also has a brand new Wurlitzer 1400 from Paul Laymon's and, to be sure, offers an exclusive choice of hit tunes from the picture. . . . For music ops only, Gordon will break up the albums.



# VIC DAMONE

**HAS THE NEW S-M-A-S-H HIT!**  
**"LONGING FOR YOU"**

backed with "SON OF A SAILOR"  
 MERCURY NO. 5655

*Coming Hits!*

**"Wonder Why"**

**"I Can See You"**

FROM THE FORTHCOMING MGM PICTURE "RICH, YOUNG AND PRETTY"

**Grateful to MUSIC MERCHANTS • OPERATORS • DISK JOCKEYS**



Soon To Appear in the MGM Picture  
 "RICH, YOUNG AND PRETTY"

Currently Appearing: 34th FIELD ARTILLERY  
 60th INFANTRY DIVISION, SQUAD TWO, FORT DIX, N. J.

# Here's

# WHAT'S HAPPENED to the GIRL SINGERS

## They're Turning Out Hits Again!

In the May 5 issue of THE CASH BOX, we asked editorially "What's Happened To The Girl Singers?"

At that time the popularity of recordings by our female artists had just about reached bottom. The only hot disks in sight were those by Patti Page and one by Rosemary Clooney.

That was two months ago.

Today the situation is radically different. Not only have Patti Page and Rosemary Clooney repeated their successes, Patti with "Mr. and Mississippi" and Rosemary with "Come On-A My House", but many of our other great girl performers have gone back to their winning ways.

In the past two months, such sensational new disks have been released as Dinah Shore's "Sweet Violets" and Doris Day's "Shanghai".

Several new stars have appeared on the scene with April Stevens taking everyone's breath away in "I'm In Love Again", Jane Turzy proving herself with "Good Morning Mr. Echo", and Tamara Hayes doing it with "Tonght You Belong To Me".

On their way up are still other wonderful disks such as Sarah Vaughan's "These Things I Offer You" and "Vanity" and Ella Fitzgerald's "Because Of Rain".

And only this week a new Georgia Gibbs record was issued called "While You Danced, Danced, Danced" which can't help but sweep the country.

In our initial editorial we suggested several reasons why girl singers might not be getting their proper share of hits. Among these was the possible lack of material being written for them; the funneling of all likely tunes to the male singers; and the absence of a concentrated promotional campaign for the girls.

We tried to bring to the attention of everyone connected with the business the fact that female artists just weren't in the picture in the strength that their talents and past performances warranted.

Well, the difficulties we pointed out have certainly been corrected now. Apparently A & R departments are finding material suitable to girl singers and disk firms are definitely going all out in their promotion of the girls as witnessed by RCA Victor's splurge on Dinah Shore and Columbia's terrific handling of Jo Stafford, which brought her back into the limelight coupled with Frankie Laine.

The point of this story is that when a situation that is crying for action is made clear to the members of the music and record industries, they have enough know how and talent to do something about it.

We here at THE CASH BOX are happy to welcome the girls back into the fold. If we had the slightest bit to do with it, and possibly in the process temporarily annoyed someone here or there, it was all in the interests of the wonderful industry of which we are all a part.

All that matters now is that the picture is a much brighter one. Our great female artists are turning out those hit disks again.

The drought is over.

### What's Happened to the GIRL SINGERS?

Where are those smash records from Kay Starr, Doris Day, Dinah Shore, Patti Page, Ella Fitzgerald, Rosemary Clooney, Peggy Lee, Teresa Brewer and all the others?

Except for Patti Page, the girls seem to have taken a back seat in the pop record picture.

Why?

Is it that the proper material just isn't being written for them?

Are the A & R departments funneling all the tunes to the male singers?

Are the girls falling to the wayside because of concentrated promotion of the male singers?

Is the music industry just not interested in the girls?

What's happened?

Whatever the cause, it certainly isn't that the girls can't sing. They've made the top ten no small feat. The records that have been made by females, those of Ella Fitzgerald, Rosemary Clooney, Peggy Lee, Dinah Shore, Doris Day, Kay Starr, and Patti Page, are all hits. And we mustn't forget Mary Ford, who does such a tremendous job on those Fox-Paul disks.

But the fact remains that in four months of recording this year, only two girls have attained hits of major proportions as singles.

Obviously this can't be the result of any one factor. One of the factors involved must include poor material available for the female singers, lack of proper promotion, and a neglect on the part of A & R men of the girls' needs.

The record companies themselves, from a study of the male charts, have been pushing the male singers as opposed to the girls. Some are using record firms that don't have even one by a female singer.

Others have been developing occasional spots for the girls but nowhere in the proportion that the males get. Except for the ads which the female singers take themselves to have taken for them by publishers, whose songs they've recorded, the promotional drive for the girls has been very slim.

Some record promoters have a very simple answer to the question of why the female market has been neglected. They're just not interested in male records.

Can't you do any of the major jobs?

What would this explain the great selling disks the girls have made. How does this explain Patti Page, Dinah Shore, Doris Day and all the others?

There is a market for female singers.

If we can believe sales statistics in the past few years, the record companies and their distributors are marketing a very important market—that that will buy the girls' disks.

This year of 1951, every year, all record firms start out with a goal in mind. It's a yearly routine and the methods are sought to try to increase the year's total of entertainment.

Here's an opportunity to concentrate on a market that will buy the female disks.

There are millions of boys now in army, navy, marine, and air force installations scattered all over the country. In their spare moments they're looking for a lot of entertainment.

There's a tremendous market available to the girls for the nearby tavern or disco hall. These boys want to hear music whenever they can. And what's more, they want to hear female singers.

This is a ready market for record firms and their distributors. Military installations are located almost everywhere. Good female disks starting in these camps could sweep the country.

So let's get these girl singers back on the hit lists. If they don't have the right material, let's get it for them. If they're not being promoted properly, let's change our methods. If the A & R departments are neglecting them a little, let's stimulate that neglect.

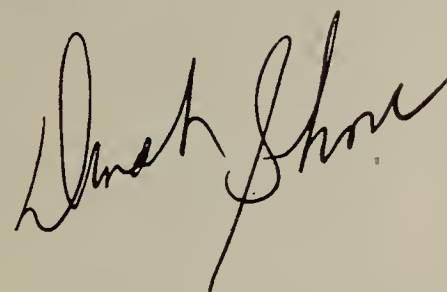
Whatever the trouble, it can be remedied.

The important thing is that there's a market for our great girl singers. And we've come through a drought long enough. Let's get right to work turning out those hit disks again.

REPRODUCED FROM THE MAY 5th ISSUE

to the **CASH BOX** and its readers

*thank you for a lovely spin*



**RIGHT NOW FOR RCA VICTOR**

\* *Sweet Violets* (20-4174)

*If You Turn Me Down* (47-4174)

*How Many Times* (20-4175)

*Ten Thousand Miles* (47-4175)

\* **A BIG #14** on the *Cash Box*  
list after only 3 weeks!

**WATCH FOR A PARADE OF DINAH SHORE HITS  
FOR VICTOR!**



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







The record that's making  
the industry spin!

# ROSEMARY CLOONEY'S

Sensational Summer Smash



and  
"ROSE  
OF  
THE  
MOUNTAIN"



78 rpm 39467  
33 1/3 rpm 3-39467  
45 rpm 4-39467

**COLUMBIA**  
 **RECORDS**

Close to 500,000  
sold to date

Originators of  
33 1/3 Records

Trade Marks "Columbia," "Masterworks," and Reg. U. S. Pat. Off. Marcas Registradas

## BETTER RECORDS MORE BUSINESS

Here's A Plan  
by  
Henry Okun

Everytime the record business reaches an impasse, the cry goes out that all sorts of changes have to be made, but suggestions come in dribs and drabs without any overall unified plan.

Here are some suggestions relating to all phases of the record business which, if followed, could only work to improve everyone's operations and gain greater profits for all concerned.

### Songs Selected

Instead of the present method of submitting songs whereby the publisher tackles the A & R head of a company, the artist under contract should be allowed to go to the various publishers and select possibly 10 or 15 tunes that he "feels." Any band leader or vocalist will testify to the fact that a better recording job can be done with a song which is "felt from the heart" rather than one that is just sung. The present method of having publishers come to the A & R head's office where in one day as much as 75 or 80 songs may be submitted is all wrong. No A & R man can go over that many songs in a week or two much less a day. A better method would be to have someone in the A & R department screen songs submitted by publishers—other than those brought in by artists. If one of those screened songs have merit, it can then be submitted to an artist to see whether he likes and "feels" it. The present system of giving an artist a song he doesn't like has proven time after time that where there's no feeling, there's no profit coming in—just another hunk of wax being made.

### Releases

There are entirely too many releases. Not 10% of the records released today are ever heard of again after the first week. Releasing disks in droves hurts even the good records because there is not a chance for a song to catch on. Disk jockeys receive as many as 50 records a day, that is more than 300 a week. Common sense will tell you that the great majority of these are wasted. How can anyone play 300 new songs a week—plus current requests and hit songs. The present situation gives rise to such signs as "5 Records For \$1" or "40% Reduction On Albums." An unhealthy condition.

Another question that has to be worked out is the release date. The release date is set by the publisher to protect the song, the record and the firm. It goes without saying that the release date should be kept. It worked successfully in the past—why not now? This is a serious situation that needs correction in the worst way—or rather the best way—fewer releases and more respect for the release date.

It would work for the benefit of all the companies if they would stop making the record business a "rat race" and settled down to blend ideas for everyone's mutual profit.

### Distributors

Distributors are the unsung heroes and real backbone of the record business. Anyone in the know can tell you that today it is neither the name label nor name artist that makes the song. It is a combination of song and rendition plus alert distribution. It's a good idea for every executive of every disk firm to get out and visit the distributors regularly. Particularly is this necessary for the A & R men so that they may get new ideas as to what customers in each area want via records.

The question of distributor promotion is one that has to be fully reexamined. The distribution of records to disk jockeys should be in the hands of the local distributor, as he—if he is on the ball—will know who the key djs in his territory are.

The distributor should also attend all open operator association meetings, spread the gospel about his firm's new songs and hypo the current songs along. He should romance the jukes from coast to coast. There are about 550,000 machines in the country. Get on 20% of them and that's all any company needs.

Salesmen and field men should encourage the stores to put out real window displays to entice customers instead of the sad windows many of the stores have today. Companies might even offer prizes for good windows. They've done it in the past and reaped rewards. Why not today?

Personal managers of record artists should notify distributors well in advance of the appearance of their client in any particular area. This will give them time to get to djs, plug the event and try to have the artist "live" on the station. Juke box associations and ops should also be told that an artist is around. This all creates good will and sells records.

### Record Companies

Without a doubt there should be a Record Company Association to thrash out problems pertinent to all firms. Moreover it would be wrong to have such an association dominated by the big firms. No one firm has an exclusive on hits today. A firm with a shoe string can get a good rendition, make a master and have a hit. It's been done innumerable times in the past and will certainly be done again. The little guy has as much right to stay around as the big company. The sooner the companies sit down and talk with each other—instead of about each other—the better it will be. More can be gained by words than with blows.

### Life Of A Song

Isn't it pathetic that today the life of a song outside of such smashes as "Goodnight Irene," "Tennessee Waltz," etc., is six to eight weeks. A short time ago six or eight months was a short life; for when a firm went out on a tune it stayed with it come what may. The main reason for today's sad state? Too many new releases. This point can't be emphasized too much. It's the crux of the record business. Fewer releases would hurt no one. It would give firms a chance to build a song, sell more records and in general be of benefit. Does the record business need a Paul Revere to ride again and say "Wake up—wake up—television is coming"? It's too late for that sort of thing. Television is here but with a little common sense its sting can be lessened.

### Editorial Comment

The ideas expressed above are one man's opinion—those of Henry Okun, veteran disk promotion man and are ideas which the editors of The Cash Box have been mulling over for some time.

**GREETINGS  
NAMM**

**ROBBINS MUSIC CORPORATION  
and LEO FEIST, INC.**

*Proudly Present*

AN EXCEPTIONAL SCORE from M-G-M's Smash Musical "RICH, YOUNG AND PRETTY"  
by SAMMY CAHN and NICHOLAS BRODSZKY

**TOP SONGS! TOP ARTISTS! TOP RECORDS!**

**From ROBBINS**

**WONDER WHY**

- TONI ARDEN ..... Columbia
- VIC DAMONE ..... Mercury
- BILLY ECKSTINE ..... M-G-M
- HERB JEFFRIES ..... Coral
- GUY LOMBARDO ..... Decca
- VAUGHN MONROE ..... RCA Victor
- HELEN O'CONNELL ..... Capitol
- JANE POWELL ..... M-G-M

**WE NEVER TALK MUCH**

- HELEN O'CONNELL-DEAN MARTIN ..... Capitol
- JANE POWELL-JUD CONLIN SINGERS ..... M-G-M
- DANIELLE DARRIEUX-FERNANDO LAMAS ..... M-G-M Album

**L'AMOUR TOUJOURS**

(Tonight For Sure)

- BOB CROSBY ..... Capitol
- JANE POWELL ..... M-G-M
- DANIELLE DARRIEUX ..... M-G-M Album

**PARIS**

- FERNANDO LAMAS ..... M-G-M

**ROBBINS MUSIC CORPORATION**  
799 Seventh Avenue • New York 19  
MURRAY BAKER, Gen. Prof. Mgr.

**From FEIST**

**DARK IS THE NIGHT**

(C'est Fini!)

- TONI ARDEN ..... Columbia
- HERB JEFFRIES ..... Coral
- GUY LOMBARDO ..... Decca
- MARY MAYO ..... Capitol
- VAUGHN MONROE ..... RCA Victor
- JANE POWELL ..... M-G-M

**I CAN SEE YOU**

- DON CHERRY ..... Decca
- VIC DAMONE ..... Mercury
- WOODY HERMAN ..... M-G-M
- MARY MAYO ..... Capitol
- JANE POWELL ..... M-G-M

**HOW D'YA LIKE  
YOUR EGGS  
IN THE MORNING**

- HELEN O'CONNELL-DEAN MARTIN ..... Capitol
- JANE POWELL-JUD CONLIN SINGERS ..... M-G-M
- VIC DAMONE ..... Mercury

**LEO FEIST, INC.**  
799 Seventh Avenue • New York 19  
NORMAN FOLEY, Gen. Prof. Mgr.


**BREAKING FAST!** The Big Song Hit Featured in M-G-M's "STRICTLY DISHONORABLE"

**EVERYTHING I HAVE IS YOURS**

Recorded by: BILLY ECKSTINE—M-G-M • TOMMY DORSEY—Decca • EZIO PINZA—RCA-Victor

MILLER MUSIC CORPORATION • 799 SEVENTH AVENUE, NEW YORK 19 • Lester Sims, Gen. Prof. Mgr.

*Hitting New Highs!*



**BILLY WILLIAMS**  
*Quartette*  
*Singing...*

**"SHANGHAI"**  
coupled with  
**"THE WONDROUS WORD"**  
MGM-10998

*going strong...*

**"PRETTY EYED BABY"**  
coupled with  
**"YOU MADE ME LOVE YOU"**  
MGM-10967

Returning September 8th  
**NBC-TV NETWORK**  
**Your Show of Shows**  
with  
**SID CAESAR and IMOGENE COCA**

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 19, N.Y.  
Direction  
**WILLIAM MORRIS AGENCY**

**NAMM PROGRAM**

**Sunday—July 15**

- 10:00 A.M. — Registration. Fourth Floor Foyer
- 10:00 A.M.—National Association of Band Instrument Manufacturers Annual Meeting—Private Dining Room 7
- 2:00 P.M.—NAMM Annual Meeting Board of Directors—Private Dining Room 11
- 3:00 P.M.—National Association of Musical Merchandise Wholesalers Executive Committee Meeting—Private Dining Room 2
- 4:00 P.M.—National Piano Travelers Association Annual Meeting—Private Dining Room 6
- 6:00 P.M.—National Association of Musical Merchandise Wholesalers Annual Meeting—Crystal Room
- 6:00 P.M.—National Association of Musical Merchandise Manufacturers Annual Meeting—Private Dining Room 4

**Monday—July 16**

- 10:00 A.M.—NAMM Press Conference—Private Dining Room 9
- 12:00 Noon — Golden Anniversary Luncheon—Grand Ballroom
- 3:00 P.M.—Trade Practice Committee Meeting — Private Dining Room 3
- 3:30 P.M.—NAMM Ladies' Tea and Entertainment—Crystal Room

**Tuesday—July 17**

- 8:00 A.M.—National Association of Musical Merchandise Wholesalers Salesmen's Breakfast — Crystal Room
- 10:00 A.M.—National Association of Sheet Music Dealers Board of Directors—Private Dining Room 5
- 10:00 A.M.—NAMM Annual Meeting of Members—Grand Ballroom
- 12:30 P.M.—National Association of Sheet Music Dealers Luncheon—Illinois Room
- 2:00 P.M.—National Association of Sheet Music Dealers Business Meeting & Program — Illinois Room
- 2:00 P.M. — Record Merchandising Forum—Grand Ballroom
- 8:00 P.M. — Phonograph Manufacturers Association Annual Dinner—Crystal Room

**Wednesday—July 18**

- 9:30 A.M.—NAMM Top Management Session—Grand Ballroom
- 10:00 A.M.—Merchandising Accessory Forum—Crystal Room
- 11:30 A.M.—Operating Sheet Music Department—Crystal Room
- 12:00 Noon—NAMM Board of Directors Meeting — Private Dining Room 11
- 2:00 P.M. — Instrument Repair Forum—Crystal Room
- 7:00 P.M.—Golden Anniversary Banquet—Grand Ballroom Suite—Hotel Stevens

**Thursday—July 19**

- 10:00 A.M. — Retail Salesmanship Forum—Grand Ballroom

**BIG IN THE BOXES**

- Novelty Dynamite
- "OUT O' BREATH"  
by Benjamin & Weiss and Joseph Myer
- Recorded by
- \* **JOHNNY DESMOND**  
**MONICA LEWIS**  
M-G-M
- 
- **EDDY HOWARD**  
Mercury
- 
- **GUY LOMBARDO**  
**GLORIA DE HAVEN**  
Decca
- 
- **APRIL STEVENS**  
**HENRI RENE**  
RCA Victor
- 
- **MARTHA TILTON**  
**MODERNAIRES**  
Coral
- 
- **SARAH VAUGHAN**  
**PAUL WESTON ORK.**  
Columbia
- \* listed alphabetically

Published By  
**VALANDO MUSIC CORP**  
MIKE SUKIN, Gen. Prof. Mgr.  
1619 BROADWAY NEW YORK, N.

# Mercury Institutes Free Sample Disk Program For Juke Box Ops

## Vic Damone's "Son of a Sailor" and "Longing For You" First Disks On Free Sample List



ART TALMADGE

CHICAGO—In addition to the free disk deals that Mercury have been making right along for the juke box industry, as well as the free title strips which the firm have consistently arranged for the automatic music field, Mercury Records this past week, thru Art Talmadge, announced a brand new free sample disk program for the juke box ops.

The program will be the same as the firm now use with disc jockeys thruout the nation. Individual operators will be chosen, according to lists of the firm's distributors everywhere in the nation, and these operators will receive a free sample of any new disk which the firm introduces and which is pressed for juke box consumption.

The plan is to allow the operators to hear the records first and then contact their nearest Mercury Records distributor for purchase in quantity.

Talmadge also announced that the first disks ready for free sample distribution to the nation's juke box ops would be Vic Damone's "Son Of A Sailor" and "I'm Longing For You." Both tunes, it is believed, will prove

themselves marvelously fitted for the nation's juke boxes.

In addition, Art Talmadge stated, the operators would have the opportunity to listen to the disks in an unhurried and careful manner in their own homes or offices and would be prepared, especially when Mercury Record distributor salesmen call on them, to make their decision as to how many of the new disks they can use.

"It's a great time saver," Talmadge explained, "from the standpoint that the distributors' salesmen don't have to hang around and put on a new disk on some player at each operators' offices they call on. They'll now know that the operators have heard the new releases and will save the operator time as well as save much time for themselves by discussing the disks and taking orders."

Talmadge also stated that the firm would continue issuing free title strip and would also, from time to time, continue with the free deals it has made to the juke box industry whereby a number of free records are given with quantity purchases.

"We are going to select certain numbers, those we think best fitted for the automatic music machines," Talmadge said, "and we are going to treat the juke box operators the very same way we treat the disc jockeys by sending them free samples of these new releases so that they can listen to them unhurriedly and carefully and decide for themselves."

Mercury Records have introduced many unique and original programs for the benefit of the juke box industry. It is believed that this latest venture on the part of the firm is sure to prove of tremendous value to all the nation's operators.

In this regard, Art Talmadge said: "We have always considered the juke box operator as our personal friend. We want him to feel that we are his friend in every regard.

"As friends, we are going to do whatever we possibly can to make things easier and better for him. We hope that this new free sample program, in addition to the deals we make at intervals and the consistent free title strip program we carry on, will help our friends, the nation's automatic music machine operators, to a better and more profitable business."



DAVID LE WINTER

Your Maestro At The Pump Room CHICAGO

Now Featured

on COLUMBIA RECORDS

★ ★ ★

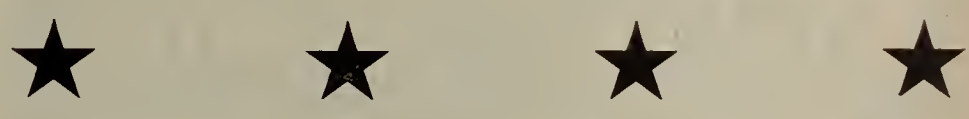
Also Currently Appearing On

"OH, KAY"

WENR-TV, CHICAGO, 10 A.M., CDST.

## MGM To Screen "Show Boat" For NAMM Meet

CHICAGO—MGM Records will hold a special screening of "Show Boat" for record dealers and distributors attending the NAMM convention. It will take place at the Little Theater in the Civic Opera Building, Monday evening, July 16 at 8:00 P.M. Admission will be by special invitation available at the MGM Record exhibit, Booth 91.



**RARE! UNIQUE! DIFFERENT!**  
...Songs For Every Program...Singer...Group...Orchestra...

England's No. 1 Song Hit  
**GOOD LUCK,  
GOOD HEALTH,  
GOD BLESS YOU**

Recorded by

BILLY COTTEN .....London THE MARINERS .....Columbia  
RICHARD HAYES-KITTY KALLEN..Mercury ROY ROGERS .....RCA Victor  
EVELYN KNIGHT .....Decca RICHARD TUCKER-PERCY FAITH Columbia

DARTMOUTH MUSIC, INC. • 129 WEST 52nd STREET • NEW YORK 19, N. Y.

Extra! Special Release!

2 New Hits from THE WEAVERS on DECCA RECORDS!

**WHEN THE SAINTS GO  
MARCHING IN**

New and Original Material Sung EXCLUSIVELY by THE WEAVERS

backed by

**KISSES SWEETER THAN WINE**

FOLKWAYS MUSIC PUBLISHERS, INC. • 129 W. 52nd ST. • NEW YORK 19, N. Y.

By the writer of "My Reverie" and "Dipsy Doodle"—LARRY CLINTON

**DREAMY MELODY**

Recorded by

OWEN BRADLEY .....Coral HARRY JAMES .....Columbia  
LARRY CLINTON & Paulette Sisters..Broadway HENRI RENE-APRIL STEVENS ..RCA-Victor

CROMWELL MUSIC, INC. • 129 WEST 52nd STREET • NEW YORK 19, N. Y.

2 Outstanding Songs Showing Up Fast!

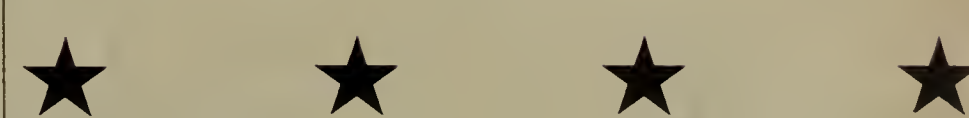
Recorded by BURL IVES—PERCY FAITH ORCHESTRA on COLUMBIA RECORDS

**OH! DEAR!  
SHE'S WONDERFUL, BEAUTIFUL**

coupled with

**NOAH FOUND GRACE  
IN THE EYES OF THE LORD**

LUDLOW MUSIC, INC. • 129 WEST 52nd STREET • NEW YORK 19, N. Y.



# BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

**"SLEEPER OF THE WEEK"** ● **I'LL HOLD YOU IN MY HEART** (Adams, Vee & Abbott) — Eddie Fisher (Vic. 20-4191) rates unanimous approval for this big release. Cash Box votes it "Sleeper of the Week," Billboard, "Pick of the Week" and says, "Appealing throbber, a recent country click via Eddy Arnold's (Vic. 20-2332) waxing, proves attractive pop fare under Fisher's torch ministrations."

\* \* \* \* \*

**WATCH THIS** ● **SUNSHINE KISSES** (Meridian) — Strong possibility is this newcomer with an impressive line-up of discs on the way. . . . Paul Weston-Lee Brothers (Col. 39447), Bill Farrell (MGM 11023), Martha Tilton-Harry Babbitt (Coral) and Irving Fields (Vic.). Tune to watch.

\* \* \* \* \*

**COMING CLICK** ● **COLD, COLD HEART** (Acuff-Rose) — Early prediction is that Tony Bennett's (Col. 39449) newest release matches his current "Because of You" click. Tony gives pop treatment to the folk hit by Hank Williams (MGM 10904).

\* \* \* \* \*

**RHYTHM HIT** ● **I'M WAITING JUST FOR YOU** (J & C) — Lucky Millinder (King 4453) captured the rhythm market and now heads into the pop lists. Bob Crosby's (Cap. 1595) version is rated by Billboard as his "likeliest try for Capitol to date." Another favored disc is that by Hawkshaw Hawkins (King 969).

\* \* \* \* \*

**BIG NOVELTY** ● **DEADLY WEAPON** (Spitzer) — Eddy Howard (Mer. 5663) has a lively novelty termed by Cash Box "an item that should go big." Billboard, too, places it in the "PICK" class. Texas Jim Robertson (Vic. 21-0492) does his own inimitable treatment.

\* \* \* \* \*

**CAPSULE COMMENT** ● **ROTATION BLUES** (Tannen) — Elton Britt (Vic. 21-0494) comes up with a likely winner.

● **ALARM CLOCK BOOGIE** (Commodore) — Started off by Billy Briggs (Imperial 8111), now comes a Bill Darnel-George Auld disc (Coral 60543) that shows high potentials.

\* \* \* \* \*

**BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago  
Hollywood • Toronto  
Montreal

★ **THE CHEZ PAREE** ★  
PROUDLY PRESENTS  
**SOPHIE TUCKER**  
AND  
**JOE E. LEWIS**  
3 SHOWS NITELY COMPLETE 7 COURSE  
★ DELAWARE 7-3434 ★ DINNER \$3.50 - \$4.75  
610 FAIRBANKS CT. ★

## Exhibitors At 1951 Music Trade Show (Record Manufacturers & Suppliers)

AMERICAN MUSIC CONFERENCE Chicago, Illinois .....	Room 906
CAPITOL RECORDS, INC. Hollywood, California .....	Booths 54, 55
CHICAGO ALBUM & SPECIALTY CO. Chicago, Illinois .....	Booth 21
COLUMBIA RECORDS, INC. Bridgeport, Conn. ....	Booths 10, 11, 12
CORAL RECORDS, INC. (Subsidiary of DECCA RECORDS, INC.) New York, N. Y. ....	Booth 84
DECCA RECORDS, INC. New York, N. Y. ....	Booths 85, 86
DUOTONE CO., INC. New York, N. Y. ....	Booth 78
FOLKWAYS RECORDS & SERVICE CORP. New York, N. Y. ....	Booth 48
JENSEN INDUSTRIES, INC. Chicago, Illinois .....	Booth 73
JUBILEE RECORDS New York, N. Y. ....	Booth 65
KING RECORDS, INC. Cincinnati, Ohio .....	Booth 18
LONDON GRAMAPHONE CORP. New York, N. Y. ....	Booth 1
MGM RECORDS New York, N. Y. ....	Booth 91
MERCURY RECORDS CORP. Chicago, Illinois .....	Booths 87, 88
M. A. MILLER MFG. CO. Chicago, Illinois .....	Booth 52
MILLS MUSIC, INC. New York, N. Y. ....	Booth 58
MUSIC EDUCATORS NATIONAL CONFERENCE Chicago, Illinois .....	Room 857
PEERLESS ALBUM CO. INC. New York, N. Y. ....	Booth 53
PERMO, INC. Chicago, Illinois .....	Booth 43
RCA VICTOR RECORDS Camden, N. J. ....	Booths 89, 90
RECOTON CORP. New York, N. Y. ....	Booth 74

**FOR REAL SERVICE**

● Yes, for real service, it pays to standardize on Permo Points—the full line that meets your needs. There are eight to date—more to come!

**MIX 'EM UP!**

With Permo, you take quantity discounts on your total needle order, regardless of the types you specify. So look ahead—and save—with Permo Points. Order now.

THE MUTED STYLUS  
THE ROUND  
THE STANDARD  
THE MATCHED OSMO POINTS FOR SEEBURG 100-A  
THE MATCHED JEWEL POINTS FOR SEEBURG 100-A AND 100-B  
THE G. C. FOR AMI ROCKOLA EVANS  
THE NYLON LOUD TONE  
THE NYLON

**IT PAYS TO STANDARDIZE ON PERMO POINTS**

# MOVING UP FAST

## Only Mercury Has These Hits!



### GEORGIA GIBBS

**"WHILE YOU DANCED,  
DANCED, DANCED"  
"WHILE WE'RE YOUNG"**

MERCURY 5681 • 5681x45



### PATTI PAGE

**"DETOUR"  
"WHO'S GONNA SHOE MY  
PRETTY LITTLE FEET"**

MERCURY 5682 • 5682x45



### VIC DAMONE

**"LONGING FOR YOU"  
"SON OF A SAILOR"**

MERCURY 5655 • 5655x45



### RICHARD HAYES

**"GO, GO, GO, GO"**

MERCURY 5671 • 5671x45



### EDDY HOWARD

AND HIS ORCHESTRA

**"DEADLY  
WEAPON"**

MERCURY 5686 • 5686x45

### THE TWO MISTER F's

*New Singing Team*

**"THOSE WILL BE THE GOOD  
OLD DAYS"  
"LONESOME"**

MERCURY 5684 • 5684x45



*A Different Sock Release*

### RALPH MARTERIE

**"TRUMPETEER'S LULLABY"  
"BEAUTIFUL OHIO"**

MERCURY 5679 • 5679x45

### LOLA AMECHE

**"HITSITY HOTSITY"**

MERCURY 5675 • 5675x45



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

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

# Reunion in New York



NEW YORK—Back together again on wax are Bob Eberly and Helen O'Connell pictured with Dave Dexter (center) Capitol A & R man who flew in from the coast for the pair's first session. Their initial disk, "If You're Gonna Love Me, Love Me" backed by "The Little Things In Life" will be released shortly.

# Right Needle - Cartridge - Model

by Gail S. Carter  
Vice-President in charge of sales, Permo, Inc.

**PHILCO LISTING**

**Fidelitone** PHONOGRAPH AND NEEDLEFACTS  
**Fidelitone** PHONOGRAPH AND NEEDLEFACTS

CHANGERS BY MODEL NUMBER COMPLETE SETS, PLAYERS, ETC.

NEEDLE NUMBER BY LOOKING UP CHANGER OR MODEL NUMBER OF RECORD CHANGER OR CHANGERS USED

PHILCO MODEL NO. OF SET	CHANGER USED	NEEDLE NUMBER
49-1409	Changer used—No. M-9C	117
49-1411	Changer used—No. M-9C	117
49-1413	Changer used—No. M-12C	117
49-1415	Changer used—No. M-12C	117
3000	No provision for phono equipment	117
3001	Operates from 105-125 or 220-250 volts	117
3002	No provision for phono equipment	117
3101	Operates from 105-125 or 220-250 volts	117
3102	Has phono jack and switch. Use Philco plug washer No. 27-4787	117
3103	Has phono jack and switch. Use Philco plug washer No. 27-4787	117
3104	Operates from 105-125 or 220-250 volts	117
3202	Has phono jack and switch. Use Philco plug washer No. 27-4787	117
3204	Operates from 105-125 or 220-250 volts	117
3400	Phono equipment not applicable	117
3401	Operates from batteries	117
3402	Changer used—No. M-9	117
3403	Changer used—No. M-9C	117
3451	Changer used—No. M-9C	117
3453	Changer used—No. M-9C	117
3455	Changer used—No. M-9C	117
50-101	No provision for phono equipment	117
50-110	Operates from 105-125 or 220-250 volts	117
50-520	No provision for phono equipment	117
50-522	Operates from 105-125 or 220-250 volts	117
50-522.1	No provision for phono equipment	117
50-524	Operates from 105-125 or 220-250 volts	117
50-526	No provision for phono equipment	117

\*In most instances phono jack and installed by a qualified serviceman.

★ **Congratulations . . .** ★

ON YOUR NINTH BIRTHDAY AND MAY YOU CONTINUE TO ENJOY EVERY SUCCESS IN THE YEARS AHEAD.

*Tony and Tillie Galgano*

**USED RECORD EXCHANGE**  
4142 W. ARMITAGE AVE., CHICAGO 39, ILLINOIS  
(TEL: DICKENS 2-7060)

**WE'RE SHOUTING . . .**  
**IT'S A HIT!-IT'S A HIT!-IT'S A HIT!**



**CLIFF AYERS**  
Singing  
**"I'LL WAIT FOR YOU"**

b/w "IT'S YOU! IT'S YOU! IT'S YOU!"  
JUBILEE #4060

Going Strong In All Rhythm & Blues Spots

**"LEMON SQUEEZING DADDY"**

**"THE SULTANS"**

JUBILEE #5054

A Whopping 2 Sider

**"SOPPIN' MOLASSES"**

**"WHOPPING BLUES"**

BUDDY LUCAS and All Stars  
JUBILEE #5058

Cleaning Up

**THE ORIOLES** new smash

**"WHEN YOU'RE A LONG LONG WAY FROM HOME"**

JUBILEE #5057

BE SURE TO VISIT US AT

**BOOTH 65**

NAMM CHICAGO

**Jubilee RECORD CO INC.**  
315 W. 47TH ST., NEW YORK, N. Y.

The recent publicity about the possibility of our getting into the wrong war, at the wrong time, in the wrong place; could be properly applied to today's phonograph needles. So many people have during the last two or three years bought the wrong needle, for the wrong cartridge, for the wrong set; that Dealers have rightfully demanded that something be done to keep needle sales sold.

Permo, Incorporated, manufacturers of Fidelitone Conventional and Special Type Phonograph Needles, has met that demand. We took the time to do the job right. Our "Fidelitone Phonograph and Needle Facts" supply the positive, correct answer to the oft-repeated question "What phonograph needle is used in which set?" Only Permo supplies the model, changer and cartridge numbers—which is the difference between "sales gimmicks" and "sales engineering." General charts which give only cartridge numbers have sold phonograph needles to dealers who, in turn, could not sell them to the public. The needles were usable as such—but the dealer did not know, and the consumer did not know—where they could be used correctly.

The radical change from a standard open chuck for one conventional type of needle to special sizes and types of chucks for special type needles imposes new problems for the trade and public. We, therefore, supply tools, nuts, washers and other accessories (when and as required) and instructions for easy home installation of Fidelitone Special Type Needles.

More people buy Fidelitone Phonograph Needles by name than any other brand. That public acceptance has been earned by manufacturing the finest phonograph needles that can be made, and by making them available to the public through only first-class Distributors and Dealers throughout the United States and the World.

Those distributors and dealers are supplied with "Fidelitone Phonograph and Needle Facts" that give complete information about record players used as initial equipment or attachments. Those outlets are prepared to properly supply and service consumer requirements for Fidelitone Phonograph Needles.

# Good Business Ahead



What's ahead for the record dealer? "Good business—yes indeed," says Frank Walker, General Manager, MGM Records. "At the summer's end, conversion from a civilian to a partial war-time economy will be practically completed with overall business greatly expanded. More employment, more earning power, more money and resultantly more demand for all types of goods still in supply. Records mean relaxation and entertainment for the millions of men and women in the Armed Forces and for the millions of workers on the home front. Yes—good business ahead."

A GREAT NAME IN MUSIC

**JOE MOONEY**

"LONG AGO LAST NIGHT" and "CRAZY SHE CALLS ME" # 2003

EASTERN DISTRIBUTORS  
COSNAT DIST., 315 W. 47th St., N. Y.

**Carousel**

RECORDS  
1650 BROADWAY NEW YORK 19, N. Y.



# Increased Income For Ops Aim of RCA Victor Coin Machine Dept.

by Jim Lennon

Coin Operator Sales Manager, RCA Victor Record Dept.

The relationship between RCA Victor and the coin operator can best be described as a partnership. The company maintains a separate and complete department devoted exclusively to the servicing of the coin-machine industry. Chief purpose of this department is, to put it bluntly, to make more money for the coin operator, which of course reflects in the success of the department itself.

With the rapid growth of the coin industry in recent years and its increasingly important role in the entertainment life of the country, the facilities of RCA Victor have been more and more concentrated on providing increased service to the industry.

This service begins with the creation and manufacture of the kind of records which will produce revenue for the coin operator—there is no substitute for the hit record as a business builder.

In addition to its basic business of producing hits, RCA Victor has bent every effort in its distribution system toward getting hit merchandise into the hands of the coin operator as quickly as possible. Purpose of this is to overcome the profit-destroying time lag between the release of a new record and its establishment as a hit which means the loss of valuable playing days and even weeks for the operator.

To channel information to the coin operator on potential hits, the company has inaugurated a direct mailing program which includes promotional material and advance tips to aid the operators' planning. The program also includes a more extensive distribution of sample records to coin operators.

In recent trips to various sections of the country I found that many operators are systematically converting their machines to 45 rpm. This was encouraging evidence that the future of the popular record business and the coin operator is in the 45. This growing trend is easily understandable because of the obvious advantages of the 45 rpm record for the coin operator. These advantages include easier handling of the records, both in storage, and in carrying and changing records on machines.

In addition, the non-breakable feature of the 45 disc practically eliminates the expensive breakage problem. Operators also report increased revenue from machines equipped with 45 rpm records with improved sound given as the reason. This is due not only to the better vinylite playing sur-

faces, but also because the greater durability of the record which maintains high quality of sound even after hundreds of plays. In this way the reluctance of customers to drop coins into machines whose time-worn records sound just plain bad, is overcome.

Some operators have expressed concern over the availability of all hits on 45. Ample answer to this is the information from virtually all companies that hit merchandise will be pressed on 45, accompanied by speed-up in distribution.

As an added service to coin operators RCA Victor is preparing special lists of 45 rpm records in all of the various categories from rhythm and blues to waltz. One of the first of these lists to be prepared consists of Mexican records available on 45. This was at the request of several operators with machines in Mexican locations. This same sort of listing will be available to operators to meet specialized needs.

With the combination of increased service to the coin machine industry and the rapid trend toward the use of 45 rpm records in music machines, a new era of increased business and greatly improved efficiency is at hand.

## Top Ten Pop Money — Makers Jan-June 1951

1. TENNESSEE WALTZ  
Patti Page (Mercury)
2. IF  
Perry Como (RCA Victor)
3. MY HEART CRIES FOR YOU  
Guy Mitchell (Columbia)
4. BE MY LOVE  
Mario Lanza (RCA Victor)
5. HOW HIGH THE MOON  
Les Paul-Mary Ford (Capitol)
6. MOCKIN' BIRD HILL  
Patti Page (Mercury)  
Les Paul-Mary Ford (Capitol)
7. ON TOP OF OLD SMOKEY  
The Weavers (Decca)
8. TOO YOUNG  
Nat King Cole (Capitol)
9. SPARROW IN THE TREE TOP  
Guy Mitchell (Columbia)  
Bing Crosby-Andrews Sisters (Decca)
10. ABA DABA HONEYMOON  
Debbie Reynolds-Carleton Carpenter (MGM)

## Al Denver Donates Juke Box To Soldier Memorial

NEW YORK—On behalf of the Automatic Music Operators' Association of New York, Al Denver, president, last Wednesday, donated a juke box and records to a memorial being established for a young soldier killed in Korea.

The presentation took place over the "Strike It Rich" program on CBS-TV before a listening and seeing audience of over half a million and was given to the O'Reilly family of Larchmont, N. Y., who lost their 18 year old son six weeks ago. An ardent record fan, he maintained house groups of friends at his home regularly. As a memorial to the boy, the family opened a club room for the teen agers of the town and they requested a juke box and records via the "Strike It Rich" program.

Al Denver responded saying it was always a practice of the operators of the United States to donate machines to all worthy causes and in particular those which in any way at all contribute to the elimination of juvenile delinquency.

It was announced on the program that The Cash Box will also donate records regularly.

## Capitol Talent at NAMM

NEW YORK—Top Capitol stars including Les Paul and Mary Ford, Tennessee Ernie, Mary Mayo, Art Van Damme and the Dinning Sisters will appear in the firm's booth at the NAMM convention. Record dealers will also have an opportunity to meet William Fowler, new sales head of the company. Featured at the show will be Capitol's new Fall merchandise which will include more singles to meet operators' needs. As a special, a single from Yma Sumac album will be issued so that ops can get it on their machines.

## Brenner Simulcasts Record Show

NEWARK, N. J.—Paul Brenner, emcee of "Requestfully Yours," the record show which has been a feature of WAAT for over ten years, has become the first dj to simulcast a regular show. Brenner simulcasts a half hour segment of the program nightly, Monday through Friday from 5:30-6:00 p.m. on WAAT, WAAT-FM and WATV Channel 13.

The simulcast segment of the show features top name recording artists who chat with Brenner and perform for the TV-FM and AM radio audiences. During the first week, the show featured such personalities as Alan Dale, the Fontane Sisters, Richard Hayes, Phil Brito and Eileen Barton.



Sincerest  
Congratulation  
on Your  
9th Anniversary  
from  
Cee Davidson  
AND HIS ORCHESTRA  
Chez Paree  
Chicago

## "Who Sends You Orchids?"

### A NEW RAY NOBLE BALLAD

NOW RELEASED ON Capitol RECORD #1598

BY

Mel Tormé

HIS LATEST

AND GREATEST



ARDMORE MUSIC CORPORATION  
MIKE GOULD, General Prof. Manager

250 WEST 57th STREET  
NEW YORK CITY

1507 N. VINE ST.  
HOLLYWOOD, CALIF.

## Everybody's Crying

for

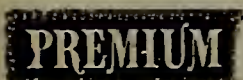
# "I'M CRYING"

PREMIUM 903

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• SENSATIONAL RECORDING DUO •



## RECORD CORPORATION

2326 S. MICHIGAN, CHICAGO 16, ILL.  
4523 S. COTTAGE GROVE, CHICAGO 15, ILL.  
(ALL PHONES: WA 4-0400)

# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records-City by City

### JULY 21, 1951

#### New York, N. Y.

1. TOO YOUNG (Nat "King" Cole)
2. JEZEBEL (Frankie Laine)
3. ROSE, ROSE I LOVE YOU (Frankie Laine)
4. HOW HIGH THE MOON (Les Paul & Mary Ford)
5. MY TRULY, TRULY FAIR (Guy Mitchell)
6. ON TOP OF OLD SMOKY (Weavers)
7. LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
8. MISTER & MISSISSIPPI (Patti Page)
9. SOUND OFF (Vaughn Monroe)
10. MOCKIN' BIRD HILL (Les Paul & Mary Ford)

#### Los Angeles, Cal.

1. TOO YOUNG (Nat "King" Cole)
2. JEZEBEL (Frankie Laine)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. MR. & MISSISSIPPI (Dennis Day-Patti Page)
5. I GET IDEAS (Tony Martin)
6. LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
7. MY TRULY, TRULY FAIR (Vic Damone)
8. HOW HIGH THE MOON (Les Paul & Mary Ford)
9. THEM THERE EYES (Champ Butler)
10. ON TOP OF OLD SMOKY (Weavers)

#### Savannah, Ga.

1. TOO YOUNG (Nat "King" Cole)
2. HOW HIGH THE MOON (Les Paul & Mary Ford)
3. MY TRULY, TRULY FAIR (Vic Damone)
4. UNLESS (Guy Mitchell)
5. I GET IDEAS (Tony Martin)
6. I APOLOGIZE (Billy Eckstine)
7. THE STRANGE LITTLE GIRL (Eddy Howard)
8. IF (Perry Como)
9. JEZEBEL (Frankie Laine)
10. ON TOP OF OLD SMOKY (Weavers)

#### Brodhead, Wis.

1. TOO YOUNG (Nat "King" Cole)
2. JEZEBEL (Frankie Laine)
3. ROSE, ROSE I LOVE YOU (Frankie Laine)
4. MR. & MISSISSIPPI (Patti Page)
5. HOW HIGH THE MOON (Les Paul & Mary Ford)
6. ON TOP OF OLD SMOKY (Weavers)
7. UNLESS (Guy Mitchell)
8. STRANGE LITTLE GIRL (Eddy Howard)
9. EVER TRUE, EVER MORE (Patti Page)
10. MY TRULY, TRULY FAIR (Guy Mitchell)

#### Chicago, Ill.

1. SOUND OFF (Vaughn Monroe)
2. TOO YOUNG (Nat "King" Cole)
3. MY TRULY, TRULY FAIR (Vic Damone)
4. JEZEBEL (Frankie Laine)
5. BECAUSE OF YOU (Tony Bennett)
6. I'M IN LOVE AGAIN (April Stevens)
7. MISTER & MISSISSIPPI (Patti Page)
8. COME ON-A MY HOUSE (Rosemary Clooney)
9. I GET IDEAS (Tony Martin)
10. GOOD MORNING MR. ECHO (Jane Turzy)

#### Baltimore, Md.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. SWEET VIOLETS (Dinah Shore)
3. I'M IN LOVE AGAIN (April Stevens)
4. MORNINGSIDE OF THE MOUNTAIN (Tommy Edwards)
5. PRETTY EYED BABY (Jo Stafford-Frankie Laine)
6. DEEP PURPLE (Sarah Vaughan)
7. SHANGHAI (Billy Williams)
8. UNLESS (Eddie Fisher)
9. TOO YOUNG (Nat "King" Cole)
10. HOW HIGH THE MOON (Les Paul & Mary Ford)

#### Norfolk, Va.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. JEZEBEL (Frankie Laine)
3. I GET IDEAS (Tony Martin)
4. TOO YOUNG (Nat "King" Cole)
5. I'M IN LOVE AGAIN (April Stevens)
6. MY TRULY, TRULY FAIR (Guy Mitchell)
7. SWEET VIOLETS (Dinah Shore)
8. HOW HIGH THE MOON (Les Paul & Mary Ford)
9. LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
10. SHANGHAI (Doris Day)

#### Malta, Montana

1. BEAUTIFUL BROWN EYES (Jimmy Wakely)
2. WHEN YOU AND I WERE YOUNG MAGGIE BLUES (Bing & Gary Crosby)
3. DOWN THE TRAIL OF ACHIN' HEARTS (Guy Lombardo)
4. MISTER & MISSISSIPPI (Mills Brothers)
5. ON TOP OF OLD SMOKY (Weavers)
6. ROSE, ROSE I LOVE YOU (Frankie Laine)
7. HOW HIGH THE MOON (Les Paul & Mary Ford)
8. MOCKIN' BIRD HILL (Pinetoppers)
9. MY TRULY, TRULY FAIR (Russ Morgan)
10. PRETTY EYED BABY (Jane Turzy)

#### 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. 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)

#### Cleveland, Ohio

1. I APOLOGIZE (Billy Eckstine)
2. BE MY LOVE (Mario Lanza)
3. PRETTY EYED BABY (Jane Turzy)
4. IF (Perry Como)
5. SYNCOPATED CLOCK (Leroy Anderson)
6. I'M LATE (Danny Kaye)
7. TOO YOUNG (Nat "King" Cole)
8. HOW HIGH THE MOON (Les Paul & Mary Ford)
9. JEZEBEL (Frankie Laine)
10. MY TRULY, TRULY FAIR (Guy Mitchell)

#### Cincinnati, Ohio

1. TOO YOUNG (Nat "King" Cole)
2. JEZEBEL (Frankie Laine)
3. HOW HIGH THE MOON (Les Paul & Mary Ford)
4. ROSE, ROSE, I LOVE YOU (Frankie Laine)
5. ON TOP OF OLD SMOKY (Weavers)
6. SOUND OFF (Weavers)
7. MY TRULY, TRULY FAIR (Guy Mitchell)
8. MISTER & MISSISSIPPI (Patti Page)
9. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
10. LOVELIEST NIGHT OF THE YEAR (Mario Lanza)

#### Shoals, Indiana

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

#### Opelousas, La.

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

#### Boston, Mass.

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)

#### Portland, Ore.

1. TOO YOUNG (Nat "King" Cole)
2. JEZEBEL (Frankie Laine)
3. HOW HIGH THE MOON (Les Paul & Mary Ford)
4. SOUND OFF (Vaughn Monroe)
5. ON TOP OF OLD SMOKY (Weavers)
6. ROSE, ROSE, I LOVE YOU (Frankie Laine)
7. MISTER & MISSISSIPPI (Patti Page)
8. MY TRULY, TRULY FAIR (Guy Mitchell)
9. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
10. I APOLOGIZE (Billy Eckstine)

#### Meadeville, Pa.

1. MISTER & MISSISSIPPI (Dennis Day)
2. TOO YOUNG (Nat "King" Cole)
3. HOW HIGH THE MOON (Les Paul & Mary Ford)
4. JEZEBEL (Frankie Laine)
5. MY TRULY, TRULY FAIR (Vic Damone)
6. COME ON-A MY HOUSE (Rosemary Clooney)
7. ON TOP OF OLD SMOKY (Weavers)
8. I GET IDEAS (Tony Martin)
9. SOUND OFF (Vaughn Monroe)
10. I APOLOGIZE (Billy Eckstine)

#### San Francisco, Cal.

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

#### Denver, Colo.

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)

#### Spokane, Wash.

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, MY FAIR (Guy Mitchell)
8. UNLESS (Eddie Fisher)
9. PRETTY EYED BABY (Al Trace)
10. WANG, WANG BLUES (Ames Bros.)

#### Pittsburgh, Pa.

1. TOO YOUNG (Nat "King" Cole)
2. ON TOP OF OLD SMOKY (The Weavers)
3. HOW HIGH THE MOON (Les Paul & M. Ford)
4. IF (Perry Como)
5. I APOLOGIZE (Billy Eckstine)
6. SOUND OFF (Vaughn Monroe)
7. STRANGE LITTLE GIRL (Eddy Howard)
8. DOWN THE TRAIL OF ACHIN' HEARTS (Patti Page)
9. UNLESS (Guy Mitchell)
10. JEZEBEL (Frankie Laine)

#### San Antonio, Texas

1. HOW HIGH THE MOON (Les Paul & Mary Ford)
2. ON TOP OF OLD SMOKY (Weavers)
3. SOUND OFF (Vaughn Monroe)
4. TOO YOUNG (Nat "King" Cole)
5. JEZEBEL (Frankie Laine)
6. LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
7. MISTER & MISSISSIPPI (Dennis Day)
8. UNLESS (Eddie Fisher)
9. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
10. MY TRULY, TRULY FAIR (Guy Mitchell)

#### Seattle, Wash.

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

#### Detroit, Mich.

1. TOO YOUNG (Nat "King" Cole)
2. I APOLOGIZE (Billy Eckstine)
3. HOW HIGH THE MOON (Les Paul & Mary Ford)
4. IF (Perry Como)
5. ON TOP OF OLD SMOKY (Weavers)
6. THE STRANGE LITTLE GIRL (Eddy Howard)
7. MY TRULY, TRULY FAIR (Vic Damone)
8. UNLESS (Guy Mitchell)
9. JEZEBEL (Frankie Laine)
10. SOUND OFF (Vaughn Monroe)

#### Omaha, Nebr.

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)

# HERE'S GREAT NEWS ON RHYTHM AND BLUES

The famous Okeh label is back again! Exciting new records with this great roster of Blues and Rhythm artists!



- |              |                         |                       |
|--------------|-------------------------|-----------------------|
| THE RAVENS   | CHUCK WILLIS            | BAILEY GOSPEL SINGERS |
| CHRIS POWELL | THE ROYALS              | FIVE SCAMPS           |
| RED SAUNDERS | RUBY JACKSON            | BIG THREE TRIO        |
| TRENIERS     | EARL WILLIAMS           | DUSTY BROOKS          |
| ARNETT COBB  | R. S. B. GOSPEL SINGERS | HERB LANCE            |
| MAURICE KING | MELLOTONES              | WINI BROWN            |
| AL RUSSELL   |                         |                       |

## 1st FIVE RELEASES

"I Want A Lavender Cadillac" and "Spider's Web"

Maurice King and his Wolverines

78 rpm 6800    33 1/3 rpm 3-6800    45 rpm 4-6801

"Stop, Pretty Baby, Stop" and "4 A. M."

Red Saunders and his Orchestra

78 rpm 6801    33 1/3 rpm 3-6801    45 rpm 4-6801

"Little Rock Getaway" and "Breezin' Along"

Armand Hug and Ray Bauduc

78 rpm 6802    33 1/3 rpm 3-6802    45 rpm 4-6802

"Journey to the Skies" and "Interest Over There"

The Bailey Gospel Singers

78 rpm 6803    33 1/3 rpm 3-6803    45 rpm 4-6803

"Plenty of Money" and "Go! Go! Go!"

The Treniers Orchestra under the direction of Gene Gilbeaux

78 rpm 6804    33 1/3 rpm 3-6804    45 rpm 4-6804

A PRODUCT OF COLUMBIA RECORDS, INC.

Trade Marks "Columbia," "Masterworks," and Reg. U. S. Pat. Off. Marcas Registradas

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



THANKS to the Operators, Distributors and this Great Roster of HIT MAKERS...



● **RUTH BROWN**  
Hit: #919 Teardrops From My Eyes  
Hit: #930 I'll Wait For You  
Hit: #941 I Know



● **THE CLOVERS**  
Hit: #934 Don't You Know I Love You



● **JOE MORRIS**  
and his ORCH.  
Hit: #914 Anytime, Anyplace, Anywhere  
Hit: #923 Don't Take Your Love Away  
Hit: #942 You're Mine, Darling



● **THE CARDINALS**  
Hit: #938 Shouldn't I Know



● **Laurie Tate**



● **AL HIBBLER**  
Hit: #911 Danny Boy



● **STICK MCGHEE**  
Hit: #926 Tenn. Waltz Blues  
Hit: #937 One Monkey Don't Stop



● **JOE TURNER**  
Hit: #939 Chains of Love



● **JIMMY LEWIS**  
Hit: #913 All the Fun's on Me

- ★ WILLIS JACKSON
- ★ ERROLL GARNER
- ★ BILLY MITCHELL
- ★ VAN "PIANO MAN" WALLS
- ★ FRANK CULLEY
- ★ TINY GRIMES
- ★ LUCKY DAVIS
- ★ BILLY TAYLOR

ATLANTIC RECORDING CORP.

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NEW YORK 19, NEW YORK

# 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.

<p><b>1</b> <b>SIXTY MINUTE MAN</b> <i>Dominoes</i> (Federal 12022)</p>	<p><b>CASTLE ROCK</b> <i>Johnny Hodges</i> (Mercury)</p>	<p><b>SIXTY MINUTE MAN</b> <i>Dominoes</i> (Federal 12022)</p>
<p><b>2</b> <b>I WON'T CRY ANYMORE</b> <i>Dinah Washington</i> (Mercury 8211)</p>	<p><b>SIXTY MINUTE MAN</b> <i>Dominoes</i> (Federal 12022)</p>	<p><b>TEND TO YOUR BUSINESS</b> <i>James Waynes</i> (Sittin' In)</p>
<p><b>3</b> <b>DON'T YOU KNOW I LOVE YOU?</b> <i>Clovers</i> (Atlantic 934)</p>	<p><b>TOO YOUNG</b> <i>King Cole</i> (Capitol 1449)</p>	<p><b>CHAINS OF LOVE</b> <i>Joe Turner</i> (Atlantic)</p>
<p><b>4</b> <b>CASTLE ROCK</b> <i>Johnny Hodges</i> (Mercury 8944)</p>	<p><b>WEAK MINDED BLUES</b> <i>Louis Jordan</i> (Decca 27547)</p>	<p><b>T-99</b> <i>Jimmy Nelson</i> (R.P.M.)</p>
<p><b>5</b> <b>SHOULDN'T I KNOW</b> <i>Cardinals</i> (Atlantic)</p>	<p><b>CHICA BOO</b> <i>Lloyd Glenn</i> (Swingtime)</p>	<p><b>I'M WAITING JUST FOR YOU</b> <i>Lucky Millinder</i> (King)</p>
<p><b>6</b> <b>TOO YOUNG</b> <i>Nat "King" Cole</i> (Capitol 1449)</p>	<p><b>ROCKET 88</b> <i>Jackie Brenston</i> (Chess 1458)</p>	<p><b>BLUE AND LONESOME</b> <i>King Perry</i> (Specialty)</p>
<p><b>7</b> <b>BLOODSHOT EYES</b> <i>Wynonie Harris</i> (King)</p>	<p><b>DON'T YOU KNOW I LOVE YOU?</b> <i>Clovers</i> (Atlantic)</p>	<p><b>I'LL ALWAYS BE IN LOVE WITH YOU</b> <i>Charles Brown</i> (Aladdin)</p>
<p><b>8</b> <b>ROCKET 88</b> <i>Jackie Brenston</i> (Chess 1458)</p>	<p><b>EYESIGHT TO THE BLIND</b> <i>The Larks</i> (Apollo 427)</p>	<p><b>TOO YOUNG</b> <i>Nat "King" Cole</i> (Capitol 1449)</p>
<p><b>9</b> <b>THESE THINGS I OFFER YOU</b> <i>Sarah Vaughan</i> (Columbia 39370)</p>	<p><b>THE THRILL IS GONE</b> <i>Roy Hawkins</i> (Modern)</p>	<p><b>SHE'S DYNAMITE</b> <i>B. B. King</i> (R. P. M.)</p>
<p><b>10</b> <b>I'M WAITING JUST FOR YOU</b> <i>Lucky Millinder</i> (King)</p>	<p><b>TEND TO YOUR BUSINESS</b> <i>James Waynes</i> (Sittin' In)</p>	<p><b>ROCKET 88</b> <i>Jackie Brenston</i> (Chess 1458)</p>

# 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** SIXTY MINUTE MAN  
The Dominoes  
(Federal 12022)

**3** WHAT A FOOL I WAS  
Percy Mayfield  
(Specialty)

**4** BLUE AND LONESOME  
King Perry  
(Specialty)

**5** I'M WAITING JUST FOR YOU  
Lucky Millinder  
(King)

**6** TEND TO YOUR BUSINESS  
James Waynes  
(Sittin' In)

**7** TRA-LA-LA  
The Griffin Brothers  
(Dot)

**8** ROCKET 88  
Jackie Brenston  
(Chess 1458)

**9** TIME CHANGES THINGS  
Little Son Jackson  
(Imperial)

**10** TOO YOUNG  
Nat King Cole  
(Capitol 1449)

TEND TO YOUR BUSINESS  
James Waynes  
(Sittin' In)

CHAINS OF LOVE  
Joe Turner  
(Atlantic)

I'M WAITING JUST FOR YOU  
Lucky Millinder  
(King)

DON'T YOU KNOW I LOVE YOU?  
The Clovers  
(Atlantic)

SHOULDN'T I KNOW  
The Cardinals  
(Atlantic)

CASTLE ROCK  
Johnny Hodges  
(Mercury)

ROCKET 88  
Jackie Brenston  
(Chess)

BLOODSHOT EYES  
Wynonie Harris  
(King)

T-99 BLUES  
Jimmy Nelson  
(Modern)

EYESIGHT TO THE BLIND  
The Larks  
(Apollo)

SAVANNAH, GA.  
1. Sixty Minute Man (Dominoes)  
2. Tend To Your Business (James Waynes)  
3. Too Young (Nat "King" Cole)  
4. Rocket 88 (Jackie Brenston)  
5. I'm Waiting Just For You (Lucky Millinder)  
6. Stacked Deck (Billy Wright)  
7. Weak Minded Blues (Louis Jordan)  
8. Black Night (Charles Brown)  
9. I've Been Lost (Little Willie Littlefield)  
10. These Things I Offer You (Sarah Vaughan)

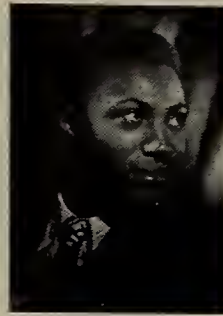
NORFOLK, VA.  
1. Sixty Minute Man (Dominoes)  
2. Don't You Know I Love You (Clovers)  
3. Shouldn't I Know (Cardinals)  
4. Castle Rock (Johnny Hodges)  
5. Shanghai (Billy Williams)  
6. Chica Boo (Lloyd Glenn)  
7. I Apologize (Billy Eckstine)  
8. Sleep (Earl Bostic)  
9. Tend To Your Business (James Waynes)  
10. I'm Waiting Just For You (Lucky Millinder)

RICHMOND, VA.  
1. Rocket 88 (Jackie Brenston)  
2. Sixty Minute Man (Dominoes)  
3. Tend To Your Business (James Waynes)  
4. What A Fool I Was (Percy Mayfield)  
5. You'd Better Change Your Ways (Clarence Jolly)  
6. I Will Wait (Four Buddies)  
7. One Sweet Letter (Joe Liggins)  
8. She's Dynamite (B. B. King)  
9. All Nite Long (Johnny Otis)  
10. Come On-A My House (Bert Keyes)

NEWARK, N. J.  
1. Sixty Minute Man (Dominoes)  
2. Money Blues (Camille Howard)  
3. Don't You Know I Love You (Clovers)  
4. Black Night (Charles Brown)  
5. Sleep (Earl Bostic)  
6. Just One More Drink (Amos Milburn)  
7. Blue & Lonesome (King Perry)  
8. My Baby's Gone (B. B. King)  
9. I'm In The Mood For Love (James Moody)  
10. Tend To Your Business (James Waynes)

ATLANTA, GA.  
1. Just One More Drink (Amos Milburn)  
2. Rocket 88 (Jackie Brenston)  
3. All Nite Long (Johnny Otis)  
4. Tra-La-La (Griffin Bros.)  
5. Chica Boo (Lloyd Glenn)  
6. What A Fool I Was (Percy Mayfield)  
7. T-99 Blues (Jimmy Nelson)  
8. She's Dynamite (B. B. King)  
9. Baby Let Me Hold Your Hand (Ray Charles)  
10. Rockin' & Rollin' (Little Son Jackson)

## FIVE HOT ONES!



Amos Milburn  
"JUST ONE MORE DRINK"  
AL 3093

Charles Brown  
"I'LL ALWAYS BE IN LOVE WITH YOU"  
AL 3091



Billie Holiday  
"BE FAIR TO ME"  
AL 3094

Lynn Hope  
"BLUE MOON" and "BLOW, LYNN, BLOW"  
AL 3095



Floyd Dixon  
"PLEASURE DAYS"  
AL 3083



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★ **AWARD O' THE WEEK** ★



JAMES WAYNES

**"JUNCO PARTNER"  
"TRYIN' TO FIND A GIRL"**

JAMES WAYNES  
(Sittin' In 607)

● James Waynes follows up his smash of "Tend To Your Business" with one of the most unusual disks coming this way in a long time. Titled "Junco Partner," which means "worthless man" this ditty shows Waynes at his outlandish best. Ops oughta take a listen to this one real fast and get going with it. It could strike gold. Telling his story in fascinating style, Waynes keeps you listening right through. The second side finds this artist putting his own unusual song styling to work on a dynamic tune which also will draw those coins. Ops have a hot disk in this one and those who are wise will jump in soon.

**"I NEED YOU BABY"**

**"YOU BETTER CHANGE  
YOUR WAYS"**

By The Sensational New Blues Singer

**CLARENCE JOLLY**

SITTIN' IN 605

*Going Strong*

**"TEND TO YOUR BUSINESS"**

by JAMES WAYNES

SITTIN' IN 588

*Moving Fast*

**"GOTTA MOVE BOOGIE"**

by LIGHTNING HOPKINS

SITTIN' IN 599

*Terrific*

**"BAD JOHN"** [Part 1-2]

by J. J. JONES

SITTIN' IN 604

*Breaking Records*

**"HOT ROD"**

by JULIAN DASH

SITTIN' IN 600



733 ELEVENTH AVENUE  
NEW YORK, N. Y.

**THE CASH BOX**

*Jazz 'n Blues Reviews*

★ **AWARD O' THE WEEK** ★

**"I KNOW"** (2:26)

**"I DON'T WANT ANYBODY"** (2:52)

RUTH BROWN  
(Atlantic 941)



RUTH BROWN

● Ruth Brown, who apparently doesn't know how to turn out anything but smash hits, has another one here. This time Ruth is running through an item called "I

Know" and she certainly knows how to handle it. Ops who are on the know will also be handling this one—but fast. Letting go with her terrific style of delivery, she goes every which way on this disk as the backing of Budd Johnson's orchestra plays right along. The second half is a very slow drawn out item with a broken vocal by the songstress and again Budd Johnson's boys do the backing. The first side is the one that should hit the top of the lists. It has everything the customers will want plus that extra something—the kind of verve that Ruth Brown gives a tune.

**"BAD LUCK CHILD"** (2:54)

**"SARAH KELLY FROM  
PLUMBNELLY"** (2:51)

JOEY THOMAS

(Decca 48215; 9-48215)

● Joey Thomas has a couple of sides which should do ok in the boxes. The first one is a blues number on which Freddie Jackson does the vocal with a good backing from the boys in the band. Lower end is a cute little ditty with Charlie "Hoss" Singleton making with the words. Ops should tune in.

**"SLICK-CHICK"** (2:54)

**"THOSE MAGIC WORDS"** (2:47)

RUDY TRAYLOR ORCH.

(RCA Victor 22-0134; 48-0134)

● Rudy Traylor and his orchestra have a couple of listenable sides to offer here. The first one has Rudy doing the vocal in a soft manner on a cute ditty with interesting lyrics. The lower end is a very slow ballad sung by the vocal group. Ops might take a listen in.

**"SOPPING MOLASSES"** (2:55)

**"WHOPPING BLUES"** (2:37)

BUDDY LUCAS

(Jubilee 5058)

● A driving side is sent our way by Buddy Lucas and his Allstars. With pushing instrumentals to set the pace, this one gets a loud and jumpy going over. The second side is a real blue number with a slow steady beat and a good vocal from Lucas. Ops will do ok with this.

**"HAPPY AM I"** (2:42)

**"HOT DOG"** (2:39)

RAY-O-VACS

(Regent 1039)

● The Ray-O-Vacs make with some more good music on this platter. The top half is a very slow thing with a vocal and some fine instrumentals. The bottom end is a jivy item with good sax coming through. Ops will want to get with this one.

**"PLENTY OF MONEY"** (2:52)

**"GO, GO, GO"** (2:39)

THE TRENIERs

(Okeh 6804)

● A very slow low down ditty gets pushed around on the upper half by Claude Trenier and Gene Gilbeaux' orchestra. Doing it in easy tempo, they make this side good to hear. Bottom half gets a bouncy duet from Claude and Cliff Trenier. Ops won't want to miss either side.

**"HEART TO HEART"** (2:55)

**"LOOKIN' FOR A MAN"** (2:39)

LITTLE ESTHER & DOMINOES)

(Federal 12036)

● A combination that can't be beat gets together on the upper half to turn out a terrific side. Little Esther and the Dominoes work their way through this ballad in great fashion which makes this one a sure bet. The bottom half finds Little Esther going it alone in a driving number with good lyrics. This is a natural for the boxes.

**"YOU'RE MY DARLING"** (2:54)

**"I HOPE YOU'RE SATISFIED"** (2:53)

JOE MORRIS

(Atlantic 942)

● Joe Morris and Laurie Tate have another grand record to offer here. Each side is a slow slow thing with Laurie doing the lyrics in her own wonderful fashion and Joe Morris and the orchestra coming up with a backing that's just right. No op will want to miss this one.

**"BABY IS A BOXER"** (2:39)

**"THE BLUES STRUCK ME DOWN"** (3:09)

JUNIOR TAMPLIN ORCH.

(Mercury 8239)

● A cute idea is well carried out by Junior Tamplin and his orchestra on the top deck. Taking a little item with repetitious lyrics, they dress it up into a production that makes for good listening. On the lower end Tamplin does a blues number and again makes it sound ok. Ops will want to watch the top deck.

## Meeting Dates Of Music Operators' Associations

- July 17—Music Operators' Association Of Indiana  
Place: Indianapolis Athletic Club, Indianapolis, Ind.
- 18—Westchester Operators' Guild  
Place: Moose Hall, White Plains, N. Y.
- 23—Phonograph Owners' Association  
Place: Broadway Hotel, East St. Louis, Ill.
- 25—Music Merchants' Guild  
Place: Narragansett Hotel, Providence, R. I.
- 26—California Music Guild  
Place: Hotel Sacramento, Sacramento, Cal.
- Aug. 1—Coin Machine Operators' Association of Harris County  
Place: Chamber Of Commerce Building, Houston, Texas
- 2—Summit County Operators' Association  
Place: Akron Hotel, Akron, Ohio
- 2—Phonograph Merchants' Association  
Place: Hotel Hollenden, Cleveland, Ohio
- 2—Washington Music Guild  
Place: Washington, D. C.
- 6—Illinois Amusement Association  
Place: 208 North Madison St., Rockford, Ill.
- 7—Music Operators' Association of Indiana  
Place: Indianapolis Athletic Club, Indianapolis

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• "Pork Chops and Mustard Greens"

RAY LEWIS  
AND THE 4 BARS  
RECORD NO.  
5136

• "JEALOUS BLUES"  
•  
• "WHEN YOU WERE MINE"

LIL' SON  
JACKSON  
RECORD NO.  
5137

• "WONDERING BLUES"  
•  
• "RESTLESS BLUES"

FATS  
DOMINO  
RECORD NO.  
5138

• "BLOW UP RIGHT  
• FROM WRONG"  
•  
• "NO, NO, BABY"

DAN  
GRISSOM  
RECORD NO.  
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• "KING OF FOOLS"  
•  
• "REMEMBER WHEN"

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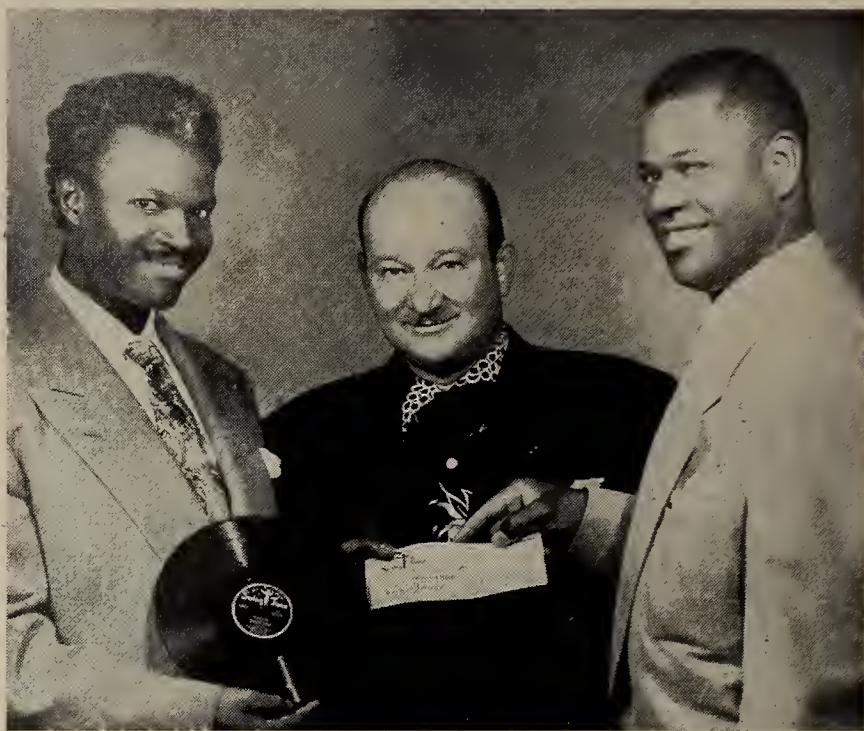
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## Happy Time At Swingtime



LOS ANGELES—It's a happy time for Swingtime these days, what with Music Director Lloyd Glenn's "Chica-Boo" riding high on the hot charts and his "Cute-Tee" and "Ballroom Shuffle" promising to follow right along. Turning over a royalty check to Glenn is plattery head Jack B. Lauderdale, with national sales manager Franklin Kort approving the transaction and the progress made in quick time by Swingtime on the national scene.

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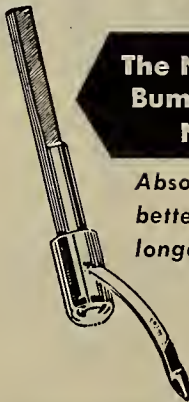
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**"Hot Lips" Page Leaves For Belgian Engagement**



NEW YORK—"Hot Lips" Page, well known trumpeter in night clubs and swing concerts, shows his engraved trumpet to Sabena air-hostess Louise La Pere just before departure for Brussels from New York International Airport. Page will blow his sweet music at the Casino of Knocke-Le-Zoute, Belgian resort of the channel, until August 26. He has made arrangements to return for another European engagement in the Fall. He was accompanied by his wife Elizabeth.

**Top Ten Rhythm & Blues Money-makers Jan. - June 1951**

1. BLACK NIGHT  
Charles Brown (Aladdin)
2. PLEASE SEND ME SOMEONE TO LOVE  
Percy Mayfield (Specialty)
3. TEAR DROPS FROM MY EYES  
Ruth Brown (Atlantic)
4. BAD, BAD WHISKEY  
Amos Milburn (Aladdin)
5. TENNESSEE WALTZ  
Patti Page (Mercury)
6. ROCKET 88  
Jackie Brenston (Chess)
7. I APOLOGIZE  
Billy Eckstine (MGM)
8. ONCE THERE LIVED A FOOL  
Jimmy Grissom (Recorded in Hollywood)
9. LITTLE RED ROOSTER  
Griffin Brothers & Margie Day (Dot)
10. CHICKA BOO  
Lloyd Glenn (Swingtime)

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 Elmore Nixon's  
**"YOU SEE ME SMILING"**  
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 Amos Milburn (Aladdin 3093)

**"I've Got News For You"**  
 Roy Milton (Specialty 407)

**"The Thrill Is Gone"**  
 Roy Hawkins (Modern 826)

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**JIMMY McCRACKLIN**  
 SINGIN' & SWIGIN'  
**"I FOUND THAT WOMAN"**  
 ST 286A+ BACKED WITH  
**"BLUES FOR THE PEOPLE"**

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  - DO SOMETHING FOR ME  
CHICKEN BLUES 12001 and 45-12001\*

- DE LUXE**
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BIG TOWN 3318 and 45-3318\*
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  - ★ **HAWKSHAW HAWKINS**  
I'M WAITING JUST FOR YOU  
A HEARTACHE TO RECALL 969 and 45-969\*

- ★ **COWBOY COPAS**  
TENNESSEE FLAT GUITAR  
I LOVE YOU (MY DARLING,  
I LOVE YOU) 964 and 45-964\*
- ★ **YORK BROTHERS**  
SIXTY MINUTE MAN  
LOOKIN' FOR SOMEBODY NEW  
970 and 45-970\*
- ★ **WAYNE RANEY**  
I AIN'T NOTHIN' BUT A  
TOMCAT'S KITTEN  
I'M ON MY WAY 956 and 45-956\*

\* 45 R.P.M.

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**King**

**RECORDS INC.**

# Jackpot Prize



CHICAGO—Presenting a prize won on the Miller Jackpot Machine, to W. Laforet of the Bowman-Anthony Company, Toronto, Ontario, Canada, is Phil M. Spink, assistant sales director of M. A. Miller Manufacturing Company, Chicago, Illinois.

This jackpot machine, conceived by Gene Steffens, was in the M. A. Miller Booth at the May Radio Parts Show and was played by over 1,000 distributors. The interest evinced in the "jackpot" by all at the show was beyond all expectations.

As each distributor played the jackpot machine, three records whirled at 78 R. P. M., 33-1/3 R. P. M. and 45 R. P. M. respectively. Twenty major prizes were awarded, with winners receiving from \$50.00 in cash or \$100.00 worth of Miller and Carillon Dynamic needles, to consolation prizes of merchandise in lesser quantities. In addition to prizes to the twenty major winners, every player received a gift from the M. A. Miller Company.

## Josh White & Daughter Contribute To "Big Joe's Happiness Exchange"



NEW YORK — Josh White and daughter, Beverly, appear on the "Big Joe's Happiness Exchange" program on WABD in New York.

Josh not only sang on the TV show with his talented daughter, but also contributed \$100.00 to the W. C. Handy Fund to buy Braille dictionaries for blind Negro children.

## Standard Songs are MONEY MAKERS!

**"TELL ME"**  
(Tell Me Why)

Recorded by  
**HELEN O'CONNELL—Capitol**  
**DORIS DAY—Columbia**  
**TOMMY TRAYNOR—Decca**  
Pub. by: REMICK MUSIC CORP.

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

## Gene Autry, Rosalie Allen Win Lee Stewart Poll

PHILADELPHIA — Listeners to Lee Stewart's Morning Frolic, Station WHAT, voted Gene Autry their favorite male recording artist while Rosalie Allen was chosen number one among the femmes.

The record voted as best among those issued during the past year was Gene Autry's "Mister and Mississippi."

Voting was confined to the listeners of the Morning Frolic and votes that came in from all parts of the country, obviously sent in by fan club members, had to be disqualified since they were not in the WHAT listening area.

Accenting the trend of pop artists, especially among the gals, to record western and country tunes, was the appearance of such names as Dinah Shore, Lisa Kirk, Jo Stafford and Rosemary Clooney.

Certificates will be awarded to the winners proclaiming them to be the most popular recording artists with the listeners of Lee Stewart's show.

The results of the poll:

### MALE RECORDING ARTISTS

1. Gene Autry
2. Hawkshaw Hawkins
3. Eddy Arnold
4. Hank Snow
5. Lefty Frizell

### FEMALE RECORDING ARTISTS

1. Rosalie Allen
2. Kay Starr
3. Patti Page
4. Boots Faye
5. Mary Ford

### BEST RECORD ISSUED DURING PAST YEAR

1. Mister and Mississippi—  
Gene Autry
2. Somebody—Rosalie Allen
3. A Million Miles From Your Heart  
— Eddy Arnold
4. I Love You A Thousand Ways —  
Hawkshaw Hawkins
5. I Love You A Thousand Ways —  
Lefty Frizell

## Elton Britt First To Record G. I. Song "Rotation Blues"

NEW YORK — What shapes up as the biggest scramble to get a ditty on disks since the MacArthur speech and "Old Soldiers Never Die" was touched off last week, when Country singer Elton Britt was rushed into the RCA Victor Manhattan recording studios to wax "Rotation Blues."

Forty-eight hours after he had returned from a 56-hour plane trip from Korea, Elton had placed in the hands of RCA Victor executives the ballad composed by Lt. Stuart Powell, which has swept Korean battle lines as the first authentic G. I.-composed song to come out of the war zone.

Britt picked up the new G. I. lament, which has become the unofficial theme song of the U. S. Korean soldiers, while touring the battle sector during the past month as star of a U. S. Army-sponsored Camel Caravan troupe and rushed it back with him to the States.

Following Britt's top-secret RCA Victor recording session, news of the tune leaked out via a Signal Corps tape broadcast originally made by Britt in Korea. Almost immediately rival recording companies started rounding up their Country music specialists to get their own versions on wax.

During their Korean tour Elton and the Camel Caravan troupe entertained between 80,000 and 100,000 men, occasionally with Chinese troops watching from surrounding mountains. They put on shows daily from 6 A. M. until midnight, rode four and five hours at a time in dust so blinding the jeeps kept their headlights on in broad daylight and were shelled as well as subjected to rifle fire.

## "Phillips Sent Me" Becomes New By-Word In Memphis

MEMPHIS, TENN.—A disk jockey named Dewey Phillips has taken over the rhythm and blues field in this city. His program "Red Hot And Blue" has become the top show for this type of music and his advice to his listeners to tell merchants "Phillips Sent Me" has become a new by-word.

Phillips took over the "Red Hot and Blue" show over WHBQ in Memphis last October when it was a fifteen minute program with no sponsors. Today it's a two hour program except on Saturdays when it's three hours and sponsors are all over the place.

Beaming his radio program to Memphis' R & B audience, Phillips urges one and all to go to so-and-so's store and tell 'em (with a yell) "that Phillips sent ya".

And that's exactly what his listeners do—so much so that merchants who don't even advertise on the show are demanding to know who-the-heck is Phillips?—

Phillips' flair for showmanship is paying off on a percentage basis. His show is being considered for a coast to coast broadcast over Mutual.

Furthermore, he has an uncanny sense for picking hits. Eleven current R & B hit disks in this city have been attributed to his playing and plugging them.

And now he's to be immortalized in song. Joe Liggins and his Honey Dripers plan to record a ditty entitled, "Phillips Sent Me".

# HANK WILLIAMS

*Has the hits across the nation*

**"HOWLIN'  
AT THE  
MOON"**

backed with  
**"I CAN'T HELP IT"**  
MGM Record 10961 (78)  
K-10961 (45)

**"COLD, COLD HEART"**

MGM Record 10904 (78);  
K-10904 (45)

and these other hits...

- "Why Don't You Love Me?"
- "Long Gone Lonesome Blues"
- "My Bucket's Got a Hole in It"
- "Moanin' the Blues"

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**MGM RECORDS**

Featured Star on  
**WSM "GRAND OLE OPRY"**  
and **WSM-TV**

NAMM'ers:  
**HAPPY CONVENTION TIME**  
Here's My Latest Release...

**"HEY, GOOD LOOKIN'"**  
**"MY HEART WOULD  
KNOW"**

MGM Record 11000 (78); K-11000 (45)



Personal Manager

**WM. R. ENGLAND**

1950 Richard Jones Road,

Nashville, Tennessee



# NEW MACHINES PRODUCTION CUT

**Mfrs. Feel Socko Effect of CMP. New Base Period Quota Slashes Deep into New Equip't Production. Red Tape Tangles All Materials on Hand as of July 1. Mfrs. Scurrying About for More Defense Work. Leaders Urge Ops to Get What Can Be Had While It Can Be Had. Even Tighter Controls Forecast.**

CHICAGO—The first effects of the National Production Authority's Controlled Materials Plan was severely felt this past week when some of the manufacturers here were visited by government production men and advised that even tho they had materials on hand they could not fabricate these into new equipment.

The new quotas, of which the trade was advised by this publication some-time ago, based on January to March, 1951, caught the production of the industry in one of its shortest periods and, therefore, almost all the manufacturers now find production of all new equipment severely slashed to a point where, as one manufacturer stated this past week:

"We'll be lucky if we can build 500 machines per month."

Some of the manufacturers advise that they are already appealing for relief in an effort to complete orders which they have on hand.

The allotments of copper, aluminum and steel, which they will be granted under the CMP won't be able to keep their factories going, they state.

They are going to ask the National Production Authority to grant them sufficient materials and time to make it possible for them to continue manufacture.

Some factories here have, in the meantime, obtained outstanding defense work contracts. They are going right ahead with these.

One factory has just received a defense work contract amounting to over a million dollars.

Others report that they have defense orders on hand amounting to over two millions of dollars.

Still others claim that they have work on the way which will equal or exceed the above.

In the meantime, of course, their regular production is bound to suffer if, for no other reason, than they cannot use whatever extra materials

(copper, steel and aluminum) they have on hand.

They will have to conform to the new quotas of the new CMP orders which have already been issued and which are being tightened as each week goes by.

One manufacturer went so far as state, "Advise every reader of The Cash Box to buy what they can buy while they can buy. With what we are facing we now don't know what we shall be able to produce in the near future.

"In fact," this manufacturer stated, "if we don't get relief, and have to stick to what has been allotted to us as our quota, we shall have to shut our plant within the next week and wait out the balance of the month."

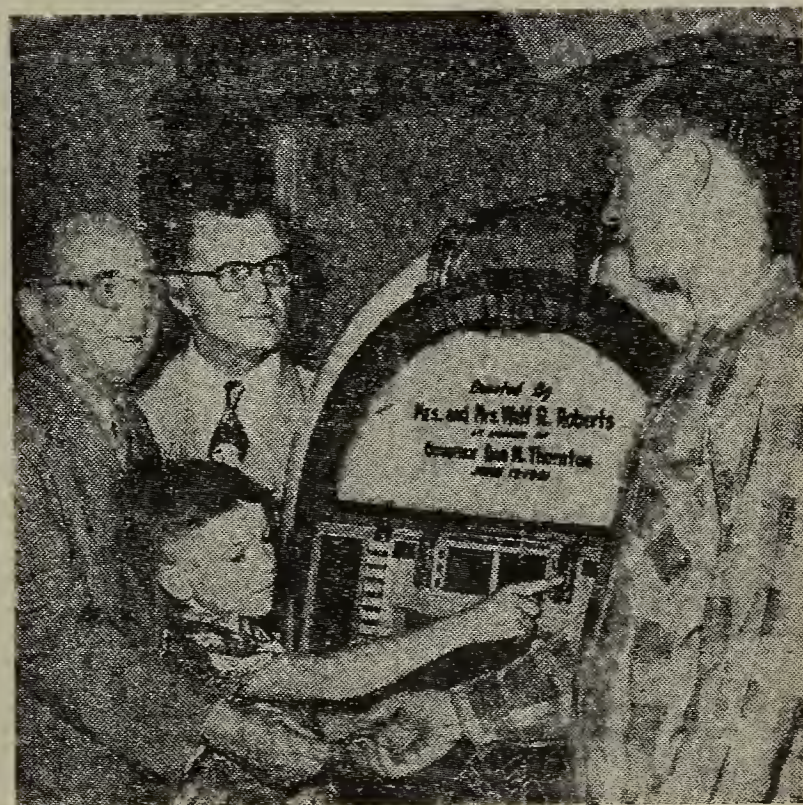
Tho this publication has been printing all the factual data which has been sent to it by the NPA week after week and day after day, few regarded this material as serious, after the first scare of the Korean conflict, but now realize that new machines production will be slashed to a point where there is no longer any possibility of any volume whatsoever.

## S. D. Music Ops Assn. To Hold Meet

SIOUX FALLS, S. D.—Members of The South Dakota Phonograph Operators Association will gather in large numbers at the Cataract Hotel, this city, for their business meeting, which is scheduled for Monday, July 16. A great many coinmen are expected to gather on the previous Sunday for some relaxation. The Banquet will take place on Monday night, with loads of entertainment scheduled. Prizes will also be given lucky members.

Harold Scott, secretary-treasurer, announced that serious consideration will be given to the Kefauver Bill, which would amend the Copyright Bill of 1908, and impose a royalty payment

## Boys From Texas Guests Of Roberts



DENVER, COLO. — Once again, Wolf Roberts, whose favorite hobby is giving away juke boxes to the needy, was acclaimed by the press and the recipients of the machine.

Wolf arranged to bring two boys from the Boys Ranch, Texas, to Denver, where he played host for several days, in addition to loading them up with gifts.

All expenses of the trip were paid by Roberts, who now hopes to make a yearly practice of bringing up two boys to Denver.

In the picture above, Wolf Roberts is shown at the left presenting the juke box to Cal Farley, president of Boys Ranch and Erwin Ray and Troy Black, the two visiting boys.

of 1c per side for every record placed in automatic music machines.

"Clearly this would be the doom of the music machine business," states Scott, "and the serious thing about it is that, due to Senator Kefauver's prestige built up while he was chairman of the recent committee investigating crime, there is considerable danger that it will pass."

A group of the South Dakota execs visited with the association recently formed by the state of Omaha, and assisted them in getting the new association going. Several officers and members of the Omaha association are expected to be on hand, returning the courtesy.

# SPECIAL JULY SALE!

## Just A Few At These Prices

UNIVERSAL 18 Foot BOWL-O-MATIC ..... \$495.00  
 5c WILLIAMS MUSIC MITE ..... 129.50

KNOCKOUT ..... \$139.50	TRI SCORE ..... \$109.50
SELECT-A-CARD ..... 69.50	UNITED TEAM HOCKEY ..... 89.50
BALLY CHAMPION ..... 149.50	JUST 21 ..... 39.50
SWEETHEART ..... 109.50	C.C. PLAYBALL ..... 69.50
CITATION ..... 89.50	SEEBURG BEAR GUN ..... 325.00

### ALLEY GAMES

GOTTLIEB BOWLETTE ..... \$39.50	SUPER SHUFFLE ALLEY ..... \$29.50
UNITED SKEE ALLEY ..... 119.50	SHUFFLE ALLEY EXPRESS ..... 99.50
UNITED SHUFFLE ALLEY with Disappearing Pins ..... 59.50	
CHICAGO COIN BOWLING ALLEY with Plastic Pins ..... 49.50	

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Guaranteed Regardless of Price.  
They're PERFECT!!

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Some New in Original Crates,  
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REAL BUY.

**50 ROCK-OLA 5c WALL BOXES**  
Only \$8.50 Each.

HURRY! WRITE! WIRE! PHONE! AT THESE  
GIVE-AWAY PRICES THIS FINE MERCHAN-  
DISE CAN'T LAST LONG!

**H.Z. VENDING & SALES CO.**  
1205 DOUGLAS ST.  
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## United Shipping New Shuffle Game

CHICAGO — Bill DeSelm, gen-  
eral sales manager of United Manu-  
facturing Company, announced that  
its new "Six Player Shuffle-Alley"  
is now being shipped thruout the  
country.

"Six Player Shuffle-Alley offers  
bowling team competition, and can be  
played by any combination of one  
to six players at ten cents per player.  
Backglass scores strikes and spares,  
tabulates each player's score and re-  
cords the frames completed.

"This new shuffle game gives the  
operator increased earnings" stated  
DeSelm "due to the multiple play fac-  
tor, disappearing pins, 20-30 scoring,  
and rebound action. It is also very  
simple to service."

### Al Denver And Aut. Music Ops Assn. Donate Juke Box To Teenagers Over Network CBS-TV Show

NEW YORK — The automatic  
music machine industry, and the  
Automatic Music Operators Associa-  
tion in this city, in particular,  
received national mention, when Al  
Denver, president of the associa-  
tion, donated a juke box to a group  
of teenagers thru the medium of  
"Strike It Rich" television program  
over the CBS network.

The Cash Box was given men-  
tion also for pledging a regular  
supply of records for the club.

# What Were Coinmen Like Before The War?

The other day a young man, just entering into this business, posed a very interesting question.

He asked, "What were coinmen like before the war?"

That's not so very long ago to many now engaged in the industry. But, to this young man just entering the business, it seemed eons back.

What were coinmen like, son, before the war?

Well, they were the promotin'est guys you could ever meet.

They left no stone unturned to get business for their machines. They loved their profession—that of bringing economical, relaxing and joyful entertain-ment to America's millions of people.

They were the kind of guys you'd find down at their little stores before 9 A.M. And who wouldn't get home until about 3 A.M. the next morning.

They loved their work. The hours just seemed to fly right by.

What's more—they were always thinking. Always seeking something new, and novel, and different, to entertain the public.

When they thought they had a grand idea, they would rush to the coin-  
capitol: Chicago, and tell it to their favorite manufacturer. Or the manufac-  
turer whom they believed could best build it.

Most of them were always hanging around in one location or another. If they were having a glass of beer or a coke, they were still listening to the lo-  
cation owner and, especially, had their ears cocked wide open to hear what  
the players were saying.

They wanted new ideas. They wanted the people to be entertained. They  
didn't care how many hours they worked. Just as long as everyone was made  
happy.

That's all that counted with 99½ per cent of the guys who made up this  
business prior to '41.

Oh sure, away back they paid \$16.50 for a ten-ball pin game and had to  
turn it upside down to empty the pennies out of it. But, today, they're doing  
the same with dimes.

Of course they're paying more for games. But, just look at the cars they're  
driving. The offices they have. The people they've got working for them.

Back in those days, they hiked between spots. Not so much to save carfare.  
But, to get there just so much faster.

Sure, they were hungry. They scraped deep into the salt in the bottom of  
each peanut vendor to get out every last penny.

That's the sort of guy who made up this business prior to World War II.

They were optimistic guys. They fought like crazy to get over whatever ma-  
chines they purchased and they thought were good.

They would hang around any location for hours, to help the location owner  
"sell" the idea of a game to his customers. They were hard workers, alright.

They were the kind of guys who would take a chance, too. They looked at  
a machine and, if they personally believed in it, they convinced others to be-  
lieve in it, too.

They didn't, in those days, say, "Wait'll we see what the players think."

They helped the players to think. They knew that the players would enjoy  
the machine immensely if they showed the players "how to enjoy" the machine.

Yes, son, in those days one of our big men in these United States today, a  
Senator from the grand state of Indiana, stood in front of an old calliope and  
banged on the drum yelling:

"Hurry! Hurry! Hurry!"

The place was where a very grand woman ran a distributing business. (By  
the way, she raised three swell boys. Professional men. Leaders. All from her  
coin operated machines business.)

Betcha that man, high as he'll ever go in the nation, will always recall those  
days with satisfaction, and a thrill that's worth more to him than anything  
else that'll ever happen to him in his lifetime.

The writer? Well, the writer, too, had a slogan in those early days: "I'll  
meet you in the middle of the Brooklyn Bridge at midnite for a five dollar ad."  
And he stuck to it.

Son, we could tell you about a couple of guys who introduced a counter game  
called, "Sweet Sally".

We could also tell you about a guy from Hutchinson, Kans., a cigar sales-  
man, now retired, who introduced a machine called, "Chicago Club House".

About another guy who brought forth, "Ballyhoo".

About a game called, "Five Star Final" and the man behind it.

About the first one of them all, "Bingo", and the men who built it.

About a sensational pin game called, "Silver Cup", and how rich it did  
make three men.

In fact, son, we could go on for hours and hours, about "Contact", and  
ticket games, and one guy who would wind up fast asleep on a pool table, and  
another who would pick up a party and then start up his yacht and one time  
wound up in Bimini Bay.

And about so many others. Some of them gone for sometime now. Some of  
them still around. Some of them with sons now handling their businesses.

But, my boy, you wanted to know about what happened prior to the big  
war.

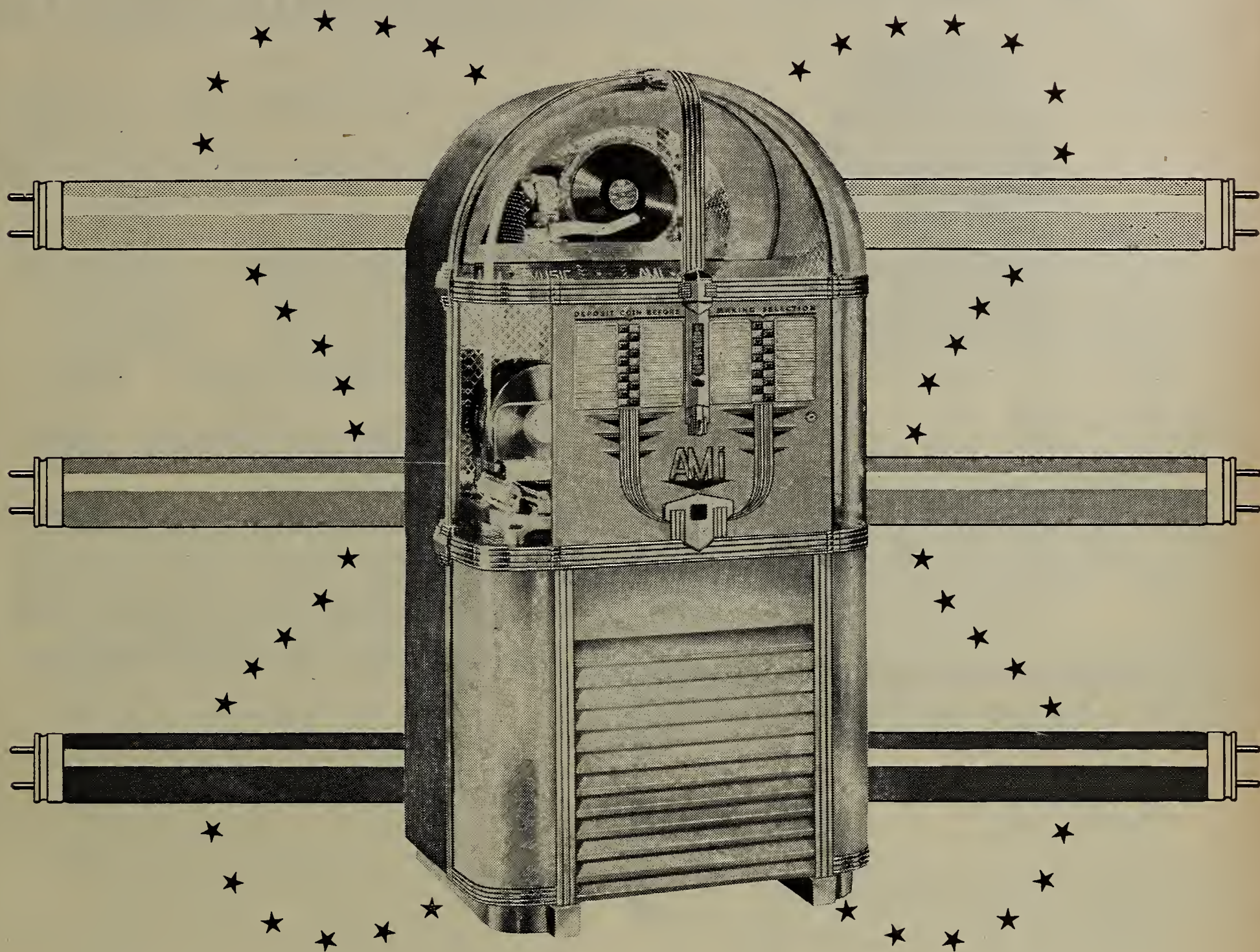
Well, let's put it this way: Those were the kind of guys who loved to work.  
And how they worked. Day and night. Night and Day. Loved every single min-  
ute of it. Because every minute brought a different kind of business thrill that  
they couldn't find anywhere else but in this thrilling industry.

Sure, it's a young business. It's so young, it hasn't even gotten on to the  
correct path for itself. So young man, you may be the boy who's going to put  
it on the right path.

And someday you, too, will be able to tell people what it was like in '51—  
when the "real old-timers" ran this business.

The Members of the  
**AUTOMATIC  
PHONOGRAPH  
OWNERS  
ASSOCIATION**  
of  
**CINCINNATI, OHIO**  
Wish THE CASH BOX Many  
Many More Years of Success

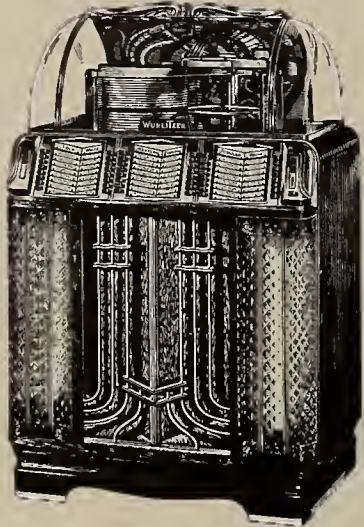
# Self-Renewing!



Everyone likes to change to a fresh suit once in a while. Makes you feel like a new man! Operators and locations get the same lift out of switching color lamps on the "C." In just a few seconds you get a stunning, entirely new effect! Colors to suit any mood of the location—a special event, a grand opening, an important celebration. That AMI mechanism underneath is always as good as new, too—sturdy, trouble-free, time-tested.

**AMI** Incorporated

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WURLITZER 1400

Once in a blue moon does a deal of the kind we now have ready for all the automatic music operators in our territory come along. The sensational, new, Wurlitzer 1400 and 1450 will help operators to bigger, better, steadier, longer-life profits and clear away all old and worn equipment at a profit to each and every operator on our special deal. Hurry—wire, phone or call in person TODAY—listen to a deal that's made-to-order for progressive, intelligent music operators.

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- 4 SEEBURG (Blonde) M-48 ..... 339.50 EACH
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(PHONE ARmitage 6-1434)

### NPA Lists Critical Defense Housing Areas

Opens Way For Ops To Place  
More New Equipment

WASHINGTON — By NPA (National Production Authority) listing critical housing areas, many coinmen believe that this is the tip where ops, especially those in the territory, can find ideal operating conditions prevailing.

# UNITED MFG. AND UNIVERSAL CONSOLI- DATE DESIGN AND PRODUCTION DEPTS.

CHICAGO — Announcement was made by Universal Industries, Inc., Chicago manufacturer of coin operated equipment, of the consolidation of its design and production departments with the United Manufacturing Company.

Spokesmen for both firms state that the new arrangement was made in the interest of closer cooperation for streamlined design and production of new amusement equipment and to meet the requirements on govern-

ment defense work in which both firms jointly participate. Mel Binks becomes a vice-president of United under the new arrangement. Parts for all Universal products will be henceforth obtainable from United Manufacturing Company.

United and Universal have gained an enviable reputation for building excellent games in the past and the present consolidation promises even greater innovations.

## “Juke Box Day” Clix For Chicago Music Ops

### Bunker Hill Country Club Is Scene Of Afternoon Golf Tourney And Evening Dinner And Dance. Phil Levin Winner Of Golf Tourney

CHICAGO—The city's juke box ops, their friends and many allied to the music industry here, enjoyed one of the grandest days (Thursday, July 12) of all time at the Bunker Hill Country Club in Niles.

This was annual “Juke Box Day.” It brought out a record crowd to compete in the golf tourney.

Enjoyment was actually pronounced as “rampant” thruout the day with many enjoying the beautiful natural surroundings of Bunker Hill Country Club, one of the country's most outstanding clubs.

Phil Levin, the popular secretary of the association, was the winner of the golf tourey, and was roundly applauded by his fellow members.

Among the many onlookers were many well known people of the coin machine industry, as well as from the recording field. Seen around were Ed Wurgler, general sales manager for The Rudolph Wurlitzer Company, and A. D. Palmer, advertising manager for the same company; John Haddock, president of AMI, Inc., and Ed Ratajack, regional representative for AMI. Frankie Laine, Columbia recording star was one of the music personalities seen greeting his many operator friends.

For the evening there were many who brought their wives and families. Some, who weren't able to leave their businesses during the daytime, found

time to be present for the dinner as well as dance to Ralph Marterie's music. Ralph records for Mercury.

So many were on hand it is practically impossible to list them. Except to state that this proved one of the biggest affairs ever yet featured by the Recorded Music Service Association of this city (the juke box ops organization here).

Many from surrounding towns were present and all reported that this was one affair they would long remember with great joy.

### Injunction Prohibits Pinball Ban

VANCOUVER, WASH.—Enforcement of an ordinance of the city of Vancouver, Wash., banning pinball machines, which was to have gone into effect July 1, was blocked by a temporary injunction issued by Clark County Superior Court Judge Eugene Cushing.

The injunction petition had been filed by Lou Dunis and Harold R. McKee of the Clark County Amusement Co.

Vancouver City Attorney David Hutchinson said he would file an answer to the petition, which is scheduled for hearing August 6. Meanwhile, the city will be forced to leave unchanged the present status of the games, classified as amusement devices since a statewide ban was placed on automatic pay-out machines last year.

The Vancouver prohibitory ordinance covers pinball and other amusement devices except shuffleboard and miniature bowling games.

The following, this past week, were declared critical defense housing areas:

- Borger, Texas.
- Huntsville, Ala.
- Dana, Ind.
- El Centro, Calif.
- Camp Roberts, Calif.
- Tooele, Utah.





*Williams*  
**HAYBURNERS**



**HAS MORE  
 ACTION!**

LULU BELL Sez:  
 HAYBURNERS cops the  
 big play everywhere!



**ORDER FROM YOUR DISTRIBUTOR NOW!**



**CREATORS OF DEPENDABLE  
 PLAY APPEAL!**  
 4242 W. Fillmore St., Chicago 24, Illinois

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America's Finest Novelty Game

- Faster Than Ordinary Games
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Size 24" x 48"

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5013-5025 N. KEDZIE AVE., CHICAGO 25, ILLINOIS

### NEW ORLEANS NOTES

My first week in New Orleans has been an eventful and pleasant one. This town is loaded with that well known "southern hospitality." The distributors and operators have been wonderful to me and I am looking forward to knowing each and every one connected with the coin machine business in N. O. . . . I had quite a chat with Mrs. Earl Gore of the A.M.I. Distributing Company and learned that she and Mr. Gore recently returned from a three week vacation. The Gores drove to Florida and Key West, stopping off in Clearwater, Florida, where they spent most of their time fishing. Mrs. Gore related that throughout their trip they found only one phonograph with a ten cent coin chute, but noticed that business looked good. . . . Earl Gore, Jr, also with A.M.I. leaves Saturday, bound for Alexandria, and a two week vacation. . . . Ditto Raymond Mesa and family who are driving to Panama City. . . . Delta Music Sales Company loses Fred Werther for two weeks while he maneuvers with the National Guard at Fort Bliss, Texas. . . . M & M Amusement, Bogalusa, La., in the person of J. C. Monk, making the record houses in N. O. . . . W. I. Kirkland, Jackson, Miss., operator recently added seven Wurlitzer 1400's to his route and is very pleased with results. . . . Carbon copy Andrew Monte of A. M. Amusement Company, and George Reynolds of this city. . . . A new addition to F. A. B. Dist. Company is young Fletcher Blalock, now on the road for F. A. B. . . . Toni Ingrassia, Gulfport Amusement Company, Gulfport, Miss., made one of his rare trips to New Orleans recently. I last saw him, chinning away with Bill Maddox at Mallory's.

Delta Music Sales received its first shipment of Williams' five ball game, "Hayburners." This game has created an interest in the trade that no other 5-ball game has done in quite some time. First reports received on actual money take figures are very gratifying. . . . On May 25th, the Lynch and Zander Company was appointed distributors for Seeburg for Louisiana and Southern Mississippi territory. Lynch & Zander succeed the S. H. Lynch Company, Inc., of New Orleans. A little late but better than not at all, we wish J. H. Lynch and A. H. Zander much success. Lynch & Zander service manager, Andrew Lablanc vacationing in Florida. . . . J. D. Farris, piloting his plane in from Vicksburg, Miss., making the round of distributors on his one day in N. O. . . . I more recently had the pleasure of meeting the very charming Mrs. Lupe Buckley of Console Distributing, and wish to thank her for the assistance she gave me on my first New Orleans column.

### Congratulations

. . . on your Ninth Anniversary from everyone in our organization, each of whom is a devoted and avid reader of The Cash Box and each has only the highest praise and regard for the work The Cash Box has done and is doing every week to help the entire industry. We most sincerely wish you continued success and many, many more anniversaries of such outstanding and intelligent effort to benefit all of us in the coin machines industry.

Joe Abraham

LAKE CITY AMUSEMENT CO.  
4533 PAYNE AVENUE, CLEVELAND 3, OHIO

### Congratulations . . .

on your Ninth Anniversary from

**MICHIGAN'S LEADING DISTRIBUTOR FOR AMERICA'S MAJOR MANUFACTURERS**  
CHICAGO COIN MACHINE COMPANY  
GENCO MFG. & SALES COMPANY  
D. GOTTLIEB & COMPANY  
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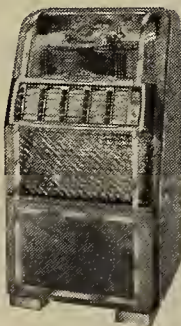
12 — ANNIVERSARY SPECIAL — \$70.00  
BRAND NEW Chicago Coin's PLAY BALLS ALL IN ORIGINAL CRATES . . . . . EACH

... **A. P. SAUVE & SON** ...  
7525 GRAND RIVER AVE., DETROIT 4, MICH.  
(All Phones: TYLER 4-3810)

### Smart, Thrifty Buyers All-Ways See

## LaBeau FOR THE FINEST BUYS IN USED MACHINES . . . . .

Regardless of the type of equipment you want and need . . . see LaBeau first . . . like all the smart and thrifty buyers do everywhere in the country. Right now LaBeau has some of the greatest buys in used machines ever featured in the industry. Not only games and phonographs, but, the finest cigarette vending machines ever put together in one group for quick sale. Prices are the lowest LaBeau has ever yet featured. Get in on this big Anniversary Clearance Sale TODAY: Write. Wire. Phone. Call in person at LaBeau and walk away with BARGAINS never heard of in history.



**LaBEAU NOVELTY SALES COMPANY**  
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INSERT BUSHING CONVERTS  
5c Wall Boxes to 10c  
FITS ALL 5c BOXES  
Only 25c Each

See your distributor or write us for information on changing over slug rejector.

Mid-West Distributing Co.  
208 N. Madison Street Rockford, Ill.

### FREE CATALOG

Hot premium items . . . watches, rings and jewelry specialties. All brand new merchandise with money back guarantee. Write for FREE 16 page catalog . . . just out. MARVEL WHOLESALE WATCH CO. Dept. L, 211 N. 7th St., St. Louis 1, Mo.

## CONGRATULATIONS

ON YOUR

## NINTH ANNIVERSARY

It is the sincerest hope of all the members of our association that "The Cash Box" will continue to enjoy a great many, many more happy and prosperous anniversaries and, thereby, be able to continue the fine work which "The Cash Box" has done, and is doing every issue, to benefit the entire automatic music industry of America.

**RECORDED MUSIC SERVICE ASSOCIATION, INC.**  
2326 SOUTH MICHIGAN AVENUE, CHICAGO 16, ILLINOIS

# United Presents Straight Dime Play Pinball Game



BILL DeSELM

It features two cards which the player gets for his dime.

He can score by diagonal, vertical or horizontal light-up of the numbered lines. As high as eighty replays have been arranged for the game itself.

Complete tests were conducted for some time prior to the presentation of the new "3-4-5."

The firm wanted to be certain, Bill DeSelm reports, that when it did introduce a straight dime play pinball game that it would meet with complete and instant player approval and that the players would admit the entertainment was worth a dime.

The illuminated effect which the under playing field cove lighting gives the game can place it in the third dimensional lightup class. It is extremely effective and makes every move of the ball down the playing field easy to see.

"Of course," DeSelm stated, in showing the game to visitors who were present at the prevue, "the main thought back of our '3-4-5' is that it's straight dime play.

"This is something that operators everywhere in the country have been asking us for and we decided," he continued, "to introduce such a game. But, before announcing it we made very sure, by extensive location tests, that '3-4-5' was the kind of game that would impress location owners and players and would appeal to them as a 'real dime's worth of interesting entertainment in every way.'"

Since operators have been calling for a straight dime play game it is believed that "United's 3-4-5" may open the way to an entirely new deluxe series of pinballs which will bring about 10c play as the standard, to replace the old nickel play action.

CHICAGO — Meeting nationwide demand from operators, United Manufacturing Company, this past week, made official announcement thru sales manager Bill DeSelm, that:

"We now have a straight ten cent play pinball game for the nation's operators."

The game itself is one of the most deluxe which the firm has ever yet presented to the market. The cabinet is about four inches longer than the average pinball game.

The cabinet is also much more impressive in appearance because of the large lighted cabinet scoring arrangement, the cove lighting effect under the inside edge of the playing field which completely lights the play, and the combination of the back board and legs all in one.

The game is called: "United's 3-4-5."

*Congratulations and Best Wishes to  
Bill Gersh and Joe Orleck*

on

THE NINTH ANNIVERSARY of THE CASH BOX

**MIKE MUNVES** 577 TENTH AVENUE  
NEW YORK, N. Y.

**ENJOY A TRUE ANNIVERSARY CELEBRATION  
EVERY COLLECTION DAY-  
A STEADY INCOME!**

**LIKE THE STEADY INCOME  
YOU ARE ASSURED WHEN YOU  
OPERATE AMI PHONOGRAPHS**

We don't cover the nation. Just our own immediate territory. As direct factory distributors for AMI. But, we know that the operators here, in our territory, read and believe in "The Cash Box". Therefore, we want these operators to know that: The finest Anniversary Celebration they can enjoy (and can enjoy it every week) is a steady income. The kind of income they are assured from AMI musical instruments. Right now we've got a deal for every operator in our territory. The greatest deal in history. C'mon in and hear all about it.

**AUTOMATIC DISTRIBUTING CO.**  
806 North Milwaukee Ave.  
Chicago 22, Illinois  
(All Phones: CHesapeake 6-1130)



*Congratulations*

to

**Bill Gersh and Joe Orleck**

on **NINTH ANNIVERSARY**

of

**THE CASH BOX**

**WILL TRADE...**

BRAND NEW

**TURF KINGS**

(In Original Crates)

**FOR....**

**MUSIC, CIGARETTE, or ANY OTHER  
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**ANNIVERSARY . . . Special Sale of  
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*This is the first Special Sale we have ever featured of the World's Finest PRE-TESTED Premiums for stimulating play on your amusement games. Every single premium has been PROVEN by operators. WE DON'T SELL TO STORES. You get Premiums that are especially chosen and then pre-tested on location FOR OPERATORS ONLY. WRITE NOW FOR OUR SPECIAL SALE CATALOG!! HURRY!!*

**HASTINGS DISTRIBUTING CO.**  
6100 Bluemound Rd., Milwaukee 13, Wisc. (Tel: BLuemound 8-7600)

*Sincerest Wishes . . .*

for your continued success and may you enjoy many, many more outstanding and glorious anniversaries commensurate to the work you have already done, and are doing every week, to help the industry to prosper and progress . . .

RON ROOD

*SOUTHERN MUSIC  
Distributing Company*

503 W. CENTRAL AVE.  
ORLANDO, FLORIDA

**20**

Williams  
MUSIC MITES  
With Stands

WRITE



**ONE-BALL CLOSEOUT**

UNIVERSAL WINNERS  
PHOTO FINISH  
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Write For Prices

**AUTOMATIC COIN**

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Highly Qualified  
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COMPOSED OF EXPERIENCED BUSINESSMEN IN THE FIELD

A Few More  
**AUTOMATIC VENDING MACHINES**  
For Complete And Exclusive Distribution  
Throughout The  
North Central States

If you are a manufacturer of an automatic merchandising machine that has outstanding qualifications, both mechanically and from a sales standpoint, and that requires the distributing services of a well financed, responsible and highly qualified distributing organization, please give us full details in your first letter. (Our firm name is not being listed in an effort to eliminate salesmen calling on our busy organization and upsetting our regular routine). If your product is what we require we will immediately contact you, regardless of where you are located in the nation. Please write to:

**Box No. 72**

c/o THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

## Southern Automatic Music Company's New Quarters Most Outstanding



LOUISVILLE, KY. — When Leo Weinberger moved his home office of the Southern Automatic Music Company over to its new quarters in April it was acknowledged that the new building was not only one of the largest distributing quarters in the country, but that every convenience for the operator was included.

The showroom floors can display about two hundred machines at one time, and warehousing space in the same building holds several hundreds more. Large modernized offices, repair and parts departments are tops in the industry, and the entire building is air conditioned.

One of the most important adjuncts of the firm is the large parking facilities for the operators. "This is a tremendous convenience to operators" states Leo, "as our lot can take care of about forty cars or trucks. This makes it possible for operators to make daily visits to our offices."

Southern also serves the operators with offices in Lexington, Ky.; Cincinnati, O.; Fort Wayne, Ind.; and Indianapolis, Ind.

Pictured above: Top—Front and side views of Southern's new Louisville office. Bottom—The enormous space available for parking.

### Congratulations

to

**THE CASH BOX**

on its

*Ninth Anniversary*

★

**Bismarck Hotel**

Chicago, Ill.

### Congratulations

to the most progressive, outspoken publication in the coin machine industry. May your success continue indefinitely.

**MITCHELL NOVELTY COMPANY**

3506 W. Mitchell Street

Milwaukee, Wisc.

## DISTRIBUTORS

WANTED

"EVERY LOCATION IS A BUYER"

EXCLUSIVE TERRITORIES

Tested and Proven To Be the  
Greatest Trade Promotion in 1951



**SPIN-O** IS AN ESTABLISHED  
MERCHANDISE STIMULANT!

**SPIN-O** IS PLAYED BY CUSTOMERS  
FREE OF CHARGE!

**\$39.50** 1/3 WITH ORDER,  
Retail BAL. C.O.D.

**SPIN-O**

IT'S ELECTRIC  
AND  
IT'S AUTOMATIC

**SPIN-O, INC.**  
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## TALK ABOUT AN ANNIVERSARY CLEAN-UP SPECIAL

Keeney's

**"LITE - A - LINE"**

Write — Wire — Phone Us Immediately!

**CONSOLE DISTRIBUTING CO., INC.**

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*Congratulations*  
*on your*  
*Ninth Anniversary*  
*from*  
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*of*

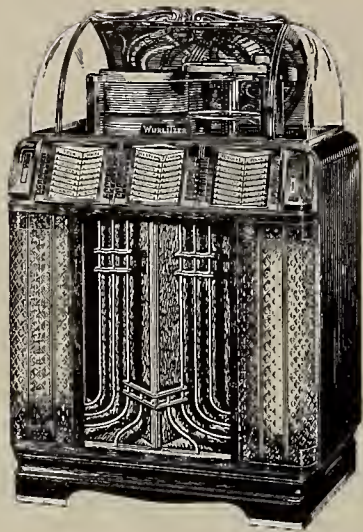


**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

# WE WANT YOU TO MAKE A BUCK

★ *We want you to make a buck!* We're kind of selfish about that. Simply because we know that—if you make a buck—we, too, will make a buck—and—we'll both roll along happily—enjoying our business association the way that we should.

That's WHY we feature WURLITZER 1400 and 1450—and—want you to BUY Wurlitzer all the time—every-time—because the deal we have for you will MAKE YOU A REAL BUCK ALL-WAYS.



C'mon in, if you're in our territory, and CHECK OUR STATEMENTS HERE!!

WE WANT YOU TO MAKE A BUCK with . . .

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(All Phones: UNiversity 4-0773)

## BUY FROM A RELIABLE DISTRIBUTOR: ONE-BALLS

*(Thoroughly cleaned, checked, ready to operate)*

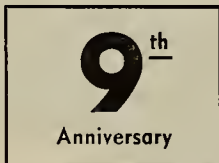
Bally TURF KING, FP	\$285.00
Bally CHAMPION, FP	\$132.50
Bally CITATION, FP	\$ 84.50
Bally JOCKEY SPECIAL, FP	\$ 49.50
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## BEST WISHES TO THE CASH BOX

for the fine job they have done



in behalf of the entire industry!

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### F. A. B. DISTRIBUTING COMPANY, INC.

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WURLITZER — UNITED — WILLIAMS — UNIVERSAL  
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Atlanta, Ga. • New Orleans, La. • Columbia, S. C.

## 208 Slots Seized - 15 Arrested

WASHINGTON, D. C.—J. Edgar Hoover, director of the Federal Bureau of Investigation, called on local law enforcement authorities and "all public-spirited citizens" to report violations of the new law banning interstate shipment of slot machines. He said in a statement that so far

208 slot machines had been seized and fifteen persons arrested on charges of moving the machines across state lines. It was stated that the F.B.I.'s biggest haul was the seizure of 199 slot machines allegedly shipped from Texas to De Quincy, La.

## Congratulations And Best Wishes

to

**THE CASH BOX**  
On Its Ninth Anniversary  
**KEEP UP THE GOOD WORK**

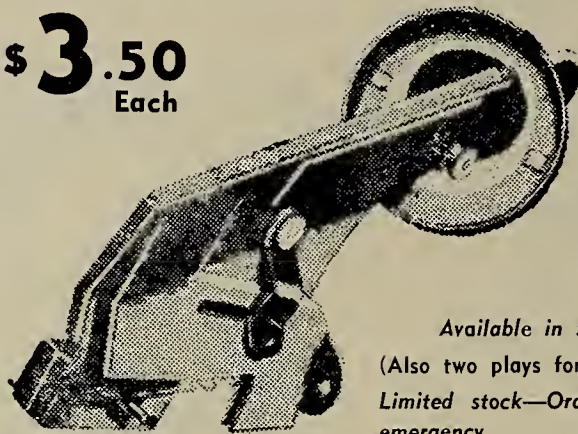
**UNITED INC.**  
4227 West Vliet Street  
Milwaukee, Wisconsin

Exclusive Wurlitzer Factory Distributors  
for the State of Wisconsin and Upper Michigan

End Your Coin Chute Worries With

## HEATH'S DROP CHUTE AND SWITCH

\$3.50  
Each



No more service calls from switch trouble.

Replaces Drop Chute on any game.

Trouble free, easy to install, used by most manufacturers.

Available in 5c-10c or 25c play.

(Also two plays for a Dime Model—Write.)

Limited stock—Order now for duration of emergency.

HEATH DISTRIBUTING COMPANY

243 THIRD AVENUE  
MACON, GEORGIA

## Congratulations on your 9th Anniversary

Perhaps it may seem strange to some to see an individual operator in a large city extend his congratulations to a national publication, but, it is our belief that your magazine has done more to benefit this industry than anything else in the field.

We want to sincerely congratulate you and hope that you will always be able to celebrate anniversaries for you are absolutely invaluable to all engaged in the automatic music industry.

Phil Weisman

### PHILLIPS MUSIC COMPANY

2009 WEST FULTON STREET, CHICAGO 12, ILLINOIS



## CHICAGO CHATTER

Appeals for relief to NPA under way by some mfrs. here who have discovered that, tho they can get metals, and have inventory on hand, they cannot use metals they can obtain, or the inventory they have on hand, to build anything beyond quota already outlined. With the CMP in effect, some mfrs. predict that they will either have to get plenty defense work, or close shop. Like one mfr reported this past week, "How're we gonna exist on 500 games per month?" . . . Another scoop for this column. The prediction that John Bilotta and Angelo Delaport would get together into Rex-Bilotta Corp., Syracuse, N. Y. They continue with Roger Shepard and Ray Daggett. . . . Dan Palaggi, Bob Gnarrow and other leaders in the juke box ops' assn here, insisted on an outstanding ad for this publication. . . . Sam Hastings of Milwaukee has been doing very great with premiums. Is even more interested in getting dime play started in his own bailiwick.

Hear that George A. Miller, prexy of MOA, is sick. . . . Talk about lucky guys. Plenty searching hard for apartment around this town. Gil Kitt, tho, outlucked them all. Obtained 11 room penthouse with 4 baths on Lake Shore Drive (Park Ave. of Chicago). . . . Same distribs are back bootlegging all over again. And selling for \$5 above. . . . Like Vince Shay says, "The heel of the rye bread and a good end hunk of salami is still good eatin'." . . . Oscar (Schvitzbood) Schu'tz asking about us. After we've been asking about him. For months and months. . . . We bow to Herb Oettinger of United whose "gin" performance this past Satty at the factory stymied us in jig time. Fr'm now on he'll hafta give us 25 points per 100 point game before we again play him. . . . Barnet (Shugy) Sugerman of New York and Newark, N. J., in town, after a vacation, to visit Bally. . . . R. F. Jones flies in from 'Frisco to see what's what in our town. . . . Jackie Rosenfeld of St. Loo also around our hot, humid and rainy streets this past week. . . . Herman Paster of St. Paul here, too. . . . Tests going on in factories here with substitute materials. Mfrs. hope these will prove successful.

Sam Tridico and Bob Buckley of Console Distribs, Noo Awleans, advise that Keeney's "Lite-A-Line" proving out great. . . . Harry Binnie and Ralph Nicholson talking to us via long distance phone. Advise that "business is good. Of course it could be better," they state. But, ain't that something that everyone says—"it could be better"? . . . Lyn Durant, Bill DeSelm, Herb Oettinger and Ray Riehl, surround us at United. To show us the first straight dime play game they've built, "3-4-5." Also show us orders that will make anyone's eyes pop. This new one, in addition to United's new "Six Player Shuffle Alley," also popped this past week. . . . John Bilotta and Angelo De'aport of Syracuse and Newark, N. Y., phone to advise hottest game they have is Williams' "Hayburners." "It's great," says Johnny. . . . Love those steaks Gus cooked this past Satty. . . . Frank Mencuri of Exhibit drives 800 miles over this past weekend down to southern Ill. to visit with some traveling shows. Then drives back in the downpour to this town. Which almost k-nocks him out. Frank was awfully tired Monday.

Archie LaBeau phones from St. Paul to advise that his firm has some very great buys in used equip't. Lots of great ciggy vendors in the lot. His sales manager has the best sales manager name: Ray Sellman. He's on vacation right now. So Archie is selling 'em off. . . . Pete Geritz advises, in letter from Denver, that Wolf Roberts very ill. And in hospital. Here's hoping for Wolf's speedy recovery. . . . Carl Angott entertained Ed Wurgler in his home town of Detroit. But, Carl, can recall when Ed used to visit Detroit very regularly. That was definitely not Ed's first trip. . . . Irv Weiler of Kansas City in town. Visiting with Sam Stern of Williams. Tells Sam how great "Hayburners" is. Sam heard that every day and nite, of the days and nites, he spent in Philly. . . . Si Redd had himself a time here not so long back. Kidded the boy in the men's room at the Chez Paree. Claimed they were both from the very same town in Mississippi. What Si doesn't know is that this boy has been checking on him ever since. (Better stay in Boston, Si.)

Happy Birthday to: Bill Rabkin of International Mutoscope (Mon., July 16). . . . Some of the best bargains in the midwest over at Hymie Zorinsky's H. Z. Vend. & Sales Co., Omaha. . . . Mac Brier of Coven Distrib. has developed a terrific memory for faces and names. Hadn't seen an op in two years. When op walked into the place not only called him by name, but, told him when, where and how. . . . Milt Wiczer of Wico expecting to become a Daddy for the second time in Sept. . . . Alvin Gottlieb on vacation at Eagle River, Wis. . . . Herb Perkins of Purveyor just back from a trip to NYC. . . . Mike Spagnola talking things over with Phil Weisman. . . . Tony and Tillie Galgano on a two week vacation from Used Record Exchange. Certainly deserve it. . . . Ed Wurgler of Wurlitzer phones to advise he's over the flu. Also that he hasn't smoked in over three weeks.

Raymond Williams of Dallas on a vacation auto trip up into the northwest part of the U. S. With Mrs. Williams and his son. And his son's playmate. Destination: Portland, Ore. . . . Art Sauve of Detroit doing very good selling TV sets. . . . Bill Miller, Grand Rapids, Mich., one of the better distribs. Gets out on the road and does his own selling. Maybe that's why he's selling so much? . . . Joe Abraham of Lake City Amuse., Cleveland, is doing one grand job with used equip't. Because Joe handles his own selling these days. Harry Jacobs, Jr., of Milwaukee advises that he was on the road (combining his vacation with selling) and visited the Upper Michigan area of the firm where, "We did one grand sales job," as Harry reports. "Business?" asks Harry, "Hell, business is good." . . . Mike Hammergren still up in Minnesota fishing. But, from what we hear, will be back in coinbiz very soon with a deal that will meet mucho approval. . . . Frankie Harmon of the Shangri-La has a very fine four-way hot drink dispenser. Already has offers for national distribution which would amaze many guys in the coinbiz.

Jack Nelson a busy sales mgr. this past week. Trying to tell visitors why they simply can't get more "Bally Bright Lights." As well as trying to fill the many, many orders the firm already have on hand. Bally is backlogged on "Bright Lights." Also has just received a defense work contract which ain't hay, to say the least. . . . Remember: "There's Nothing A Hit Game Won't Cure." . . . In conclusion, we want to most sincerely thank everyone of the coinmen who came in to wish us so much good for our 9th Anniversary.

## WHAT ABOUT YOUR BUSINESS THIS SUMMER?



Exhibit has the answer for you. A most glowing, golden opportunity for every progressive operator in the nation. The sensational, new "EXHIBIT WESTERN KIDDIE CORRALS". It's merchandising at its finest. "EXHIBIT WESTERN KIDDIE CORRALS" help sell western kiddie merchandise. The kiddies' idols, "Hopalong" Cassidy, Gene Autry, Roy Rogers, all in one spot. Whether you want to feature an "EXHIBIT WESTERN KIDDIE CORRAL" in DEPARTMENT STORES, SUPER MARKETS, KIDDIE PARKS, FIVE & DIME STORES, OR YOUR OWN SPOT on the busiest thoroughfare in your city, you will be merchandising yourself into a shower of golden profits the like of which you have never before enjoyed. "EXHIBIT'S WESTERN KIDDIE COR-

RALS" feature EXHIBIT'S DALE SIX SHOOTERS, EXHIBIT'S FAMOUS CARD VENDORS WITH THE COWBOY CARDS THE KIDS ARE WILD ABOUT, EXHIBIT'S BIG BRONCO, EXHIBIT'S PONY EXPRESS, EXHIBIT'S SENSATIONAL GUN PATROL. Everyone of these machines ties right in with what the kiddies are clamoring for all over the country. This summer show yourself real profits with an "EXHIBIT WESTERN KIDDIE CORRAL". It's new. It's just what the kiddies (young and old) want. It's the newest big business in the nation: "EXHIBIT'S WESTERN KIDDIE CORRAL". Write, wire, phone today for complete details! Call at the Exhibit factory and see an "EXHIBIT WESTERN KIDDIE CORRAL" on display.

## THE EXHIBIT SUPPLY COMPANY

4218-30 WEST LAKE STREET, CHICAGO, ILLINOIS

### CHICAGO COIN'S

Classic—\$125.00

Trophy— 135.00

Just Like New

ORDER QUICK!

### "HOME OF SIX FOOT GAMES"

UNIVERSAL TWIN, 6' ..... \$140.00

UNITED EXPRESS, 6' ..... 140.00

Can't be told from new.

Completely Reconditioned and Refinished by Illinois Refinishers

UNIVERSAL SUPER TWIN BOWLER \$125.00

Exclusive Illinois Distributors

FOR EDELCO NEW WOOD BALL TWIN STAR BOWLER 10' AND 12'

**ALLIED COIN MACHINE CO.**  
786 MILWAUKEE AVE. • CA nal 6-0293 • CHICAGO 22

### Congratulations—Bill Gersh

on the 9th Anniversary of THE CASH BOX

from

Michigan's largest and most progressive distributors of coin operated amusement and vending machines.

We Are Exclusive Distributors in MICHIGAN for

**AMI ★ WILLIAMS ★ KEENEY ★ GENCO**

WE CAN SUPPLY YOU WITH ANYTHING COIN OPERATED

WIRE — WRITE — PHONE

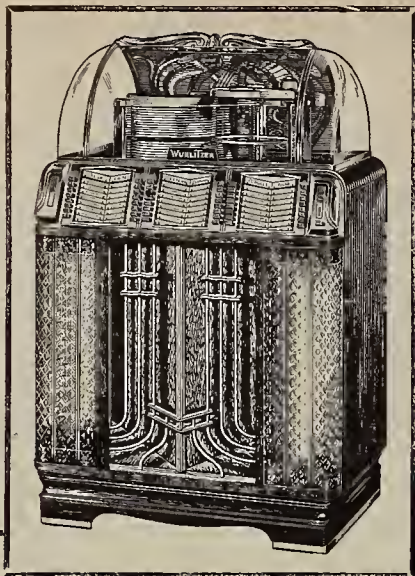
**MILLER-NEWMARK DISTRIBUTING CO.**

42 Fairbanks NW  
GRAND RAPIDS 2, MICH.  
(Phone: 9-8632)

5743 Grand River Ave.  
DETROIT 8, MICHIGAN  
(Phone: TYler 8-2230)

## TRADE-IN TIME IS HERE

This is the time to re-  
vive your entire music  
route. Get rid of your  
old equipment. Trade-  
In Time is HERE.



## PHONE! WIRE! CALL

on us today and get  
yourself the finest deal  
you've ever yet had.  
This is the time to  
**WAKE UP YOUR EN-  
TIRE BUSINESS.** Call  
around TODAY.

## Congratulations . . .

We pause in the midst of one of our busiest weeks to take time off to congratulate all of you of "The Cash Box" for the great work you have done for this industry for the past nine years. May this be but the beginning of even greater years of achievement for "The Cash Box."

## COMMERCIAL MUSIC COMPANY, INC.

1501 Dragon Street, Dallas, Texas  
901 East Houston Street, San Antonio, Texas

**EXCLUSIVE FACTORY DISTRIBUTORS FOR**  
**THE RUDOLPH WURLITZER COMPANY**  
**UNITED MANUFACTURING COMPANY**  
**UNIVERSAL INDUSTRIES, INC.**  
**WILLIAMS MANUFACTURING COMPANY**

## Congratulations

. . . on your 9th Anniversary and may you  
continue to publish the one and only maga-  
zine that really helps every coin machine  
man everywhere in the world.

*This is the very first advertisement of  
our new corporation. . . .*

## REX-BILOTTA CORP.

821 S. SALINA STREET, SYRACUSE, N. Y.

— ANGELO DELAPORT — JOHN BILOTTA —  
— ROGER SHEPARD — RAY F. DAGGETT —

*Our officers, directors and  
members wish THE CASH BOX  
future prosperity and  
continued success.*

## AUTOMATIC MUSIC OPERATORS ASSN.

250 WEST 57th STREET, NEW YORK, N. Y.

Albert S. Denver, President



## EASTERN FLASHES

It was steaming hot in the big city this week, but no one was complaining. The Shriners, 100,000 strong, took over for their annual convention, and equipment in centrally located taverns and restaurants got quite a play. If anything, beach and resort areas got a bigger play than at any time this year—the sunshiny weather and vacation activity bringing more people to these spots. Wholesale activity also reported going along at an even keel, not too good, but also, not bad at all.

Ed Wurgler, general sales manager for Wurlitzer and A. D. Palmer, ad manager for the same company, in the big city for a fast visit, and seen at Toots Shors in conversation with actress Binnie Barnes, actor John Carradine, and columnist Jack O'Brien. Another big promotion in the offing? . . . Another Wurlitzer man, C. B. Brady of Brady Distributing Company, who handles the Wurlitzer phono from his Charlotte, North Carolina, offices, in town with his missus, but misses Wurgler and Palmer by one day. Brady came in for the Shriner's Convention. While here he visited with Joe Young, Young Distributing, Wurlitzer distributors here. . . . Joe Young very happy about the manner in which Jack Wynn, Harlem operator has kept reordering—In the period of a very few weeks, Wynn has bought his 20th Wurlitzer model 1400. . . . Humbert Betti, Union City, N. J., away for a three week vacation, and like the intelligent person he is, flies down to Miami Beach, Fla. It's really wonderful down there during the summer. . . . Seated at one table, sipping cool drinks, and "shooting the breeze" were Joe Kochansky, Brooklyn op; Dave Lowy; Jack Semel; Irv Lavender, Brooklyn op; Al Simon; and Abe Rechschafter of Hartford, Conn. . . . Abe Rechschafter, who spent three weeks at Saratoga, N. Y., taking in the harness racing, and the past week at the Narragansett race track and in New York, reports he got "cooled off" plenty at the tracks. Abe tells a very interesting story about his return trip from Narragansett to Hartford, winding up the tale with "Now, I've seen everything!"

Joe Hirsch, business manager for the Automatic Amusement Machine Operators Assn. of Greater New York, who was stricken last week with a heart attack, underwent an operation on Tuesday. A blood clot was removed from his right eye, and we understand he will lose the sight of this eye. However, reports are that Joe is improving. . . . Louis Zinkov bought out the distributing business conducted by the late Morris Hankin, and will continue under the name of Capitol Automatic Vending Co., Atlanta, Ga. . . . The fun loving Dave Stern, Seacoast Distributors, Inc., Elizabeth, N. J., spent the week in New York, sporting a red fuzzy cone shaped hat. Dave is a member of the Shriners and joined in with the other 100,000. Bob Slifer, who remained at the office, reports that they've sold every Rock-Ola "Rocket 51-50" they've received, and have a number of back orders. . . . Barney (Shugy) Sugerman, Runyon Sales Company, returned on Thursday from his 10 day vacation and business trip to Minneapolis and Chicago. . . . Jackie Prigoff, head engineer of Runyon, finally handed out the cigars this week—it was a girl, named Barbara Susan, born on Monday at the Horace Harding Hospital. Jackie, in talking over the event with "Happy" Herbie Semel (a recent father himself) discovers that Semel's girl was born at the same hospital, and that they are neighbors, living only four houses away. . . . Sophie Selinger, Joe Young's secretary, will take her vacation July 16.

Mike Munves concentrating on export orders now, just as rushed as he has been throughout the spring and early summer. (While we had heard it second hand last week, Mike now admits it—he's back on the cigarettes again. "But, I kept away for quite a spell, didn't I?" smiles Mike. . . . Abe Lipsky, sales manager for Young Distributing, commutes every day from Hopewell Junction, N. Y. (at Sylvan Lake), where he has his wife and two kids for the summer.

## DALLAS DOINGS

Dallas record distributors are busy with plans to journey north this weekend for the big Chicago NAMM Show. . . . Mr. and Mrs. Paul J. Glass from the Dallas branch of South Coast Amusement Company and Bud Dailey, Harold Dailey's son and right hand man, from South Coast's Houston office will leave Saturday by train. . . . The crew over at Gramophone, E. L. DeGolyer, Jr., and Bob Dunbar, will be on hand for the show. . . . At Mercury Mr. and Mrs. H. C. Townsley are going to the show via automobile. . . . The folks at King say they will leave the music show to Sid Nathan, et al. And speaking of King, Jack Grant, who has been traveling West Texas for King, lo these many years, has traded records for the wide open spaces. He, his wife and small son are going to Kentucky to oversee the operation of a giant stock farm. Good luck to you, Jack. He is replaced by John Schick, formerly of New York City. . . . Stan (The Record Man) Lewis of Shreveport, La., is the proud pappa of a bouncing baby boy—Leonard, by name—who weighs out at less than four and a half pounds.

John McGee of Buffalo was browsing around our fair but hot city this week. He can relax now that he has his help problems solved. He got a new mechanic for his many juke boxes. . . . George Prock of Prock Distributing Co. and his wife, and Harry Hooser of Fort Worth Amusement Co. and his wife are in Central America on a business and pleasure trip. They drove from Dallas to Mexico City then flew on to Central America. . . . Lester Godwin of Universal Distributing Co. has added to his income with a commercial printing place.

Wyatt Berry of Goldthwaite reports that business is looking up in his part of the country. The people are prosperous now that the cattle are getting fat and ready to go to market.

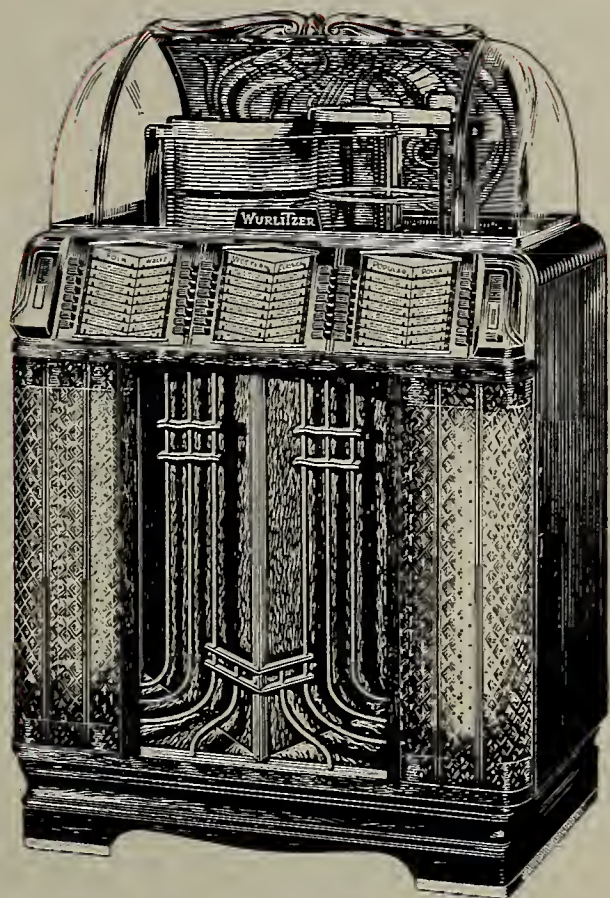
In addition to his juke box route, L. A. Smiley of Bogata has a tomato farm. He has just harvested a bumper crop. . . . J. L. Eaton of Henderson says the coin machine business is good but the oil business is better. You might have something there, J. L. . . . From Salt Lake City, Raymond Williams of Commercial Music writes, "Having wonderful time, wish you were here." . . . The five player shuffle alleys are going like hot cakes for Jack Sprott of Central Novelty. . . . Looks like business is looking up for Jack Sprott of Central Music in Temple. He is adding new machines to his route. He also owns the local taxi company so he gets them going and coming. Bill Sheffield of Paducah went to Galveston on his vacation. His bald head is so sunburned that he can't wear a hat. Lucky he didn't go horse back riding.

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



# CONGRATULATIONS FROM WURLITZER to CASH BOX on its 9<sup>th</sup> Anniversary

For years Wurlitzer has brought you news of its successful achievements through Cash Box Pages . . .



. . . the latest and greatest of these achievements are the 48-Selection, All-Speed Wurlitzer Models 1400 and 1450.

## FROM EVERY ANGLE, THE BEST BUY IN THE PHONOGRAPH BUSINESS

SEE THE NEAREST ONE OF THESE WURLITZER DISTRIBUTORS  
FOR THE FINEST PHONOGRAPH DEAL OF THE YEAR

Active Amusement Machines Co.  
666 N. BROAD ST., PHILADELPHIA 30, PA.

Alfred Sales, Inc.  
881 MAIN STREET, BUFFALO 3, NEW YORK

Angott Distributing Co., Inc.  
2616 PURITAN AVE., DETROIT, MICHIGAN

Bilotta Distributing Co.  
224 N. MAIN ST., NEWARK, NEW YORK

Bilotta Distributing Corp.  
98 FULLER ROAD, ALBANY 5, NEW YORK

Brady Distributing Company  
522 E. TRADE ST., CHARLOTTE 2, N. C.

Brandt Distributing Co., Inc.  
1809-11 OLIVE ST., ST. LOUIS 3, MISSOURI

Brandt Distributing Co. of Iowa  
764 NINTH ST., DES MOINES 14, IOWA

Bush Distributing Company  
286 N. W. 29th STREET, MIAMI, FLORIDA

Bush Distributing Company  
60 RIVERSIDE AVE., JACKSONVILLE, FLA.

Cain-Caillouette, Inc.  
1500 BROADWAY, NASHVILLE 3, TENN.

Cain-Caillouette, Inc. of Indiana  
409 N. NOBLE ST., INDIANAPOLIS 4, IND.

Cain-Caillouette, Inc. of Kentucky  
122-24 S. SEVENTH ST., LOUISVILLE, KY.

Central Music Distributing Co.,  
Inc.  
1523-25 GRAND AVE., KANSAS CITY 8, MO.

Central Music Distributing Co.,  
Inc.  
2562-64 HARNEY ST., OMAHA 2, NEBR.

Commercial Music Co., Inc.  
1501 DRAGON STREET, DALLAS, TEXAS

Commercial Music Co., Inc.  
901 E. HOUSTON ST., SAN ANTONIO, TEX.

Coven Distributing Co., Inc.  
3181 N. ELSTON AVE., CHICAGO 18, ILL.

Cruze Distributing Co., Inc.  
105 VIRGINIA ST., W., CHARLESTON, W. VA.

Culp Distributing Co.  
1004 N. WALNUT ST., OKLA. CITY, OKLA.

Culp Distributing Co.  
1405 E. FIRST ST., TULSA, OKLAHOMA

Draco Sales Company  
2005 W. ALAMEDA, DENVER 9, COLO.

Emarcy Distributing Co.  
348 SIXTH ST., SAN FRANCISCO 3, CAL.

F.A.B. Distributing Co., Inc.  
1019 BARONNE ST., NEW ORLEANS 13, LA.

F.A.B. Distributing Co., Inc.  
911 GERVAIS ST., COLUMBIA 4, S. C.

F.A.B. Distributing Co., Inc.  
304 IVY ST., N. E., ATLANTA 3, GEORGIA

Hart Distributing Co.  
906 ELLIOTT AVE., W., SEATTLE 99, WASH.

Knudsen Music Company, Inc.  
201 E. 2nd SOUTH, SALT LAKE CITY, UTAH

Paul A. Laymon, Inc.  
1429 W. PICO BLVD., LOS ANGELES 15, CAL.

Lieberman Music Company  
257 PLYMOUTH AVE., NORTH  
MINNEAPOLIS 11, MINNESOTA

Maestro Music, Inc.  
121 E. BROADWAY, TUCSON, ARIZONA

Music Distributing Co.  
2001 FIFTH AVE., PITTSBURGH 19, PA.

Northern Music, Inc.  
8307 EUCLID AVE., CLEVELAND 3, OHIO

Northern Music, Inc.  
327 E. LONG ST., COLUMBUS, OHIO

O'Connor Distributors, Inc.  
2320 W. MAIN ST., RICHMOND, VIRGINIA

Redd Distributing Company  
298 LINCOLN ST., ALLSTON 34, MASS.

Redd Distributing Company  
811 UNION ST., W. SPRINGFIELD, MASS.

Steele Distributing Company  
3300 LOUISIANA ST., HOUSTON, TEXAS

Sterling Service  
ROCKY GLEN PARK, MOOSIC, PA.

T & L Distributing Co.  
1321-23 CENTRAL PKY., CINCINNATI 14, O.

United, Inc.  
4227 W. VLIET ST., MILWAUKEE 8, WISC.

Williams Distributing Co., Inc.  
1117 UNION AVE., MEMPHIS 3, TENN.

The Winters Distributing Co.  
1713-15 HARFORD AVE., BALTIMORE 13, MD.

Young Distributing, Inc.  
599 TENTH AVE., NEW YORK 18, N. Y.

**They Represent**

**THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, N. Y.**

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

# WANTED

BY ONE OF CHICAGO'S  
MAJOR MANUFACTURERS

... ideas, inventions or completed working models of all types of new coin operated machines. Your product, idea or invention, if it meets approval, will be given complete and immediate attention. You will be contacted directly after receipt of your first letter. You can write in full confidence. You are assured complete protection.

Give Full Details to . . .

Box No. 150

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

Let Us Arrange a  
FREE DEMONSTRATION

of the Keeney Deluxe Electric

CIGARETTE VENDOR

★ For MORE THAN 3 YEARS operators have made much more money with service costs at an all-time low. Features: ● 432 pack capacity ★ Easy loading with swing-up top ● 3-way match vending ● Alternate front and rear column vending ★ Quick price changes ● Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St.  
Chicago 32, Ill.



**We Wish You . . . THE BEST OF LUCK ON YOUR 9th ANNIVERSARY AND WE HOPE THAT YOU WILL CONTINUE TO PUBLISH The Cash Box FOR MANY, MANY YEARS TO COME.**

**WOLF DISTRIBUTING COMPANY**

2854 CHAMPA ST., DENVER, COLORADO

EXCLUSIVE FACTORY DISTRIBUTORS FOR: AMI, Inc.

BOWL-O-MATIC . . . UNITED MFG. CO. . . .

EXHIBIT SUPPLY CO. . . CHICAGO COIN . . . WILCOX-GAY



## CALIFORNIA CLIPPINGS

Good for at least one more lead on dime play, what with most of the summer resort locations opening the season with same, minus any fuss and bother, and from all reports the vacationers haven't had to dig too deep down into their jeans for the extra nickel. . . Note that such TV shows as Peter Potter's "Juke Box Jury" and most of the radio d-j's have swung over to "putting a dime in the juke box" whenever referring to it. . . Music generally is picking up, not only in collections, but in phonograph sales, with reports of increased tempo at the till coming from Paul Laymon on the Wurlitzer, Nick Carter on the AMI and Bud Parr, on the Rock-ola. . . Over at Paul Laymon's, there's a terrific new blonde giving Lucille Laymon a run for it, and Paul's Missus isn't even jealous, maybe on account of the blonde is a Wurlitzer, a beaut indeed, but still a machine. Paul has one of the 1400s in the Egyptian theater lobby on Hollywood Blvd. for use in conjunction with MGM's hit tunes from the "Showboat" film. There's also plenty of action at Laymon's on Chicago Coin's new "Horseshoe" rebound shuffle, complete to ringers and all the trimmings of the sport. . . Due back from his vacation trip was Charlie Daniels but the week brought bad news to Karel Johnson, shop foreman who was all set to take his vacation with a brother from Springfield, Utah, when word reached here that the brother had passed away.

Genco's "Shuffle Target" is going strong over at General Music, headman Bud Parr tells us. The game has won a warm reception from ops all over the Southern California territory being served by the Parr firm. . . Just back to Automatic Games from a Las Vegas trip, which resulted in moving a load of merchandise, was George Warner, who's spending a good deal of his time these days on other activity outside of the coin business. With things on the quiet side for Automatic, Dannie Jackson is also devoting much of his time to other interests. . . Joe Peskin was in Chicago once again, braving the summer heat, but for an important occasion. It's the marriage of his son that had Joe, son-in-law Paul Silverman and their wives make the trip. Keeping cool at the Pico office with an electric fan blowing her raven locks was Dolores while Phyllis did the best she could close to a hot steel smelter at the boys' Sierra Steel plant in Gardena. . . Back from their vacation to Illinois and Wisconsin were Hank and Louise Schmitt of Badger Sales, where Williams' new "Hayburner" game holds the center of sales floor interest at present.

Bill Marmer had a fast one out here to visit partner Jack Simon at Sicking's before being called back on urgent business to home base in Cincinnati. . . Back from his vacation, and ready for another, was Jack Ryan. . . Vacationers along Coin Row included Wesley Knudsen, Wurlitzer distrib from Provo, Utah, who dropped in to compare notes with the Laymons. . . Off on a fishing trip was Lorn Freeman of Fresno's Freeman Novelty Co., while Pete Shupp of Southgate was off with both rod and gun. . . Spending their spare time in trying to nose one another out for speedboat racing honors all summer were partners Andy Anderson and Arley Armstrong of Fresno's Service Amusement Co. . . On the Row: Thomsen Bros. of Delano. . . Santa Monica's E. C. Miller. . . Jack Harris from Phoenix. . . Jack Rowe and his Dad from Tucson. . . Covina's Bill Bradley. . . Clyde Denlinger of Balboa. . . Bill and Joe Molezzo of Porterville. . . Big Bear's Jack Gilbert. . . N. P. Craver from San Diego. . . El Monte's Tommy Workman. . . William Black and Jack Sickley of Bakersfield. . . Montebello's Frank Lamb. . . Saying hello to his many old friends along the Row was vet operator George of L. A.

## MINNEAPOLIS, MINN.

Ray Benkowski of Cloquet was seen in and around town looking over the machines to see what was new in coin operated equipment. . . Also, in town to pick up additional equipment for their routes were Hugh and Esther Maye of Eau Claire, Wis. . . Merle Stoddard of Zumbrota, also made a quick trip into town to pick up some supplies for his route. . . Pete Vanderhyde was seen in town on his regular bi-monthly trip to the cities. Pete certainly keeps up with what is new in records and he makes sure that his locations have the best in music. . . T. J. Fischer of Waconia, took a little time off to come into town and he states that fishing is very good in Waconia. Incidentally, Ted lives right on the lake and all he has to do is throw his line out and catch a few fish. . . Walter Witt, a well known Minneapolis operator is still talking about that big bass that he caught a little over a week ago. I guess it will take the cold weather to stop his talking about that big one, that didn't get away.

Wes Riedel and his wife of Mora, were picking up supplies as was Don Smith of Sioux Falls, S. D. Herb Greenfeld of the Novelty Sales Company in Minneapolis has just returned from a two month stay in a hospital in Tacoma, Washington. Herb is feeling better now and is getting around and we are certainly glad to see him up and around. . . Arnold Brevik and wife of Watertown, S. D., were in town for a couple of days and while Mrs. Brevik was shopping Arnold was also shopping for coin operated equipment. . . Charlie Sersen of St. Cloud, is back in town after a fishing trip up in Canada and he reports that he has unusually good luck and a wonderful time. . . Ed and Millie Birkemeyer of Litchfield are busy rushing around picking up records and going back the same day. Millie says that her son, Jack, who is a Lieutenant in the Marines is due to report the 16th of July to Cherry Point. . . Morris Berger and his charming daughter were in the Twin Cities. Morris helped his daughter enroll for the fall term at the University of Minnesota. . . Bob Proper, wife and daughter of Pine River, took a little time off to come into the city. . . Seen around town were Kenny Anderson of Austin, and Elgin McDaniel of Wadena.

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

*We Are Very Happy To Announce  
Our Appointment*

*As*

*Exclusive Distributors*

*For The Entire*

*Dominion Of Canada*

*For*

**Bally Manufacturing Company  
Como Manufacturing Corporation**

★ Como "Stadium" ★ Como "Hollycrane" ★

★ Bally "Bright Lights" ★ Bally "Baseball" ★

**NOW READY FOR IMMEDIATE DELIVERY**



**SIEGEL DISTRIBUTING CO., LTD.**

853 NOTRE DAME ST., W.  
MONTREAL, QUE., CANADA



477 YONGE STREET  
TORONTO, ONT., CANADA



40 POWELL ST.  
VANCOUVER, B. C., CANADA





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 (52 CONSECUTIVE WEEKS) ACTUAL COST WOULD BE \$3.20 PER WEEK OR \$166.40 FOR THE ENTIRE YEAR OF 52 WEEKS . . . PLUS . . .

2 A FULL YEAR'S SUBSCRIPTION THAT BRINGS YOU "THE CASH BOX" EACH WEEK FOR 52 CONSECUTIVE WEEKS, REGULAR PRICE OF SUBSCRIPTION IS \$15.00 WHICH ADDS UP TO THE GRAND TOTAL OF . . .

3 \$181.40 . . . ALL THIS FOR ONLY \$48 . . . OR 92c PER WEEK FOR YOUR 40 WORD CLASSIFIED AD PLUS YOUR WEEKLY COPY OF "THE CASH BOX" . . .

4 IF YOU ALREADY HAVE A \$15 SUBSCRIPTION TO "THE CASH BOX" YOU WILL BE GIVEN FULL CREDIT FOR THE REMAINDER OF YOUR SUBSCRIPTION. THIS WILL BE DEDUCTED FROM THE \$48 AND YOU WILL BE BILLED FOR THE DIFFERENCE ONLY.

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. DISTRIBUTOR I AM AN OPERATOR MANUFACTURER JOBBER City Address Firm Name State

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—Fighting Irish \$185; 4 Horsemen \$185; Sharp Shooter \$125; Select-A-Card \$150; Telegard \$125; College Daze \$125; Sweet-heart \$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—Bally Speed Bowlers, United Shuffle Express, like new \$49; Bally Shuffle Champs \$69; United Shuffle Alleys, ABC Bowlers, Genco Bowling Leagues and Bow-lettes \$27 ea.—4 for \$100; Genco Advance Rolls \$19; Hy-Rolls \$25; Bally Double-Up \$150 (used 2 months); Bally Draw Bell \$100—both for \$200; Jennings Challenger S-25 \$189. Small crating charge on bowlers. BINGHAMTON AMUSEMENT CO., INC., 221 MAIN ST., BINGHAMTON, N. Y. Tel.: 7-1971.

FOR SALE—Wurlitzer 1100's \$279.50; Wurlitzer 1015's \$199.50; Seeburg Hideaways 146 \$169.50; Bar Boxes of all types, from \$3; Dale Gun, late model \$74.50; Universal Twin \$139.50; Keeney Double Bowler \$169.50. We have a huge line and variety of Nationally Known Premiums, 5% discount (cash). Write us for your needs. Guaranteed Customer Satisfaction. DAN SAVAGE NOVELTY CO., 940 ELM ST., BELOIT, WIS. Tel.: College 2599-W.

FOR SALE—Attention Texas Operators! Will swap Shuffle bowlers, all types, arcade equipment, or new cigarette machines for: Turf Kings, Winners, Champions, Photo Finishes and Citations. Contact Jack Gorelick or Ed Randolph, J. ROSENFELD CO., 3220 OLIVE ST., ST. LOUIS 3, MO. Tel.: OLive 2800.

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

THIS WEEK'S USED MACHINE QUOTATIONS

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



PHONOGRAPHS

Table with columns for WURLITZER and SEEBURG models and their respective prices. Models listed include Plaza, Royale, Regal, Gem, Classic, Maestro, Mayfair, Melody King, Crown, Colonel, Concert Master, Cadet, Major, Envoy, Vogue, Casino, Commander, Hi Tone, and various Wall Boxes and adapters.

Table of Wallomatic and Baromatic models with prices. Includes items like '6. 5, 10, 25c Wallomatic 3 Wire' and '6. 5, 10, 25c Baromatic Wireless'.

ROCK-OLA

Table of Rock-Ola models including '6. Imperial 20', '6. Imperial 16', '6. Windsor', etc., with prices.

PACKARD

Table of Packard models including '2\* Pla Mor Wall & Bar Box', '4. Manhattan', '4. Model 7 Phono', etc.

MILLS

Table of Mills models including '6. Do Ri Mi', '1. Panoram', '4. Throne of Music', etc.

AMI

Table of AMI models including '6. Hi-Boy (302)', '6. Singing Towers (201)', '6. Streamliner 5, 10, 25', etc.

BUCKLEY

Table of Buckley models including '4. Wall & Bar Box O. S.', '4. Wall Bar Box N.S.', etc.

AIREON

Table of Aireon models including '4. Super Deluxe (46)', '4. Blonde Bomber', '2. Fiesta', etc.

Large table listing various pinball game titles and their prices, including '4. Flamingo (Wm 7/47)', '4. Floating Power', '1. Flying Saucers', etc.

Large table continuing the list of pinball game titles and prices, including '1\* Rocket (Ge 5/50)', '4. Rockettes (Got 8/50)', '4. Rondevoos (Un 5/48)', etc.

CONFIDENTIAL PRICE LIST graphic with a line chart and the text 'PINBALL GAMES'.

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 of pinball game titles and prices, including '4. ABC Bowler', '4. Ali Baba (Got 6/48)', '1. Alice (Got 8/48)', etc.

Table of pinball game titles and prices, including '2. Canasta (Ge 7/50)', '4. Caribbean (Un 3/48)', '4. Carnival (B 48)', etc.

CONFIDENTIAL PRICE LIST



ROLL DOWNS

Table listing various roll down machines and their prices, including items like ABC Roll Down, Arrows, Auto Roll, Bermuda, Big City, Bing-A-Roll, Bonus Roll, Buccaneer, Champion Roll, Chicoin Roll Down, Genco Advance Roll, Genco Total Roll, Hawaii Roll Down, Hy-Roll, Melody, One World, Pro-Score, Singapore, Sportsman Roll, Super Score, Super Triangle, and Tally Roll.

CONFIDENTIAL PRICE LIST



SHUFFLES - REBOUNDS

Table listing various shuffle and rebound machines and their prices, including items like Bally Hook Bowler, Bally Shuffle Champ, Bally Shuffle-Bowler, Bally Speed Bowler, California Shuffle Pins, ChiCoin Bango, ChiCoin Beacon, ChiCoin Bowling Alley, ChiCoin Alley w/con, ChiCoin Ace Bowl, ChiCoin Bowl Classic, ChiCoin Rebound, ChiCoin Shuffle, Keeney Lucky Strike, Keeney Dbl. Bowler, Keeney League Bowl, Keeney Duck Pins, Rock-Ola Shuffle Jungle, Rock-Ola Shuffle-Lane, Un. Dbl. Shuffle, United Shuffle Alley, Un. Shuffle w conv., Un. Shuffle Alley Exp., Un. 2-play Express, Un. Sin. Rebound, Un. Twin Rebound, United Shuffle Skill, United Super-Shuffle, United Slugger, United Skee Alley, Un. 4-Player, Univ. Super Twin, Universal Twin Bowler, Williams DeLuxe Bowler, Williams Twin Shuffle, Williams Single Bowler, and Williams Bhl. Head.

CONFIDENTIAL PRICE LIST



ARCADE EQUIPMENT

Table listing various arcade equipment and their prices, including items like Allite Strikes 'N Spares, Boomerang, Bally Big Inning, Bally Bowler, Bally Convoy, Bally Defender, Bally Eagle Eye, Bally Heavy Hitter, Bally King Pin, Bally Lucky Strike, Bally Rapid Fire, Bally Sky Battle, Bally Torpedo, Bally Undersea Raider, Bank Ball, Bowling League, Buckley DeLuxe Dig, Buckley Treas Is Dig, Champion Hockey, ChiCoin Basketball, ChiCoin Goalee, Chicoin Hockey, Chi Midget Skee, ChiCoin Pistol, ChiCoin Roll-A-Score, Edelco Pool Table, Evans Bat-A-Score, Evans In The Barrel, Evans Super Bomber, Evans Play Ball, Evans Ten Strike '46, Evans Tommy Gun, Exhibit Dale Gun, Exhibit Rotary Mdr., Exhibit Silver Bullets, Exhibit Merchantman, Exhibit Roll Ch Digger, Exhibit Vitalizer, Genco Bank Roll, Genco Play Ball, Groetchen Met. Typer, Hoop-A-Roll, Jack Rabbit, and Keeney Air Raider.

# 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.**

Table listing AMI products and prices: Model "C" Phonograph (\$795.00), Model HS-SM Hideaway (\$575.00), 5c-10c Wall Box (40 Selections) (\$59.50), 5c Wall Box (40 Selections) (\$58.50), and Amivox Speaker (\$27.50).

**BALLY MANUFACTURING CO.**

Table listing Bally products and prices: Turf King (\$695.00), Bally Baseball (\$429.50), and Bright Lights (\$545.00).

**BUCKLEY MANUFACTURING CO.**

Table listing Buckley Wall & Bar Box (\$24.50).

**CHICAGO COIN MACHINE CO.**

Table listing Chicago Coin Machine products and prices: Band Box, Horse-Shoes, and Hit Parade Phonograph.

**COMO MFG. CORP.**

Table listing Como Mfg. Corp. products and prices: Stadium (\$285.50) and Hollycrane (\$795.00).

**H. C. EVANS & CO.**

Table listing H. C. Evans & Co. Constellation Phonograph.

**THE EXHIBIT SUPPLY CO.**

Table listing Exhibit Supply Co. products and prices: Big Bronco, Gun Patrol, Silent Sales Card Vendor, and Pony Express.

**GENCO MFG. & SALES CO.**

Table listing Genco Mfg. & Sales Co. Shuffle Target.

**D. GOTTLIEB & CO.**

Table listing D. Gottlieb & Co. Mermaid (\$294.50).

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

Table listing J. H. Keeney & Co. products and prices: Lite-A-Line, Big League Bowler, 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), and Divyend (\$69.50).

**ROCK-OLA MFG. CORP.**

Table listing Rock-Ola Mfg. Corp. products and prices: "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), and Model 1424 Playmaster (\$440.00). (All Prices F.O.B. Factory, Chicago)

**UNITED MANUFACTURING CO.**

Table listing United Manufacturing Co. products and prices: 6 Player Shuffle-Alley, A-B-C (\$525.00), and Five-Player Shuffle Alley (\$430.00).

**UNIVERSAL INDUSTRIES, INC.**

Table listing Universal Industries, Inc. products and prices: DeLuxe Twin Bowler (\$375.00) and 5 Star.

**WILLIAMS MANUFACTURING CO.**

Table listing Williams Manufacturing Co. Music Mite Phonograph and Hayburners.

**THE RUDOLPH WURLITZER CO.**

Table listing Rudolph Wurlitzer Co. products and prices: Model "1400" Phonograph, Model "1450" Phonograph, Model 4851 5c-10c-25c Wall Box (48 Selections), Model 5100 8" Speaker, and 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

# 6 Player Shuffle-Alley

Larger Group Play for Greater Earnings



## 1, 2, 3, 4, 5 or 6 Can Play!

10¢ PER GAME... EACH PLAYER

### FAST REBOUND ACTION

(ROLL-OVER SWITCH REBOUND)

## 20-30 Scoring

### DISAPPEARING PINS

### Easy to Service

SIZES

8 FT. BY 2 FT.

9 FT. BY 2 FT.



## UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

# Fastest 5-Ball Game in Years!

## Bally<sup>®</sup>

# 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.

### DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a neat 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.

### 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.

### 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