

THE CASH BOX

VOLUME 12, NUMBER 46

AUGUST 11, 1951



Reunited on records for the first time in nine years, Bob Eberly and Helen O'Connell are shown presenting their initial Capitol disk to Al Denver, president of the Automatic Music Operators' Association of New York. Cut at a special session a couple of weeks ago, the record is called "If You're Gonna Love Me, Love Me" backed with "The Little Things In Life". The singing pair, who rocked the music world with their sock renditions when they were vocalists with the Jimmy Dorsey crew, and who each signed Capitol contracts within the past few months, have had everyone waiting for them to get together again on wax.

Money in the Cash Box Proves that

THE **48** SELECTION

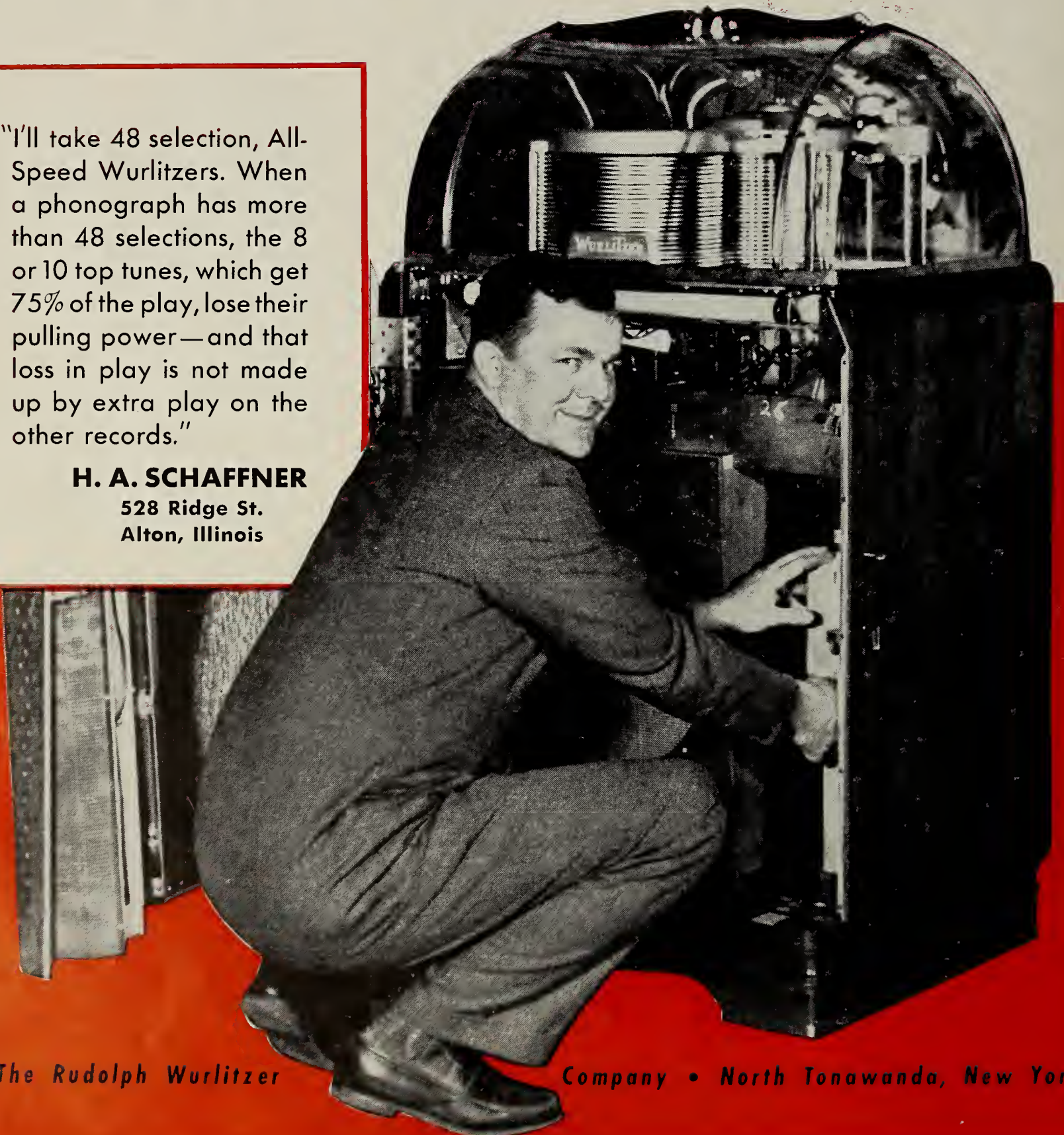
WURLITZER

—Pays Best

"I'll take 48 selection, All-Speed Wurlitzers. When a phonograph has more than 48 selections, the 8 or 10 top tunes, which get 75% of the play, lose their pulling power—and that loss in play is not made up by extra play on the other records."

H. A. SCHAFFNER

528 Ridge St.
Alton, Illinois



The Rudolph Wurlitzer

Company • North Tonawanda, New York

"You Can't Cut The Location Anymore"

One of the most definite statements operators have made and are making today is: "You can't cut the location anymore".

They mean that some time ago they were able to cut the commission-percentage they were paying location owners from 50-50%, to 60%-40% and some to 70%-30% and even down to 75%-25%. (In the old, old days when a location got 20% it was the grandest location in town).

Operators can no longer cut their commission-percentage basis in view of the fact that the average location is now down too low they claim.

What's more, they say, many locations have lost interest in the equipment and aren't any longer trying to boost play.

It is a well known fact in this industry, and has been a well known fact for many years: as long as the location is earning good profit (and therefore is interested in the coin operated equipment) the location owner will exploit that equipment, and promote the play, to an extent where both he and the operator profit.

Yet, when the operators found that their overhead expense was rising to a point where they simply could not continue in business on a profitable basis, they were actually forced to adopt measures which would cure this situation.

Since a great many were timid about jumping to dime play, they had to content themselves with arranging for a change in their old, old fashioned, 50%-50% commission-percentage basis, or else go out of business.

Many of them changed over to 60%-40%.

Then down further to 70%-30%. Since even this did not work, they went even lower—to 75%-25%. And then the location owner began to lose interest.

He was getting nothing. Or such a small share each week from the equipment in his place of business, it meant nothing to him.

At long last, the operator began to realize that the location just couldn't be cut anymore. Regardless of the fact that some of his distributors as well as a few manufacturers frowned upon dime play.

The same holds true should the Kefauver Bill (S.1553) or any other punitive tax measure come into being. Most ops believe that they can remove such taxation "off the top". This is completely and definitely not so. The location owner just won't stand for it. And if the op, himself, has to pay it, he just won't be able to continue on in business.

The answer, so far, has been higher coinage. More and more ops everywhere in the nation are adopting dime play.

As long as the location owner obtains some profit from the equipment in his place of business, and as long as the operator doesn't have to cut any further into the commission-percentage set-up, there is no doubt that both these men will continue to remain "business friends". And both will promote and exploit as well as profit from coin operated equipment.

The coinman who opposes operators charging more per play, must also consider whether the operators can obtain more commission than they are getting at present, from the machine's gross intake.

Discussions with such coinmen have re-

vealed they have no answer to this problem. Yet, like stubborn children, they stick to the statement: "The operator shouldn't charge more than a nickel."

The immediate answer is that (and it's just as silly) manufacturers and distributors shouldn't charge more than what they used to charge in 1934 (regardless of tremendously increased labor and materials costs) when nickel play came into being.

The price of equipment today is over 400% above what it was in 1934.

When these same people are asked whether the operator should try to get 75% of the gross intake, they answer: "Sure".

But, they don't stop to think that, perhaps, this will ruin the spot, and the location owner won't cooperate the way he used to when he was actually earning money from the equipment in his place of business.

There is only one answer to the problem today—more intake—to overcome the heavier overhead expense the operator is now enduring.

The operator is faced with the big problem. He cannot cut the location anymore than he already has. He cannot earn a profit even with the commission-percentage basis cut to 90%-10%. There is only one other answer. And that appears on the next page.

(If there's a more logical and a better answer [from those very people who oppose dime play] this publication would be most interested to hear from them in this regard and would, without hesitation, instantly publish the fact and how very, very low to their solution provided, of course, that it actually IS A SOLUTION TO THE OPERATOR'S PROBLEM.)

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THE CASH BOX covers the coin operated machines
industry, and all allied to this industry in any fashion
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THE CASH BOX IS RECOGNIZED by various asso-
ciations of coin machine operators throughout the
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"THE CONFIDENTIAL PRICE LISTS"

"The Confidential Price Lists" are the one and only
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Lists" are an exclusive, copyrighted feature of *The Cash
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cially used in the settlement of estates, for buying, sell-
ing and trading of all coin operated equipment, and are
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acclaimed by the coin operated machines industry. En-
tire business transactions and legal cases are based
upon the quotations appearing in "The Confidential
Price Lists".

Why Dimes?

There are still a great number of operators who don't believe that it is good business to charge a dime per play.

Each and everyone of these men, tho, will agree that inflation is rampant at the present time. They all have heard and read many statements in this regard.

They know that the big drive for controls in Washington is based on an effort to halt inflation from going any further than it already has.

But, each one of these men will continue to disregard the economics of their own businesses in the vain hope that somehow, from a magical somewhere, and for no reason whatsoever, something will happen which will, once again, bring so many, many coins into their machines that they will have to simply show a profit on nickel play.

Those factories who continue to battle for the nickel are only hurting themselves. As long as the operators continue with nickel play, they will not be able to buy new equipment.

They can, very truthfully, these nickel operators, continue to show constant loss.

So the factories that want nickel play must be prepared to shut down their plants for some certain number of months each year. Sell very, very few new machines. And pray along with the nickel operators that something so sensational will come along that there will be business for them as well as profits for the nickel operators.

When new phonos cost around \$300, perhaps it was sensible to charge only

a nickel per play. When 5c pinball games cost \$59.50, \$99.50 or even \$150.00, perhaps then the pinball operators could continue on a nickel and still show some profit. But, compare those pre-World War II prices with the prices of phonos and games today.

In short, there has been an increase that ranges anywhere from 200 per cent to over 400 per cent in all costs and overhead expense. And to continue on nickel play when everything else, along with the price of equipment, has jumped anywhere from 200 to 400 per cent, sounds somewhat silly.

Therefore, the change to 10c play was only logical. Perhaps, if there were an intermediate coin (as proposed by *The Cash Box* many years ago, in fact, the first publication of all types of publications and newspapers in the nation to make such a proposal) like a 7c coin or an 8c coin, then the dime might not now be necessary.

Yet, look what happens with sales taxes everywhere in the country. The average man or woman walks into a store where there is a 3% or 4% state tax on all purchases and, for the purchase of just a small 10c or 15c item, pays this heavy tax, which is supposed to be 3% or 4% of an entire dollar's purchase.

The retailers, of course, pay the sales tax on their total sales, which means they pay it on dollars. Yet, customers can walk in or out of a store three and four and more times, and continue to pay a penny or two each time they make a small purchase.

There's a handsome profit in busy retail stores on the sales taxes alone, according to some experts.

But as far as coin operated machines are concerned there is absolutely no way or means to earn any additional profit but from the actual operation of the machines themselves.

Therefore, the operators are forced, whether they like it or not, to somehow obtain more intake, so as to assure themselves some profit on their operations.

It only stands to reason that if the operator has to pay anywhere from 200% to over 400% more for what he needs to continue in business, how can he continue in business by charging the same price for his entertainment that he charged when he was paying anywhere from 200% to 400% less for machines, parts, supplies, labor and the long, long list of other necessities?

No one likes to raise prices. No one likes to feel that the public may take a dislike to their service or entertainment because of higher prices.

But, unless someone can come up with some magic formula, which will show the nation's operators how to not have to increase prices, to obtain what they need to meet their overhead expense, and still put something aside for future purchases and their own living expenses as well as enjoy a tiny margin of profit, then, 10c play seems the best solution to be adopted by all in the field if they want to continue on in business on any sort of a profitable basis.

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	KA—Rainbow
AT—Atlantic	IN—Intro	RE—Regent
BU—Bullet	JU—Jubilee	RG—Regal
CA—Capitol	KI—King	SA—Savoy
CH—Chess	LO—London	SIT—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—Orlele	

- | | | Pos. Last Week |
|-----------|---|----------------|
| 1 | TOO YOUNG
NAT "KING" COLE
CA-1449 (F-1449)—King Cole
CO-39271 (4-39271)—Toni Arden
CR-60393 (9-60393)—Denny Vaughn
DE-27569 (9-27569)—Patty Andrews
DE-27366 (9-27366)—Victor Young
ME-5599 (5599x45)—Richard Hayes
MG-10920 (K10920)—Johnny Desmond
VI-20-4105 (47-4105)—Fran Allison
VI-23-5480 (51-5480)—Luis Arcaraz O. | 1 |
| 2 | COME ON-A MY HOUSE
ROSEMARY CLOONEY
CA-1710 (F-1710)—Kay Starr
CO-39476 (4-39476)—Rosemary Clooney
DE-27680 (9-27680)—Ella Fitzgerald
FE-14001—Kay Armen
ME-5671 (5671x45)—Richard Hayes
RH-111—Louis Prima
SA-793—Bert Keyes
VI-20-4199 (47-4199)—Three Suns | 4 |
| 3 | JEZEBEL
FRANKIE LAINE
CO-39267 (4-39267)—Frankie Laine
ME-5622—Allen Greene
ME-5620—Alexander Brothers
LO-1060 (4-1060)—Winifred Atwell | 2 |
| 4 | MY TRULY, TRULY FAIR
GUY MITCHELL & MITCH MILLER—VIC DAMONE
CA-1583 (F-1583)—Ray Anthony
CO-39415 (4-39415)—Guy Mitchell
CR-60514 (9-60514)—Georgie Ald
DE-27630 (9-27630)—Russ Morgan
LO-1050 (45-1050)—Dick James
ME-5646 (5646x45)—Vic Damone
MG-10984 (K10984)—Art Mooney
VI-20-4159 (47-4159)—Freddy Martin | 3 |
| 5 | SWEET VIOLETS
DINAH SHORE
CO-39488 (4-39488)—Janette Davis
CR-60542 (9-60542)—Cliff Steward
DE-27668 (9-27668)—Jane Turzy
ME-5673 (5673x45)—Doris Drew
VI-20-4174 (47-4174)—Dinah Shore | 9 |
| 6 | THE LOVELIEST NIGHT OF THE YEAR
MARIO LANZA
CA-1408 (F-1408)—Helen O'Connell
CO-39192 (4-39192)—Percy Faith
DE-27507 (9-27507)—Fred Waring
DE-27583 (9-27583)—Ethel Smith
LO-937 (45-937)—Anne Shelton
MG-30352 (K30352)—Ann Blyth
VI-10-3300—Mario Lanza | 7 |
| 7 | HOW HIGH THE MOON
LES PAUL & MARY FORD
CA-1451 (F-1451)—Les Paul & Mary Ford
CO-39145—Erroll Garner
DE-24513 (9-24513)—Lionel Hampton O.
MG-30303 (K-30303)—David Rose | 5 |
| 8 | ROSE, ROSE, I LOVE YOU
FRANKIE LAINE
CA-1532 (F-1532)—Lou Ella Robertson
CO-39367 (4-39367)—Frankie Laine
CO-39420 (4-39420)—Miss Hue Lee
CR-60484—Mitchell Trio
DE-27594 (9-27594)—Gordon Jenkins
LO-1029 (45-1029)—Benny Lee
MG-10978 (K10978)—Art Lund
VI-20-4135 (47-4135)—Buddy Morrow O. | 6 |
| 9 | I'M IN LOVE AGAIN
HENRI RENE ORCH. & APRIL STEVENS
DE-27635 (9-27635)—Andrews Sisters—Gordon Jenkins
ME-5663 (5663x45)—Eddy Howard
VI-20-4148 (47-4148)—Henri Rene—April Stevens | |
| 10 | ON TOP OF OLD SMOKY
THE WEAVERS & TERRY GILKYSON
CO-39328—Burl Ives
CR-60436 (9-60436)—George Cates O.
DE-27515 (9-27515)—Weavers & Terry Gilkyson
LO-1028 (45-1028)—Josh White
ME-5612 (5612x45)—George Struve D.
VI-20-4114 (47-4114)—Vaughn Monroe | 8 |

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



RELEASE #51-32

POPULAR

- SPIKE JONES**
and his City Slickers
Too Young
So 'Elp Me 20-4209 (47-4209) *
- THE FONTANE SISTERS**
Castle Rock
Makin' Like A Train
20-4213 (47-4213) *
- VAUGHN MONROE**
and his Orchestra
Laura Lee
Got Her Off My Hands
20-4218 (47-4218) *
- CATHY MASTICE** with
Mitchell Ayres' Orchestra
Longing For You
The Crazy Things You Do
20-4219 (47-4219) *
- TONY MARTIN** with
Henri Rene's Orchestra
You'll Know
Over A Bottle Of Wine
20-4220 (47-4220) *
- RALPH FLANAGAN**
and his Orchestra
The Winky Dink
While You Danced, Danced
Danced 20-4222 (47-4222) *

COUNTRY - WESTERN

- CECIL CAMPBELL'S**
TENNESSEE RAMBLERS
You Kept Makin' Eyes At Me
Steel Guitar Jamboree
21-0499 (48-0499) *
- CHET ATKINS**
Crazy Rhythm
Hybrid Corn 21-0500 (48-0500) *
- HANK PENNY**
and his California Cowhands
I Like Molasses
Catch 'Em Young, Treat 'Em
Rough, Tell 'Em Nothin'
21-0501 (48-0501) *

BLUES

- ARTHUR CRUDUP**
I'm Gonna Dig Myself A Hole
Too Much Competition
22-0141 (50-0141) *

POP-SPECIALTY

- LAWRENCE DUCHOW**
and his Red Raven Orchestra
Crackerjack—Polka
The Yodeller's Waltz
25-1205 (51-1205) *

SPECIAL RELEASE

- PATRICE MUNSEL** and
VAUGHN MONROE with
Norman Leyden's Orchestra
With A Song In My Heart
Falling In Love With Love
20-4139 (47-4139) *

(The above record has been made available as a single from the forthcoming album "Rodgers and Hart Song Book"—P/WP-316).

* 45 rpm cat. nos.

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

- WEEK OF AUGUST 4
- Loveliest Night Of The Year**
Mario Lanza
10-3300—(49-3300) *
- Sweet Violets**
Dinah Shore
20-4174—(47-4174) *
- Because**
Mario Lanza
10-3207—(47-3207) *
- Your Locket Is My Broken Heart**
Hank Snow
21-0498—(48-0498) *
- I Get Ideas**
Tony Martin
20-4141—(47-4141) *
- Surprising Cara Cara Bella Bella**
Perry Como
20-4203—(47-4203) *
- I Wanna Play House With You**
Eddy Arnold
21-0476—(48-0476) *
- Vesti La Giubba**
Mario Lanza
10-3228—(49-3228) *
- Rotation Blues**
Elton Britt
21-0494—(48-0494) *
- Be My Love**
Mario Lanza
10-1561—(49-1561) *
- Dreamy Melody Gimme A Little Kiss**
April Stevens—Henri Rene Orchestra
20-4208—(47-4208) *
- I'm In Love Again**
April Stevens—Henri Rene Orchestra
20-4148—(47-4148) *
- I'll Hold You In My Heart**
Eddie Fisher
20-4191—(47-4191) *
- What Is A Boy Because Of You**
Jan Peerce
10-3425—(49-3425) *
- Sound Off**
Vaughn Monroe
20-4113—(47-4113) *

11) BECAUSE OF YOU. 12) MISTER & MISSISSIPPI. 13) I GET IDEAS. 14) SOUND OFF. 15) SHANGHAI. 16) VANITY. 17) PRETTY EYED BABY. 18) MOCKIN' BIRD HILL. 19) MORNINGSIDE OF THE MOUNTAIN. 20) GOOD MORNING MR. ECHO. 21) UNLESS. 22) JOSEPHINE. 23) I WON'T CRY ANYMORE. 24) THESE THINGS I OFFER YOU. 25) I'LL HOLD YOU IN MY HEART.

THE CASH BOX

Record Reviews

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

"I LOVE THE SUNSHINE OF YOUR SMILE" (2:18)

"YOU BLEW OUT THE FLAME" (2:55)

RAY ANTHONY
(Capitol 1723; F-1723)

● A grand tune in march tempo is worked over here by Ray Anthony and the orchestra. Tommy Mercer does the vocalizing in good style as the boys in the band provide some terrific instrumentals. The second half is a smooth arrangement of a pleasant tune with Tommy again giving with the words. Ops oughta take a listen.

"JOLIE JACQUELINE" (2:14)

"FAIRYLAND" (2:57)

GISELE MacKENZIE
(Capitol 1722; F-1722)

● A new singer has as her first offering a little French type tune which she does with a lot of charm. Giselle MacKenzie has a lovely voice and a great deal of promise. Her second side is somewhat uncommercial but deserves to be heard. Billy May does the backing at either end.

"THE ECHO SONG" (2:49)

"PARIS" (2:42)

JANE POWELL
(MGM 30386; K30386)

● A side with echoes ringing through it shows up here done by Jane Powell. Jane does a nice job with this one as David Rose provides an interesting background. The lower end is a ditty from "Rich Young & Pretty" which also gets good treatment from the thrush. Ops will want to hear this.

"HE'D HAVE TO GET UNDER, GET OUT AND GET UNDER" (2:52)

"OH BY JINGO" (2:49)

CARLETON CARPENTER & DEBBIE REYNOLDS
(MGM 30385; K30385)

● A couple of oldies (but real oldies) get the works from Carleton Carpenter and Debbie Reynolds. This pair, which scored a few months ago with "Aba Daba Honeymoon" have some more ancient material here and they do a grand job with both ends. Ops shouldn't miss them.

"BLOW, BLOW, WINDS OF THE SEA" (2:48)

"ALL IN THE GOLDEN AFTERNOON" (2:48)

ANNE SHELTON
(London 1088)

● Ann Shelton has a tune that's just right for her on the top deck and she certainly sends it home. The ditty has plenty of drama to it and great listener appeal which makes it stand out. The second side is a song from "Alice In Wonderland" which Anne also does well. The first half should be watched.

"BABY POLKA" (2:50)

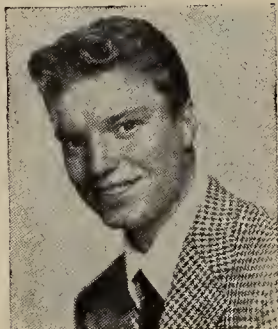
"BARN DANCE POLKA" (2:48)

ALAN SAUNDERS—AL SOYKA ORCH.
(Dana 2086)

● A likely polka is offered on the first side by Alan Saunders and Al Soyka's orchestra. Alan sings out the lyrics in a grand manner and with a feeling that keeps you listening. The lower end is a very fast item with a duet by July and Henry Wegiel. The upper half is the side.

DISK OF THE WEEK

The editors of THE CASH BOX feel that both of these records offer equally fine interpretations of the same song and are therefore having them both share the Disk Of The Week award.



GUY MITCHELL

"BELLE, BELLE, MY LIBERTY BELLE" (2:20)

"SWEETHEART OF YESTERDAY" (2:57)

GUY MITCHELL & MITCH MILLER
(Columbia 39512; 4-39512)

● Guy Mitchell and Mitch Miller ring the bell again with another one of those light hearted tunes which sound like sea chanties. This one, following the pattern of "My Truly, Truly Fair", is a lively number which Guy does so well. Guy sinks his teeth into the lyrics with much gusto as Mitch Miller directs the orchestra and chorus in rousing style. The second half is also a potent item, written by the authors of "My Heart Cries For You". This is a ballad with a lot of sentimental appeal which Guy and Mitch turn out in top notch manner. Either end of this disk could make it. Ops are advised to stock up.



BOBBY WAYNE

"BELLE, BELLE, MY LIBERTY BELLE" (2:46)

"SWEETHEART OF YESTERDAY" (2:52)

BOBBY WAYNE
(Mercury 5690; 5690 x 45)

● Bobby Wayne turns out his first sides for Mercury and each one looks great. This promising young singer, who has come up with some terrific interpretations in the past, has two tunes now that could really click. Labeled "Belle, Belle, My Liberty Belle" and "Sweetheart of Yesterday", each one of these is a winner. The first side Bobby does in spirited fashion as George Bassman's orchestra and chorus provide the musical setting. The second half is a ballad that could also go places and Bobby's vocalizing is going to help it. Each side is destined for big play on the machines and this disk is bound to share in much of the spin.

"CHERRY PINK AND APPLE BLOSSOM WHITE" (2:55)

"GOT HIM OFF MY HANDS" (2:35)

GEORGIA GIBBS
(Mercury 5687; 5687 x 45)

● Georgia Gibbs has a couple of different types of numbers on this disk. The first side is in Latin American rhythm and it gets a good vocal from Georgia. Lower end is a low down sounding ballad done with feeling. Glenn Osser provides the backing at either end.

"ISLE OF CAPRI" (2:58)

"THE DAY ISN'T LONG ENOUGH" (2:41)

FRANKIE LAINE
(Mercury 5685)

● An oldie gives Frankie Laine some interesting material to work with on the upper end. Frankie takes it easy to begin with, then switches to a more lively styling as Carl Fischer does the backing. The bottom half is a very slow item with Harry Geller doing the orchestrating. We like the upper half.

"HOW DO YOU LIKE YOUR EGGS IN THE MORNING?" (2:55)

"IN THE COOL, COOL, COOL OF THE EVENING" (2:46)

VIC DAMONE
(Mercury 5670; 5670 x 45)

● Vic Damone's first film "Rich, Young & Pretty" provides him with a strong novelty. Doing it in light hearted manner, Vic makes a big pitch with this one. The reverse is another current item which he adds zest to. The upper end may step out on the strength of the picture.

"BROWN'S COW" (2:55)

"FIDGETY FEET" (3:00)

BASIN STREET SIX
(Mercury 5680)

● Two jivy sides are dished out here by the Basin Street Six. The first one gets some vocalizing from Pam Dupraye while the second one is an instrumental. These numbers need the right spot for they're very specialized but ops in those locations should do well with them.

"LONGING FOR YOU" (2:44)

"SARAH KELLY FROM PLUMB NELLY" (2:23)

LES BAXTER ORCH.
(Capitol 1731; F-1731)

● Here's one more version of a tune that's aiming for big things. Les Baxter gives out with his usual good job as Sue Allen and the chorus run through the lyrics. The bottom half is an infectious novelty which Lindy Doherty sings. These sides are worth hearing.

"HUMORESQUE" (2:46)

"THE SONG IS ENDED" (2:30)

NELLIE LUTCHER
(Capitol 1728; F-1728)

● A couple of oldies are sent to town on this platter played and sung by Nellie Lutcher in her own style. The first side is a familiar melody with new words while the second half is a well known favorite. Ops in the right locations should do very well with these.

"DOWN YONDER" (2:52)

"TIGER RAG" (2:38)

LAWRENCE (PIANO ROLL) COOK
(Abbey 15053)

● This is a sleeper. It's a tune that's already taken off in various parts of the country and this instrumental by Lawrence (Piano Roll) Cook could really send it home. Ops better look into it. Lower end is an oldie again done well by Cook. But it's the first side that has the possibilities.

"AROUND THE WORLD" (2:52)

"PIANA ANNA" (2:54)

BENNY LEE
(London 1055)

● A tune that keeps you humming is given a wide awake interpretation by Benny Lee with the Stargazers and Nat Temple's orchestra helping him out. This ditty, which has been kicking around for several months, has one of its best versions to date here. Flip is a novelty with some good honky tonk piano and a vocal from Benny to match. Ops oughta listen in.

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.

- ★ "IF YOU'RE GONNA LOVE ME, LOVE ME" Bob Eberly & Helen O'Connell
Capitol 1723; F-1723
- ★ "MARY ROSE" Dennis Day ... RCA Victor 20-4214; 47-4214
- ★ "DOWN YONDER" Lawrence (Piano Roll) Cook ... Abbey 15053

ROUND THE WAX CIRCLE

NEW YORK:

E. R. Lewis, head of London Records, in town holding conferences with key executives of the firm. Contrary to all reports of the diskery's dropping the pop division, a statement is being prepared now concerning future plans both in the pop and LP fields. Bandleader Elliot Lawrence has signed a two year contract with King Records. . . . Patti Page turned down a bid from MGM because the studio insisted that part of the contract be a provision prohibiting her appearances on TV. . . . Bobby Shad of Sittin' In Records off on an 11,000 mile trip around the country taking his portable equipment with him for recording dates. . . . Heavy radio and TV commitments have prevented Mary Mayo from appearing with Jack Carter at London's Palladium. . . . Pete Dorain excited about two new blazing hits, Lawrence (Piano Roll) Cook's "Down Yonder" and Nellie Hill's "When I'm In This Mood." . . . Leonard Feather, just back from a one-month trip on the Continent, was so impressed with the quality of jazz in Stockholm that he held two record sessions there featuring all the winners of the Estrad poll (Swedish jazz mag). . . . Bobby Wayne and Mel Mandel of Mercury

on an operator, dj and distributor tour of Philadelphia, Baltimore, Washington, Pittsburgh and Detroit in conjunction with Wayne's release of "Belle, Belle, My Liberty Belle." . . . Denying the report which appeared in another publication that Jackie Brenston, who is currently rocking the R & B field with "Rocket 88" and "Juiced," had signed with Modern, Leonard Chess of Chess Records advises that Brenston's contract with his firm runs to March, 1953. Hal Tunis adds another show when he takes over as MC of "Hold Everything" over Channel 9 Mondays 7:30 to 8:00 P.M. . . . Warner Brothers to screen test Johnny Desmond on his vacation from the Don McNeil Breakfast Club. . . . Over 30 djs attended the annual meeting of Chapter 14 of The American Society of Disk Jockeys at Baboosic Lake, New Hampshire. Don Tibbetts, now at WHDH in Boston, was again elected president of the chapter.

CHICAGO:

Best one we've heard regarding disk biz came from that very swell guy and great comedian, Paul Gilbert, who reported regarding a recording session, "I don't remember if I cut two twelve inch records or twelve two inch records." . . . Ralph Marterie moves into the Melody Mill following Larry Faith. . . . He's followed by Ralph Flanagan on Aug. 24 and then Jan Garber on Sept. 12. . . . Ray Pearl clicking at the Aragon. . . . Tex Cramer at the Trianon. . . . George Shearing pulling the house down at the Blue Note as per usual. . . . Talk about jamming the box office, Dean Martin and Jerry Lewis, playing a one week shot at the Chicago Theatre, have 'em waiting in line from 7 A.M. And battling to get in. . . . Jimmy McPartland's wife, Mary, who has the grand Mary McPartland Quintet is having the deejays here playing her disks and they are reported to be simply terrific. . . . Danny O'Neil's dinking of some Irish tunes like "Dublin Rose" still bringing the coin into juke boxes all 'round the town. Many wonder why this grand throat isn't cutting wax regularly. . . . Billy Eckstine on his way into the Chicago Theatre. Song men here claim that Billy's waxing of "Everything I Have Is Yours" (the oldie) which is sung by Ezio Pinza in the pic, "Strictly Dishonorable," is a sure fire clickeroo. . . . Dick Larkin, who is one grand baritone, should be cutting wax. . . . Jane Morgan at the Empire Room. . . . Xavier Cugat follows Russ Morgan into the Edgewater for four weeks. The "X" is followed by Frankie Masters for a six weeks shot, beginning Sept. 7. . . . Abe Olman passed thru Chi and was seen in company with Irwin Barg. Abe reported on his way to the west coast to set up Lion Music Co. . . . Those who saw the screening here of Vic Damone's first pic are still raving about the soldier. Claim he's a sure pop for movie stardom. . . . Lou Capone advises that Bobby Wayne's dinking of "Belle, Belle, My Liberty Belle" has got everything that's anything for a juke box smash. And Lou should know. He's close to the juke box biz. . . . Juke box ops still begging us to continue our campaign to have all disks timed at 2 minutes.

LOS ANGELES:

MGM artists will really be well represented at the local live spots in coming weeks, as noted by Gordon Wolf of Sunland Music Distrib. . . . The Billy Williams Quartet, of Sid Caesar TV fame, will be at the Tiffany Club, starting Aug. 17. Blue Barron and his orchestra are due at the Hollywood Palladium and Lionel Hampton will crowd his mighty aggregation into the Oasis. . . . Now holding forth at the Riverside Rancho is Bob Wills, MGM's western ace. . . . Gordon confirms our guess that the Billy Williams combo is headed for the local top pop lists with its great rendition of "Shanghai" and another MGM disc climbing up there is Tommy Edwards' "Morning Side of the Mountain," one of those haunting tunes carrying more real folk flavor than most of the current ditties so proclaiming themselves. . . . It's Happy Birthday to Mercury Distribs headman Harry Bloom, whose staff tossed him a party just because they think he's a nice guy to work with. . . . Harry claims you get younger in the record business, which brings him down to 29—or thereabouts. . . . The success of Johnny Hodges' "Castle Rock" in all spots now has the tune slated for Frank Sinatra on Columbia and Ella Fitzgerald via Decca. . . . Stopped in at the Rosslyn Music Center to say hello to the boys and found The Cash Box posted on its usual spot, Gene and Lennie's busy cash box, or still on the till. . . . A call from Beep Roberts of Central Songs tells us that their tune, "That's My Boy," has got a great kickoff on the back of Capitol's "I've Got You Under My Skin," the Stan Freberg novel treatment of same. . . . Freberg was lined up last week by Robert Q. Lewis for a CBS radio interview, as to why Stan does what he does to songs. . . . John Dolphin called to tell us what we already knew, that Columbia's new Okeh label is off to a flying start in the blues and rhythm field with the Trenier Twins on "Go, Go, Go." . . . It's really going.



JOHNNY DESMOND



BILLY ECKSTINE



FRANK SINATRA

M-G-M SINGING STARS



are your

STAR SALESMEN!

BILLY ECKSTINE

EVERYTHING I HAVE
IS YOURS
I'LL BE FAITHFUL

78 RPM—MGM 10259
45 RPM—MGM K10259

WONDER WHY
PANDORA

78 RPM—MGM 10996
45 RPM—MGM K10996



DEBBIE REYNOLDS CARLETON CARPENTER

OH BY JINGO!

HE'D HAVE TO GET UNDER,
GET OUT AND GET UNDER

78 RPM—MGM 30385
45 RPM—MGM K30385



TOMMY EDWARDS

THE MORNINGSIDE
OF THE MOUNTAIN
F'R INSTANCE

78 RPM—MGM 10989
45 RPM—MGM K10989



JANE POWELL

THE ECHO SONG
PARIS

78 RPM—MGM 30386
45 RPM—MGM K30386



RICH, YOUNG AND PRETTY

JANE POWELL
DANIELLE DARRIEUX
FERNANDO LAMAS

78 RPM—Album MGM 86
45 RPM—Album MGM K86
33 1/3 RPM—MGM
Lang-Playing Record E86



BILLY WILLIAMS

Quartet

SHANGHAI

THE WONDROUS WORD

78 RPM—MGM 10998
45 RPM—MGM K10998



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THE CASH BOX

Record Reviews

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

"MARY ROSE" (2:52)
"MAYBE IT'S BECAUSE" (2:47)

DENNIS DAY
(RCA Victor 20-4214; 47-4214)

● Dennis Day gives out with another exciting rendition on the first half as he goes to town on a ballad with possibilities. Accompanied by Henri Rene's orchestra, the singer makes this a potent item. Lower half is oldie which is again getting a play and this version should certainly help. Ops will do fine with the disk.

"WHILE YOU DANCED, DANCED,
DANCED" (3:11)

"EVERLASTING" (2:56)

GORDON JENKINS ORCH.
(Decca 27712; 9-27712)

● An unusual side is offered here by Gordon Jenkins. Taking off on a ballad that looks big, he has screen star Mercedes McCambridge doing the vocal in a very dramatic style. Bottom half is a ballad on which Bob Stevens gives with the words. The top deck bears careful watching.

"LUNA MEZZO MARE" (2:05)

"GO, GO, GO, GO" (2:18)

DEAN MARTIN
(Capitol 1724; F-1724)

● An old Italian folk song that's been translated into English many times, gets a lively working over from Dean Martin in its original language. Dean also has a comedy routine to go along with it and the total affect is a very pleasant one. Second side is a driving number which he does in good style as Dick Stabile backs him up. Ops will want to get this one.

"WHAT IS A BOY?" (4:02)

"WHAT IS A GIRL?" (3:50)

ARTHUR GODFREY
(Columbia 39487; 4-39487)

● Two recitations are being offered here by Arthur Godfrey. Both are similar items telling in sentimental terms what little boys and girls are made of. The top deck has gotten a lot of publicity and the second side is a follow up. Although not for every box, this one might go in special locations.

"I BELIEVE" (3:26)

"WHEN THE LIGHTS ARE LOW"
(3:32)

DICK HAYMES
(Decca 27682; 9-27682)

● Dick Haymes has an inspirational type number to work with on the upper level. Doing it in his usual competent style, Dick gets an assist from Victor Young and orchestra. On the bottom half, he tackles a ballad and again comes through in pleasing style. Ops might take a listen.

SLEEPER OF THE WEEK

"HOW MANY TIMES" (2:48)

"I USED TO LOVE YOU" (3:12)

ANDREWS SISTERS & TOMMY DORSEY
(Decca 27700; 9-27700)



ANDREWS SISTERS

● A beautiful ballad gets a first rate rendition from the Andrews Sisters and Tommy Dorsey on the upper half and makes this a platter which ops have to keep an eye on. Sung by Patty in the same style as "I Wanna Be Loved", this disk could easily step out. Ops know the kind of action they can get from a record by the girls and this has all the earmarks of a big one. Lyrics and tune are extremely appeal-



TOMMY DORSEY

ing and the vocalizing is done with feeling. Tommy Dorsey comes in for a trombone solo as Victor Young and the orchestra provide a backing that's right in the spirit. The second half is an oldie done very softly by the girls and Tommy and this one too has a good potential. The first half however is the side that could really make it. Ops oughta get going.

"I WISH SOMEONE KNEW I WAS
LONESOME" (2:52)

"TELL THE TRUTH" (2:46)

GORDON JENKINS ORCH.
(Decca 27681; 9-27681)

● Gordon Jenkins takes two ballads and gives them his kind of styling on this disk. Both make for wonderful listening as Charles Lavere does the vocalizing on the first half and Gordon's piano playing is featured on the second. Ops know the drawing power of this artist.

"LONGING FOR YOU" (3:09)

"HI-DIDDLE-DIDDLE" (3:07)

GEORGE CATES ORCH.
(Corol 60546; 9-60546)

● A tune that's been recorded all over the place gets another go from George Cates and the orchestra. With Bill Lee and the Heartbeats providing the vocal, this likely ditty is being given one more shove to the top. Flip is a novelty with smart lyrics sung by Thurl Ravenscroft and the Mellowmen. Ops oughta take a peek.

"TAKE ME OUT TO THE BALL
GAME" (2:14)

"CASEY AT THE BAT" (3:57)

TONY MARTIN
(RCA Victor 20-4216; 47-4216)

● A well known seasonal ditty shows up here done by Tony Martin. Tony gives it his usual big voiced rendition as Hugo Winterhalter and the orchestra back him up. The bottom side is a recitation of the familiar story of "Casey At The Bat". Although this side is not for the boxes, the first half may get a play.

"IF YOU'RE GONNA LOVE ME,
LOVE ME" (2:32)

"THE LITTLE THINGS IN LIFE"
(2:40)

BOB EBERLY & HELEN O'CONNELL
(Capitol 1725; F-1725)

● Back together again for the first time in nine years, Bob Eberly and Helen O'Connell take up where they left off when they were vocalists with Jimmy Dorsey. Using the style they made famous, Bob does the first half straight and Helen comes up with a change of pace to turn out a very appealing ditty on the top half. Lower end is a more conventional piece of work on which the singers again shine. The first side could step out.

"IT NEVER ENTERED MY MIND"
(3:16)

"TRY A LITTLE TENDERNESS"
(3:05)

FRANK SINATRA
(Columbia 39498; 4-39498)

● Frank Sinatra has two oldies here. The top half he introduced in his first film and it's currently being revived. The lower end was a hit in the thirties. Frank does a grand job with both of these numbers and ops will do well to get them into the boxes.

"OUT O' BREATH" (2:34)

"AFTER HOURS" (2:47)

SARAH VAUGHAN
(Columbia 39494; 4-39494)

● A novelty with a lot of potential is given a going over on the upper end by Sarah Vaughan. Doing it first slow then fast, Sarah pours plenty of spirit into this side. The reverse finds her in her old blues style with Paul Weston pitching in for the backing. This is a natural for her followers.

"MARY ROSE" (2:33)

"HO-HO" (2:40)

RAY ANTHONY
(Capitol 1739; F-1739)

● A new ballad is sent our way by Ray Anthony and his band. Tommy Mercer steps out on the vocal, making this a worthwhile disk for ops to hear. Second half is a novelty with listenable lyrics and Tommy again doing the vocalizing. Ops oughta lend an ear to the first side.

"BELLE, BELLE, MY LIBERTY
BELLE" (2:47)

"I FALL IN LOVE WITH YOU
EVERY DAY" (2:52)

MERV GRIFFIN
(RCA Victor 20-4127; 47-4127)

● Following up his initial record on his own, Merv Griffin again turns out a fine disk. This one features a song that's been getting a big push and which should be a major contender. Reverse side is a slow ballad on which Hugo Winterhalter's orchestra and chorus help out. This'll do ok in the boxes.

"I'LL SEE YOU IN MY DREAMS"
(3:28)

"EVERYTHING I HAVE IS YOURS"
(2:54)

EZIO PINZA
(RCA Victor 10-3395)

● Ezio Pinza takes two tunes from his film "Strictly Dishonorable" and gives them a big rendition. Both are lovely oldies to which Pinza's big voice adds new charm. Johnny Green and the orchestra provide a backing which fits right into the mood. The singer's fans will love this.

"SUNSHINE KISSES" (2:53)

"YES, YES, YES" (2:30)

MARTHA TILTON & HARRY BABBITT
(Coral 60545; 9-60545)

● Continuing their listenable duetting, Martha Tilton and Harry Babbitt have another effort to offer here. The top deck is a ballad on which George Cate's crew do the orchestrating while the flip is a novelty which the pair does with much zest. Disk is good filler material.

"CASTLE ROCK" (3:02)

"ABOARD THE SENTIMENTAL
TRAIN" (3:20)

SY OLIVER
(Decca 27707; 9-27707)

● A tune that's been taking off in rhythm and blues circles gets a rocking treatment from Sy Oliver and his boys. Going at it in driving style, Sy offers up some terrific instrumentals and comes through on the vocal himself. The lower half finds the Tune Timers taking off on a slow dreamy number. The top deck is the one to watch.

THE CASH BOX
Disk Jockeys'
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jacks throughout the nation for the week ending August 4 without any changes on the part of THE CASH BOX.

Dick Coleman

WCBM—Baltimore, Md.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. BECAUSE OF YOU (Les Baxter)
3. I WANT TO BE WITH YOU ALWAYS (Andrews Sisters)
4. TOO YOUNG (Nat King Cole)
5. THE LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
6. JEZEBEL (Frankie Laine)
7. MIXED EMOTIONS (Rosemary Clooney)
8. THESE THINGS I OFFER YOU (Patti Page)
9. FOR ALL WE KNOW (Voices of W. Schumann)
10. I'M IN LOVE AGAIN (April Stevens)

Vic Harbaugh

KSTA—Coleman, Tex.

1. MY TRULY, TRULY FAIR (Vic Damane)
2. HOW HIGH THE MOON (Les Paul)
3. VANITY (Don Cherry)
4. TOO YOUNG (Nat King Cole)
5. I'M IN LOVE AGAIN (Eddy Howard)
6. ROSE, ROSE, I LOVE YOU (Buddy Morrow)
7. SWEET VIOLETS (Dinah Shore)
8. WANG, WANG BLUES (Ames Bros.)
9. THESE THINGS I OFFER YOU (Ray Anthony)
10. MISTER AND MISSISSIPPI (Patti Page)

Harry Light

WARD—Johnstown, Pa.

1. JEZEBEL (Frankie Laine)
2. TOO YOUNG (Nat King Cole)
3. I'M IN LOVE AGAIN (April Stevens)
4. COME ON-A MY HOUSE (Rosemary Clooney)
5. MY TRULY, TRULY FAIR (Guy Mitchell)
6. UNLESS (Eddie Fisher)
7. I GET IDEAS (Tony Martin)
8. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
9. BECAUSE OF RAIN (Nat King Cole)
10. BECAUSE OF YOU (Tony Bennett)

Bill Cook

WAAT—Newark, N. J.

1. TOO YOUNG (Nat King Cole)
2. HOW HIGH THE MOON (Les Paul-Mary Ford)
3. VANITY (Sarah Vaughan)
4. COME ON-A MY HOUSE (Rosemary Clooney)
5. BECAUSE OF YOU (Tony Bennett)
6. ALL NIGHT LONG (Johnny Otis)
7. COOKS TOUR (Ray Anthony)
8. SHUFFLE EXPRESS (Ed Wilcox)
9. DON'T YOU KNOW (Clavers)
10. JUST CALL MY NAME (Lee Richardson)

Phil Wilson

WLEE—Richmond, Va.

1. JEZEBEL (Frankie Laine)
2. COME ON-A MY HOUSE (Rosemary Clooney)
3. TOO YOUNG (Nat King Cole)
4. BECAUSE OF YOU (Les Baxter)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. I'M A FOOL TO WANT YOU (Frank Sinatra)
7. BECAUSE OF RAIN (Nat King Cole)
8. SHANGHAI (Doris Day)
9. I GET IDEAS (Tony Martin)
10. MISTER AND MISSISSIPPI (Patti Page)

David Walshak

KCTI—Gonzales, Tex.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. MY TRULY, TRULY FAIR (Vic Damane)
3. TOO YOUNG (Nat King Cole)
4. SWEET VIOLETS (Dinah Shore)
5. I GET IDEAS (Peggy Lee)
6. THE LOVELIEST NIGHT OF THE YEAR (Percy Faith)
7. JEZEBEL (Frankie Laine)
8. GOOD MORNING, MR. ECHO (M. Whiting)
9. THESE THINGS I OFFER YOU (Ray Anthony)
10. MOCKIN' BIRD HILL (Russ Morgan)

Norm Prescott

WORL—Bastan, Mass.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. YOU BLEW THE FLAME OUT OF MY HEART (Ray Anthony)
3. VANITY (Dan Cherry)
4. I'LL WAIT FOR YOU (Cliff Ayers)
5. WHILE YOU DANCED, DANCED (G. Gibbs)
6. CASTLE ROCK (Fontane Sisters)
7. I WON'T CRY ANYMORE (Tony Bennett)
8. HOW MANY TIMES (Patti Andrews)
9. BELLE, BELLE, MY LIBERTY BELLE (B. Wayne)
10. OH, HOW I LOVE YOU (Art Kassel)

Ed McKenzie

WJBK—Detroit, Mich.

1. YOU BLEW OUT THE FLAME (Ray Anthony)
2. CASTLE ROCK (Ralph Marterie)
3. MARY ROSE (Ray Anthony)
4. COME ON-A MY HOUSE (Rosemary Clooney)
5. MAYBE IT'S BECAUSE (Paul Weston)
6. SHANGHAI (Doris Day)
7. VANITY (Dan Cherry)
8. KISSES SWEETER THAN WINE (The Weavers)
9. BECAUSE OF YOU (Les Baxter)
10. WALKIN' AND WHISTLIN' BLUES (Four Knights)

Dave Miller

WPAT—Paterson, N. J.

1. HOWLIN' AT THE MOON (Hank Williams)
2. ALWAYS LATE (Lefty Frizzell)
3. I WANNA PLAY HOUSE WITH YOU (Eddy Arnold)
4. JOLLY OBEREK (Eddie Gronet)
5. ROTATION BLUES (Bill Monroe)
6. SLOW POKE (Pee Wee King)
7. I DON'T WANT TO SET THE WORLD ON FIRE (Gene Autry)
8. DEADLY WEAPON (Texas Jim Robertson)
9. LET'S LIVE A LITTLE (Carl Smith)
10. I CAN'T HELP IT (Hank Williams)

Roger Clark

WNOR—Norfolk, Va.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. I'M IN LOVE AGAIN (April Stevens)
3. WONDER WHY (Helen O'Connell)
4. THE END OF A LOVE AFFAIR (M. Whiting)
5. THESE THINGS I OFFER YOU (Sarah Vaughan)
6. I GET IDEAS (Tony Martin)
7. WHILE YOU DANCED (Georgia Gibbs)
8. BECAUSE OF YOU (Tony Bennett)
9. THEM THERE EYES (Champ Butler)
10. MIXED EMOTIONS (Rosemary Clooney)

Bud Wendell

WJMO—Cleveland, Ohio

1. COLD, COLD HEART (Tony Bennett)
2. COME ON-A MY HOUSE (Rosemary Clooney)
3. BECAUSE OF YOU (Tony Bennett)
4. SWEET VIOLETS (Dinah Shore)
5. TOO YOUNG (Nat King Cole)
6. KISSES SWEETER THAN WINE (The Weavers)
7. MY TRULY, TRULY FAIR (Guy Mitchell)
8. DO YOU REALLY LOVE ME? (Tony Martin)
9. SHANGHAI (Doris Day)
10. THE WORLD IS MINE TONIGHT (A. Shelton)

Bob Anthony

KRMG—Tulsa, Okla.

1. JEZEBEL (Frankie Laine)
2. TOO YOUNG (Nat King Cole)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. MY TRULY, TRULY FAIR (Guy Mitchell)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. I'M IN LOVE AGAIN (April Stevens)
7. SWEET VIOLETS (Dinah Shore)
8. THESE THINGS I OFFER YOU (Patti Page)
9. JOSEPHINE (Les Paul-Mary Ford)
10. GOOD MORNING, MR. ECHO (Jane Turzy)

Lee Stewart

WHAT—Philadelphia, Pa.

1. I CAN'T HELP IT (Hank Williams)
2. SOMEBODY (Rosalie Allen)
3. I WANT TO BE WITH YOU ALWAYS (Lefty Frizzell)
4. ALARM CLOCK BOOGIE (Bill Darnell)
5. RHUMBA BOOGIE (Hank Snow)
6. MISTER AND MISSISSIPPI (Gene Autry)
7. THE STRANGE LITTLE GIRL (Cowboy Copas)
8. I WANNA PLAY HOUSE WITH YOU (Eddy Arnold)
9. HEY, GOOD LOOKIN' (Hank Williams)
10. ALWAYS LATE (Lefty Frizzell)

Robin Seymour

WKMH—Dearborn, Mich.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. SHANGHAI (Doris Day)
3. I GET IDEAS (Tony Martin)
4. VANITY (Don Cherry)
5. HE'LO, YOUNG LOVERS (Perry Como)
6. BECAUSE OF YOU (Tony Bennett)
7. SWEET VIOLETS (Dinah Shore)
8. TOO YOUNG (Nat King Cole)
9. JOSEPHINE (Les Paul-Mary Ford)
10. KISSES SWEETER THAN WINE (The Weavers)

Ed Penney

WTAO—Cambridge, Mass.

1. BECAUSE OF YOU (Tony Bennett)
2. VANITY (Dan Cherry)
3. I GET IDEAS (Tony Martin)
4. WHILE YOU DANCED ((Georgia Gibbs)
5. COLD, COLD HEART (Tony Bennett)
6. THERE'S A BIG BLUE CLOUD (Perry Como)
7. WANG, WANG BLUES (Ames Bros.)
8. COME ON-A MY HOUSE (Rosemary Clooney)
9. FOR ALL WE KNOW (Walter Schuman)
10. EVEN AS YOU AND I (Lee Bros.)

Herb Dexter

WPEN—Philadelphia, Pa.

1. I'M A FOOL TO WANT YOU (Frank Sinatra)
2. MORNING SIDE OF THE MOUNTAIN (Paul Weston)
3. ANY TIME-AT ALL (Fran Warren)
4. SHANGHAI (Billy Williams Qt.)
5. COME ON-A MY HOUSE (Rosemary Clooney)
6. SWEET VIOLETS (Dinah Shore)
7. THERE'S A BIG BLUE CLOUD (Perry Como)
8. GONE FISHIN' (Bing Crosby-Louis Armstrong)
9. HOW MANY TIMES (Patti Andrews)
10. THESE THINGS I OFFER YOU (Sarah Vaughan)

THESE
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 PLAYGETTER!

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and His Band of Today!

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YOU'RE GETTING TOO OLD
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and the ROYAL PLAYBOYS

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DECCA
 RECORDS

2 MINUTE DISKS?

Cash Box Survey Shows Disks Approaching Two Minute Length

Disk Firms At Last Meeting Ops' Needs by Releasing Shorter Playing Records

About six years ago, this publication started its campaign for two minute recordings. It proved, at that time, that one of the best ways by which the nation's juke box operators could enjoy better income would be through better arranged, speedier recordings.

A recent survey made by The Cash Box shows that operators' needs have at last begun to be met by the recording companies and that disks are now on the average between 2 and 2.7 minutes long instead of between 3 and 4 as they formerly were with the trend to still shorter disks predominating.

Such tremendous successes in the past few years as Dinah Shore's "Buttons And Bows", The Harmonicats' "Peg O' My Heart" and the current "Come On-A My House" are actually two minutes flat, proving that the public doesn't have to hear three or four choruses at one time to make a best seller.

As far as juke box ops are concerned, especially ops in small towns and villages, the two minute disk is mighty important. It means 55% more possible intake per hour during the peak play hours of the day.

This extra 55% can mean the difference between profit and loss to any juke box operator in the nation. By the same token, it can mean the difference between a click or a flop to recording manufacturers.

Juke box operators are business men—in business to make a profit. And to do this and conduct their business they must have certain items in a certain way.

One of the most important of all these items is the better arranged disk that takes only two minutes playing time.

Now more and more, record companies have begun to heed ops requests for shorter disks. And this is good business for everyone knows that the rendition of a tune for a vocalist is judged in the very first chorus. The same holds true for any instrumentalist and, especially, for any band or orchestra. Therefore, there's no reason why any disk should continue to spin after two minutes.

THIS CHART TELLS WHY OPS WANT 2 MIN. DISKS

**3 Minute Records—20 Per Hour
Less Approximately 5 to 10
Seconds Changer Time—
Actually—**

**18 Records Per Hour @ 5¢ During
Steady Peak Hour Play
Per Hour—90¢**

**2 Minute Records—30 Per Hour
Less Approximately 5 to 10
Seconds Changer Time—
Actually—**

**28 Records Per Hour @ 5¢ During
Steady Peak Hour Play
Per Hour—\$1.40**

55% MORE

**INCOME DURING PEAK PLAY
HOURS WITH 2 MIN. DISKS**

"The Difference Between Profit and Loss"

Small Town Op Calls For Two Minute Disks

Claims Better Than Dime Play for Music Ops in Small Towns

ESCANABA, MICH.—Herb Flath of this city, well known music op, reports that the small town, where pay-rolls are smaller, isn't the place for dime play, even tho the music ops themselves believe that they should get a dime, and would very much like to get 10c per play.

What Herb does say, however, is that record playing time should come down to two minutes, as proposed by The Cash Box in a crusade for two minute disks some years back.

Herb believes that this would be the answer to many of the problems the music ops in small towns are faced with at this time.

He says, "We couldn't think of adopting the 10c slide only. Our pay roll in this small community, probably like other small communities, is only average.

"The take-home pay isn't enough for the average worker to pay his rent, food, clothing etc., and still have enough left to buy a few beers and play the juke box.

"He may have a few nickels left, but not dimes. So we do not dare to make this change, altho we wish we could."

Herb believes, "We are entitled to 10c per play, considering the tremendous increase in overhead, general expenses, and all other costs, not to say anything about the heavy drop we have endured in machine earnings.

"No", he continues, "we will be lucky to have them continue to put in a few nickels.

"Oh, sure", he admits, "there are a few spots where they would pay a dime. But, very few. It just wouldn't pay us to make the attempt. Perhaps, when wages go up, or cost of living comes down, we can make the change to 10c play.

"What I strongly suggest", he concludes, "is the use of two minute, instead of the three minute records we are now getting (just as you campaigned for a long time ago).

"This would definitely help to stimulate more money per hour during the rush periods."

A Solid Ballad Hit!

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(Columbia)

Terry Gilkyson-Katie Lee
(Decca)

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A Top Corn (tune) GONE POP!

COLD COLD HEART

Tony Bennett
COLUMBIA-39449

THE G.I.'s OWN SONG

“ROTATION BLUES”

TANNEN MUSIC, INC.
146 West 53 St., New York, 19

THE CASH BOX
Disk Jockeys'
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending August 4 without any changes on the part of THE CASH BOX.

Bob Larsen

WEMP—Milwaukee, Wisc.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. SWEET VIOLETS (Dinah Shore)
3. I GET IDEAS (Tony Martin)
4. I'VE GOT YOU UNDER MY SKIN (S. Frieberg)
5. SHANGHAI (Doris Day)
6. I'M IN LOVE AGAIN (April Stevens)
7. JOSEPHINE (Les Paul-Mary Ford)
8. BECAUSE OF YOU (Tony Bennett)
9. WHEN THE SAINTS GO MARCHIN' (The Weavers)
10. COOL, COOL OF THE EVENING (Frankie Laine-Jo Stafford)

Clarence Hamann

WJMR—New Orleans, La.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. MY TRULY, TRULY FAIR (Guy Mitchell)
3. VANITY (Les Baxter)
4. SIXTY MINUTE MAN (Dominoes)
5. SWEET VIOLETS (Dinah Shore)
6. SHANGHAI (Doris Day)
7. GO, GO, GO (Richard Hayes)
8. WHILE YOU DANCED (Georgia Gibbs)
9. JOSEPHINE (Les Paul-Mary Ford)
10. VALENTINO TANGO (Castilians)

Don Bell

KRNT—Des Moines, Iowa

1. TOO YOUNG (Nat King Cole)
2. JEZEBEL (Frankie Laine)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. COME ON-A MY HOUSE (Kay Starr)
5. MY TRULY, TRULY FAIR (Guy Mitchell)
6. SWEET VIOLETS (Dinah Shore)
7. HOW HIGH THE MOON (Les Paul-Mary Ford)
8. ROSE, ROSE, I LOVE YOU (Frankie Laine)
9. MISTER AND MISSISSIPPI (Tennessee Ernie)
10. JOSEPHINE (Les Paul-Mary Ford)

Ray Perkins

KFEL—Denver, Colo.

1. SWEET VIOLETS (Dinah Shore)
2. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
3. JEZEBEL (Frankie Laine)
4. COME ON-A MY HOUSE (Rosemary Clooney)
5. MY TRULY, TRULY FAIR (Guy Mitchell)
6. ROSE, ROSE, I LOVE YOU (Buddy Morrow)
7. TOO YOUNG (Nat King Cole)
8. SOUND OFF (Vaughn Monroe)
9. HOW HIGH THE MOON (Les Paul-Mary Ford)
10. MISTER AND MISSISSIPPI (Dennis Day)

Dick Outlaw

WILM—Wilmington, Del.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. TOO YOUNG (Nat King Cole)
3. JEZEBEL (Frankie Laine)
4. MY TRULY, TRULY FAIR (Guy Mitchell)
5. I'M WAITING JUST FOR YOU (L. Millinder)
6. GOOD MORNING, MR. ECHO (Buddy Morrow)
7. I'M IN LOVE AGAIN (Buddy Morrow)
8. BECAUSE OF YOU (Johnny Desmond)
9. UNLESS (Eddie Fisher)
10. THE LOVELIEST NIGHT OF THE YEAR (Mario Lanza)

Wallie Dunlap

WLIZ—Bridgeport, Conn.

1. BECAUSE OF YOU (Tony Bennett)
2. SWEET VIOLETS (Jane Turzy)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. BECAUSE OF RAIN (Ella Fitzgerald)
5. HELLO, YOUNG LOVERS (Dinah Shore)
6. I'VE GOT YOU UNDER MY SKIN (Stan Kenton)
7. THESE THINGS I OFFER YOU (Patti Page)
8. THEM THERE EYES (Champ Butler)
9. LONELY LITTLE ROBIN (Marion Morgan)
10. I'M THE ONE WHO LOVES YOU (R. Clooney)

Gene Whitaker

WREV—Reidsville, N. C.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. I'M IN LOVE AGAIN (April Stevens)
3. TOO YOUNG (Nat King Cole)
4. JEZEBEL (Frankie Laine)
5. SHANGHAI (Doris Day)
6. GONE FISHIN' (Crosby-Armstrong)
7. THESE THINGS I OFFER YOU (Sarah Vaughan)
8. MAMA WILL BARK (Dagmar Sinatra)
9. IT NEVER ENTERED MY MIND (F. Sinatra)
10. LAURA (Stan Kenton)

Jackson Lowe

WINX—Washington, D. C.

1. TOO YOUNG (Nat King Cole)
2. COME ON-A MY HOUSE (Rosemary Clooney)
3. I'M IN LOVE AGAIN (April Stevens)
4. SHANGHAI (Billy Williams Qt.)
5. THESE THINGS I OFFER YOU (Sarah Vaughan)
6. WOULD I LOVE YOU (Patti Page)
7. BECAUSE OF YOU (Tony Bennett)
8. VANITY (Sarah Vaughan)
9. JEZEBEL (Frankie Laine)
10. RED SAILS IN THE SUNSET (Nat King Cole)

Eddie Gallaher

WTOP—Washington, D. C.

1. TOO YOUNG (Nat King Cole)
2. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
3. BECAUSE OF YOU (Tony Bennett)
4. ON TOP OF OLD SMOKY (The Weavers)
5. COME ON-A MY HOUSE (Rosemary Clooney)
6. SWEET VIOLETS (Dinah Shore)
7. THESE THINGS I OFFER YOU (Patti Page)
8. MY TRULY, TRULY FAIR (Guy Mitchell)
9. I GET IDEAS (Tony Martin)
10. MISTER AND MISSISSIPPI (Patti Page)

Jay McMaster

WMEX—Boston, Mass.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. BECAUSE OF YOU (Tony Bennett)
3. SHANGHAI (Billy Williams)
4. SWEETHEART OF YESTERDAY (G. Mitchell)
5. VANITY (Don Cherry)
6. I'M IN LOVE AGAIN (April Stevens)
7. I GET IDEAS (Tony Martin)
8. LONELY LITTLE ROBIN (Mindy Carson)
9. MY TRULY, TRULY FAIR (Guy Mitchell)
10. JOSEPHINE (Les Paul-Mary Ford)

Harry Baum

WSSB—Durham, N. C.

1. TOO YOUNG (Nat King Cole)
2. JEZEBEL (Frankie Laine)
3. COME ON-A MY HOUSE (Rosemary Clooney)
4. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
5. BECAUSE OF RAIN (Luis Arcarez)
6. THESE THINGS I OFFER YOU (Dick Haymes)
7. WANG, WANG BLUES (Ralph Flanagan)
8. AZURE (Les Brown)
- 9.
10. ROSE, ROSE, I LOVE YOU (Buddy Morrow)

Mike May

WCSI—Columbus, Ind.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. THEM THERE EYES (Champ Butler)
3. THESE THINGS I OFFER YOU (Sarah Vaughan)
4. SHANGHAI (Doris Day)
5. WANG, WANG BLUES (Ralph Flanagan)
6. SUNSHINE OF YOUR SMILE (Four Knights)
7. I WANT TO BE WITH YOU (Andrews Sisters)
8. ANYTIME AT ALL (Fran Warren)
9. I'M IN LOVE AGAIN (April Stevens)
10. LAURA (Stan Kenton)

Art Tacker

WCOP—Boston, Mass.

1. CARA CARA BELLA (Perry Como)
2. COME ON-A MY HOUSE (Rosemary Clooney)
3. WHO AM I? (Four Knights)
4. LONGING FOR YOU (Tommy Tucker)
5. BELLE, BELLE, MY LIBERTY BELLE (Guy Mitchell)
6. SWEETHEART OF YESTERDAY (Bobby Wayne)
7. WHILE YOU DANCED (Georgia Gibbs)
8. VANITY (Don Cherry)
9. BECAUSE OF YOU (Tony Bennett)
10. MIXED EMOTIONS (Rosemary Clooney)

Alan Saunders

WVNJ—Newark, N. J.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. TOO YOUNG (Nat King Cole)
3. BECAUSE OF YOU (Tony Bennett)
4. THE LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
5. THERE'S NO BOAT LIKE A ROWBOAT (Perry Como)
6. WHILE YOU DANCED (G. Jenkins & M. McCambridge)
7. MY TRULY, TRULY FAIR (Guy Mitchell)
8. SWEET VIOLETS (Dinah Shore)
9. GOODNIGHT (Bud Brees)
10. WHEN THE SAINTS GO MARCHING ON (The Weavers)

Ira Cook

KECA—Hollywood, Calif.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. SHANGHAI (Doris Day)
3. TOO YOUNG (Nat King Cole)
4. WHAT IS A BOY? (Jan Peerce)
5. MISTER AND MISSISSIPPI (Dennis Day)
6. MORNING SIDE OF THE MOUNTAIN (Merv Griffin)
7. I LOVE THE SUNSHINE OF YOUR SMILE (Ray Anthony)
8. WHOO-EE LOU-EE-SIANA (Walt Schumann)
9. I'M IN LOVE AGAIN (April Stevens)
10. BECAUSE OF RAIN (Ella Fitzgerald)

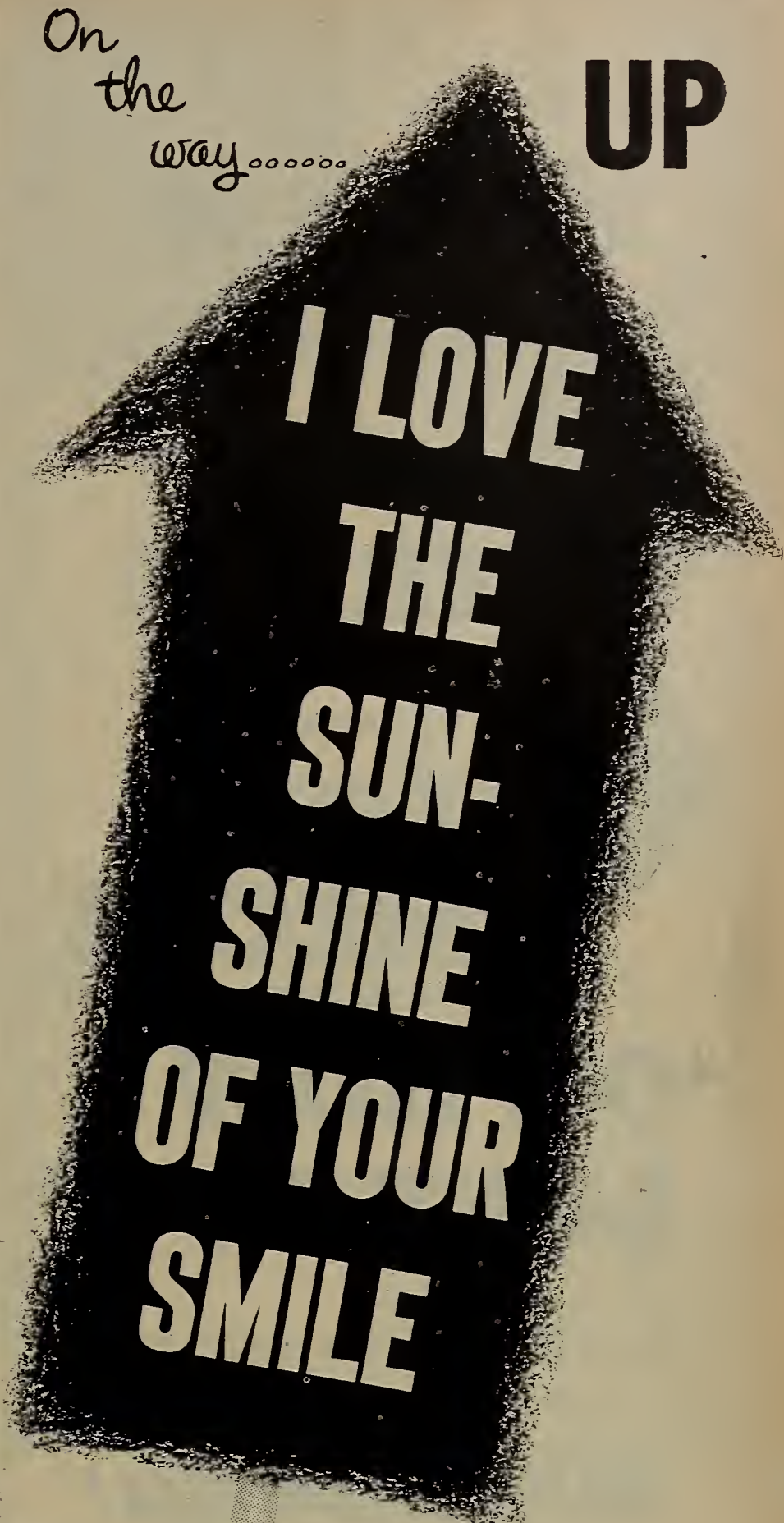
Bill Silbert

WWJ—Detroit, Mich.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. WHAT IS A GIRL? (Jackie Gleason)
3. IN THE COOL, COOL, COOL OF THE EVENING (B. Crosby-J. Wyman)
4. SURPRISING (Perry Como)
5. LONGING FOR YOU (Vic Damone)
6. VANITY (Don Cherry)
7. MORNINGSIDE OF THE MOUNTAIN (Merv Griffin)
8. GOOD MORNING, MR. ECHO (Jane Turzy)
9. I'M IN LOVE AGAIN (April Stevens)
10. TELL ME (Tony Martin)

On the way.....

UP



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 CAPITOL 1723 F-1723

THE FOUR KNIGHTS
 CAPITOL 1587 F-1587

MERV GRIFFIN
 RCA VICTOR 20-4181 - 47-4181

JERRY GRAY
 DECCA 27 695 - 9-27 695

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SPECIAL



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TRACE**

AND HIS ORCHESTRA



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**LOLA
AMECHE**

THE "PRETTY EYED BABY" GIRL

**"OH HOW I
LOVE YOU"**

AND

"COLD HEARTED DADDY"

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FIRST TIME WITH VOCAL

"DOWN YONDER"

VOCAL BY AMEE BROWN

FLIP SIDE

'A Half Fast Waltz'

Vocals by Ameer and Billy
CLEM WATTS AND HIS ORCHESTRA

MERCURY 5695 • 5695X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Capitol Discovery

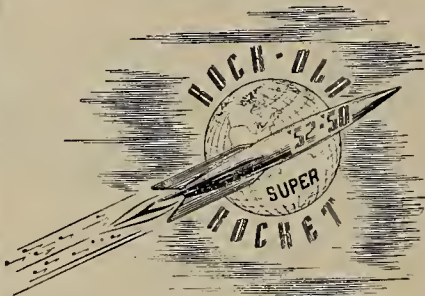


NEW YORK — Dave Cavanaugh, (left) Director of Eastern A & R for Capitol Records, goes over a new score with Norman Kaye, who was just signed by the diskery to a five-year contract. Norman Kaye is with the Mary Kaye Trio and will still perform with this group but will also do solo vocal sessions for Capitol. Capitol is giving Kaye the full build-up and will exploit the young baritone via TV, newspapers and will send him on disk jockey tours throughout the country. Kaye was discovered while appearing in Chicago with the Mary Kaye Trio. One of the featured acts couldn't go on and the management needed a fast substitute. Kaye agreed to perform and was caught by the Capitol people there. He recorded his first four sides last week.

VANITY
★
A
TRULY
GREAT
SONG
★
JEFFERSON
MUSIC CO. INC.
1619 BROADWAY, N. Y. 19

C'MON IN AND SEE

The NEW, Sensational
**ROCK-OLA Super '52-50
ROCKET Phonograph**



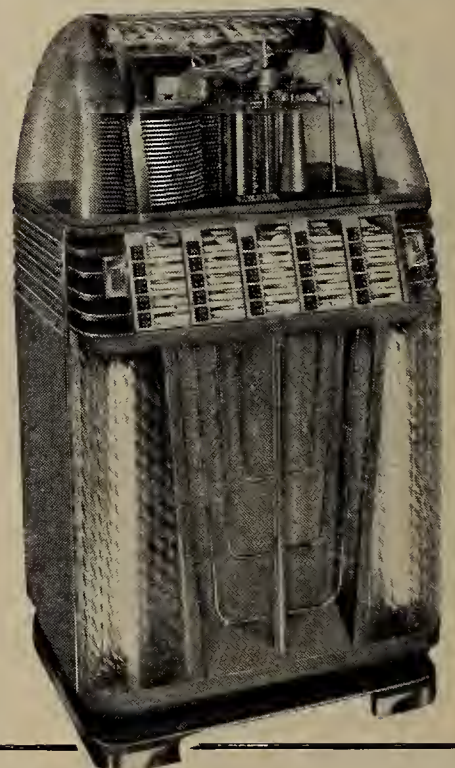
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RECORDING COMPANIES ASK FOR THEIR OWN ANNUAL CONVENTION

Claim Record Industry Should Hold Its Own Meet Where Problems Can Be Discussed And Solved

NEW YORK—Representatives of recording companies, distributors and retail record firms, returning from the recent NAMM (National Association of Music Merchants) Show held at the Palmer House, Chicago, expressed their disappointment and complete dissatisfaction with the position their industry holds at the meeting.

Their cause for complaint is that the recording industry is lost in a maze of displays, meetings and discussions relating almost entirely to the other phases of the music industry, (television, radio, musical instruments, etc.) and that their problems are practically relegated to one or two insignificant get-togethers.

One of the leading personalities in the recording manufacturing business relates that during the time spent at the NAMM, distributors and manufacturers expressed their desire for some type of show or convention where problems incidental to the industry could be openly discussed.

"The consensus of opinion" he reported, "was that a convention was necessary, although the present one was not geared to our needs, and insofar as accomplishing anything toward the betterment and stability of the record industry, it was a complete flop."

This executive expressed his opinion that an annual meeting of firms interested solely in records could be accomplished, but that the recording business is so competitive that the matter would have to be tackled by an impartial party, so that there wouldn't be any thought that one manufacturer would be motivated by any personal angle.

"In order to eliminate such crippling thinking" he continued, "I would suggest that an outside firm, such as The Cash Box indicate leadership and become the motivating force."

(EDITORIAL COMMENT: "The Cash Box" would be most happy to start the ball rolling. We offer the recording companies, and businesses associated with this industry, our complete facilities. However, as all can easily understand, once the formalities of meeting and organizational work is under way, we will once again assume the position of an impartial publication devoted to the interests of the trade. In line with this policy, we are proud to point out that it was "The Cash Box" that was instrumental and actively engaged in the initial steps in the formation of MOA [Music Operators of America]. This organization is now a vital force in the juke box industry, and for the past three years has been conducting an annual convention, gathering strength and prestige with each succeeding year. "The Cash Box" takes no part in its internal workings, but feels that the industry has gained considerably by having MOA in existence. We feel the same about an organization for the record industry, and would appreciate hearing from everyone concerned. If the members of the industry themselves are honest in their convictions that they should conduct their own convention or show annually, we will lend our columns and personal effort to assist in preliminary organizational details.)

Standard Songs are MONEY MAKERS!

"DEEP NIGHT"

Recorded by

TONY MARTIN—RCA Victor
JAN AUGUST—Mercury
JAN GARBER—Capitol

Pub. by ADVANCED MUSIC CORP.

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

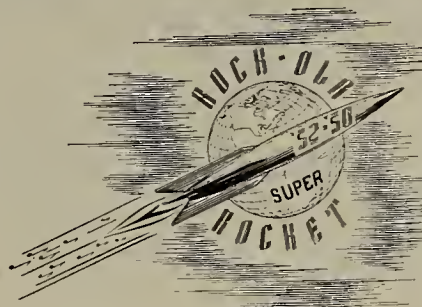
Jeb Records Formed

CHICAGO—The formation of the Jeb Record Corporation was announced here this week by Joel Cooper, it's president. The Jeb label will cover the novelty, folk and rhythm and blues fields, and the first release is scheduled for Aug. 6. Cooper said, "We've acquired 16 top distributors and expect our distribution to be nationwide."

Cooper was formerly associated with Tel Music and Coral records and was at one time with Mercury Records. The other officers are Bob Broz, formerly of Mercury, who will be Vice President; and Erv. Victor, of Folk Records and formerly top Chicago Dj, who will act as Secretary-Treasurer.

We're Delivering the 1952

The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph



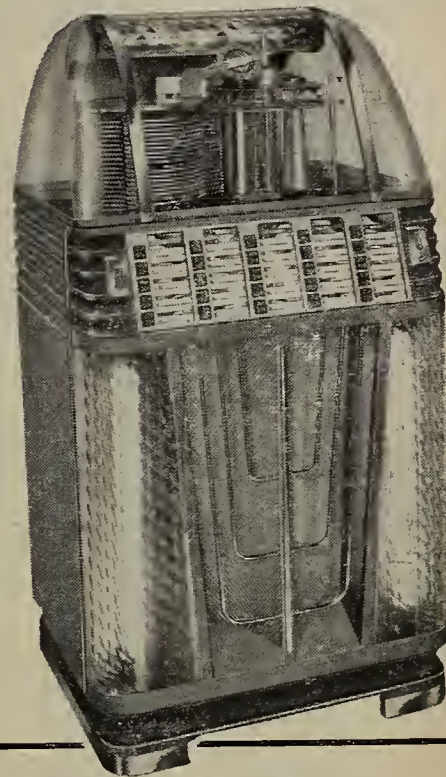
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THE MATCHED JEWEL POINTS FOR SEEBURG 100-A AND 100-B

THE NYLON LOUD TONE

THE G. C. FOR ARI ROCKOLA EVANS

THE NYLON

IT PAYS TO STANDARDIZE ON
PERMO POINTS

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

AUGUST 11, 1951

New York, N. Y.

1. TOO YOUNG (Nat "King" Cole)
2. COME ON-A MY HOUSE (Rosemary Clooney)
3. JEZEBEL (Frankie Laine)
4. MY TRULY, TRULY FAIR (Guy Mitchell)
5. SWEET VIOLETS (Dinah Shore)
6. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
7. HOW HIGH THE MOON (Les Paul & M. Ford)
8. ROSE, ROSE, I LOVE YOU (Frankie Laine)
9. I'M IN LOVE AGAIN (April Stevens)
10. ON TOP OF OLD SMOKY (The Weavers)

Chicago, Ill.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. BECAUSE OF YOU (Tony Bennett)
3. TOO YOUNG (Nat "King" Cole)
4. I'M IN LOVE AGAIN (April Stevens)
5. MY TRULY, TRULY FAIR (Vic Damone)
6. SOUND OFF (Vaughn Monroe)
7. I GET IDEAS (Tony Martin)
8. SWEET VIOLETS (Dinah Shore)
9. JEZEBEL (Frankie Laine)
10. SHANGHAI (Billy Williams)

Los Angeles, Cal.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. TOO YOUNG (Nat "King" Cole)
3. JEZEBEL (Frankie Laine)
4. I GET IDEAS (Tony Martin)
5. THESE THINGS I OFFER YOU (Sarah Vaughan)
6. MY TRULY, TRULY FAIR (Guy Mitchell)
7. SHANGHAI (Billy Williams)
8. GOOD MORNING, MR. ECHO (M. Whiting)
9. I'M IN LOVE AGAIN (April Stevens)
10. LOVELIEST NIGHT OF THE YEAR (M. Lanza)

Savannah, Ga.

1. TOO YOUNG (Nat "King" Cole)
2. ROSE, ROSE, I LOVE YOU (Frankie Laine)
3. I GET IDEAS (Tony Martin)
4. COME ON-A MY HOUSE (Rosemary Clooney)
5. HOW HIGH THE MOON (Les Paul & M. Ford)
6. UNLESS (Guy Mitchell)
7. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
8. IF (Perry Como)
9. MY TRULY, TRULY FAIR (Vic Damone)
10. PRETTY EYED BABY (Laine-Stafford)

Atlantic City, N. J.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. TOO YOUNG (Nat "King" Cole)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. BECAUSE OF YOU (Tony Bennett)
5. MIXED EMOTIONS (Rosemary Clooney)
6. COOL, COOL, COOL OF THE EVENING (Les Brown)
7. JEZEBEL (Frankie Laine)
8. DOWN THE TRAIL OF ACHIN' HEARTS (Patti Page)
9. BLACK BALL FERRY LINE (Percy Faith)
10. THEM THERE EYES (Champ Butler)

Shoals, Ind.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. TOO YOUNG (Nat "King" Cole)
3. JEZEBEL (Frankie Laine)
4. MISTER AND MISSISSIPPI (Patti Page)
5. SWEET VIOLETS (Dinah Shore)
6. ROSE, ROSE, I LOVE YOU (Frankie Laine)
7. SWEET VIOLETS (Dinah Shore)
8. MY TRULY, TRULY FAIR (Freddie Martin)
9. I WANT TO BE WITH YOU ALWAYS (Andrews Sisters)
10. I APOLOGIZE (Billy Eckstine)

Fertile, Minn.

1. SWEET VIOLETS (Dinah Shore)
2. WANG, WANG BLUES (Ames Brothers)
3. SHANGHAI (Billy Williams)
4. JOSEPHINE (Les Paul)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. SOUND OFF (Vaughn Monroe)
7. LONELY LITTLE ROBIN (Pinetoppers)
8. STAR DUST (Artie Shaw)
9. I GET IDEAS (Tony Martin)
10. TOO YOUNG (Fran Allison)

Brodhead, Wisc.

1. SWEET VIOLETS (Dinah Shore)
2. COME ON-A MY HOUSE (Rosemary Clooney)
3. JEZEBEL (Frankie Laine)
4. TOO YOUNG (Nat "King" Cole)
5. BECAUSE OF YOU (Tony Bennett)
6. MY TRULY, TRULY FAIR (Guy Mitchell)
7. I'M IN LOVE AGAIN (April Stevens)
8. BECAUSE OF RAIN (Nat "King" Cole)
9. I GET IDEAS (Tony Martin)
10. GOOD MORNING, MR. ECHO (Jane Turzy)

Malta, Mont.

1. MY TRULY, TRULY FAIR (Russ Morgan)
2. MISTER AND MISSISSIPPI (Tennessee Ernie)
3. DOWN THE TRAIL OF ACHIN' HEARTS (Guy Lombardo)
4. PRETTY EYED BABY (Jane Turzy)
5. COME ON-A MY HOUSE (Rosemary Clooney)
6. JEZEBEL (Frankie Laine)
7. TOO YOUNG (Nat "King" Cole)
8. BEAUTIFUL BROWN EYES (Jimmy Wakely)
9. ROSE, ROSE, I LOVE YOU (Frankie Laine)
10. HOW HIGH THE MOON (Les Paul & M. Ford)

Long Island City, N. Y.

1. BECAUSE OF YOU (Tony Bennett)
2. IM IN LOVE AGAIN (April Stevens)
3. ROSE, ROSE, I LOVE YOU (Frankie Laine)
4. MISTER AND MISSISSIPPI (Patti Page)
5. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
6. JEZEBEL (Frankie Laine)
7. I GET IDEAS (Tony Martin)
8. ON TOP OF OLD SMOKY (The Weavers)
9. TOO YOUNG (Nat "King" Cole)
10. MY TRULY, TRULY FAIR (Vic Damone)

Fayetteville, Ark.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. MISTER AND MISSISSIPPI (Patti Page)
3. JEZEBEL (Frankie Laine)
4. MY TRULY, TRULY FAIR (Guy Mitchell)
5. ROSE, ROSE, I LOVE YOU (Frankie Laine)
6. TOO YOUNG (Nat "King" Cole)
7. GOOD MORNING, MR. ECHO (Jane Turzy)
8. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
9. HOW HIGH THE MOON (Les Paul & M. Ford)
10. ON TOP OF OLD SMOKY (The Weavers)

Monroe, La.

1. JEZEBEL (Frankie Laine)
2. TOO YOUNG (Nat "King" Cole)
3. ROSE, ROSE, I LOVE YOU (Gordon Jenkins)
4. ON TOP OF OLD SMOKY (Vaughn Monroe)
5. MY TRULY, TRULY FAIR (Guy Mitchell)
6. MISTER AND MISSISSIPPI (Mills Bros.)
7. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
8. RED SAILS IN THE SUNSET (Vaughn Monroe)
9. PRETTY EYED BABY (Laine-Stafford)
10. SHANGHAI (Doris Day)

San Francisco, Cal.

1. TOO YOUNG (Nat "King" Cole)
2. JEZEBEL (Frankie Laine)
3. MY TRULY, TRULY FAIR (Guy Mitchell)
4. COME ON-A MY HOUSE (Rosemary Clooney)
5. HOW HIGH THE MOON (Les Paul & M. Ford)
6. ROSE, ROSE, I LOVE YOU (Frankie Laine)
7. THE LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
8. ON TOP OF OLD SMOKY (The Weavers)
9. SWEET VIOLETS (Dinah Shore)
10. MISTER AND MISSISSIPPI (Patti Page)

Baltimore, Md.

1. COME ON-A MY HOUSE (Rosemary Clooney)
2. BECAUSE OF YOU (Tony Bennett)
3. TOO YOUNG (Nat "King" Cole)
4. SOUND OFF (Vaughn Monroe)
5. I'M IN LOVE AGAIN (April Stevens)
6. MY TRULY, TRULY FAIR (Vic Damone)
7. JEZEBEL (Frankie Laine)
8. I GET IDEAS (Tony Martin)
9. SWEET VIOLETS (Dinah Shore)
10. SHANGHAI (Billy Williams Quartet)

Cincinnati, Ohio

1. JEZEBEL (Frankie Laine)
2. MY TRULY, TRULY FAIR (Guy Mitchell)
3. TOO YOUNG (Nat "King" Cole)
4. MISTER AND MISSISSIPPI (Patti Page)
5. COME ON-A MY HOUSE (Rosemary Clooney)
6. ROSE, ROSE, I LOVE YOU (Frankie Laine)
7. HOW HIGH THE MOON (Les Paul & M. Ford)
8. ON TOP OF OLD SMOKY (The Weavers)
9. LOVELIEST NIGHT OF THE YEAR (M. Lanza)
10. SWEET VIOLETS (Dinah Shore)

Seattle, Wash.

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)

Pittsburgh, Pa.

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)

Boston, Mass.

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)

Denver, Colo.

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)

Norfolk, Va.

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)

Detroit, Mich.

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)

Cleveland, Ohio

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)

Omaha, Nebr.

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)

Portland, Ore.

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)

THE CASH BOX
Jazz 'n' Blues Reviews
★ AWARD O' THE WEEK ★

"PRAYIN' FOR YOUR RETURN" (2:52)

"MY BLUES" (2:51)

PERCY MAYFIELD

(Specialty 408)



PERCY MAYFIELD

● Percy Mayfield is at it again, singing the blues in the manner that brings in those coins. Percy,

who makes his numbers low down and sad, is again telling a story in blues style. Ops who cleaned up with his former disks won't want to miss this one. Not only does he sing a mean song, but the band behind him is something to hear. The instrumentals make for great listening and the vocal can't be matched. The lower half is done in similar style with Percy again telling a sad story and the boys in the orchestra backing him up. The side to watch is the first one. It could be big.

"SHE WINKED HER EYE" (3:00)

"SAD HOUR" (2:47)

CLARENCE "GATEMOUTH" BROWN
 (Peacock 1576)

● An exciting side is dished out here by Clarence "Gatemouth" Brown. Clarence does this with a steady beat in driving style. It makes for exciting listening. Bottom half is a slow number on which he sings the blues and gives out with some good guitar. Ops will do fine with this disk.

"LOUISIANA WOMAN" (2:59)

"TRYING TO LOSE THE BLUES"
 (2:32)

JOE LIGGINS

(Specialty 409)

● Joe Liggins, who turns out those great disks one after another, has still another couple of sides here which are sure to catch attention. Both are slow blues items with Joe giving out on the vocal and the band making with some terrific music. This is a natural for the boxes.

"TELL ME BOOGIE" (2:37)

"LONG WAY FROM TEXAS" (2:53)

LIGHTNIN' HOPKINS
 (Sittin' In 611)

● Lightnin' Hopkins shows up on this platter turning out those ditties which are terrific to hear. The top deck is a rough sounding side in blues style while the lower end is very slow and unusual. Of course each end gets some fine guitar work.

"LOVE ME PRETTY BABY" (2:18)

"SORRY GIRL BLUES" (2:37)

MAX BAILEY

(Coral 65060)

● A shouting blues number comes our way from Max Bailey on the top deck. With good backing to go along, this stylist makes it a listenable side. Bottom half is a slower piece with interesting lyrics and piano and guitar standing out. Ops oughta take a listen.

"I CAN'T STOP LOVING YOU"
 (2:36)

"WOULD YOU LIKE TO KNOW ABOUT HEAVEN" (2:45)

JOE BAILEY
 (Federal 12035)

● Joe Bailey, who certainly knows what to do with a song, does it on the upper half, singing out a blues ballad in his great style. Joe pours a lot of feeling in'to this number and makes it a wonderful thing to listen to. The second half is done straight. Ops mustn't pass up the top deck.

"HEH, LITTLE GIRL" (2:38)

"GOTTA FIND MY BABY" (2:49)

BILLY WRIGHT

(Savoy 810)

● Billy Wright is here again, singing a style which keeps you listening for more. This time Billy takes a couple of blues numbers and gives them an almost broken vocal and some instrumentals which are out of this world. Ops can't afford to miss it.

"WHEN I'M IN THIS MOOD"
 (2:33)

"I'M GONNA COPYRIGHT YOUR KISSES" (2:39)

NELLIE HILL
 (Abbey 3027)

● Nellie Hill puts her appealing voice to work on a moody item and comes up with a side that could make it. Accompanied by the Radars and Conrad Frederick's orchestra, Nellie hasn't had as effective a disk in a long while. The lower end is a sort of combination R & B and hillbilly.

"I'M CRYING" (2:45)

"TIA JUANA" (2:36)

MEMPHIS SLIM

(Premium 903)

● A smooth sounding side is offered on the top deck in a duet by Memphis Slim and Terry Timmons. This blues item has a very infectious air which makes it potent sleeper material. The second side finds Slim doing a tune in Latin rhythm. Ops have to tune in.



PAUL WILLIAMS
 "MR. HUCKLEBUCK"
 DELIVERS ANOTHER
 DOUBLE SIDED

S-M-A-S-H!

SAVOY # 814

**"ROCKIN' CHAIR
 BLUES"**

Vocal by
 Danny Cobbs

backed by

**"SINNERS
 HOP"**

Instrumental
 (This is another
 "HUCKLEBUCK")

JUMPS!
 HOPS!

IT

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 ROLLS!

Savoy

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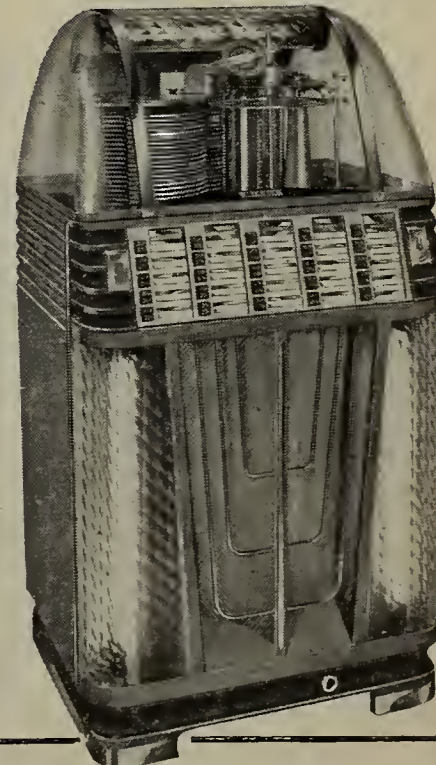
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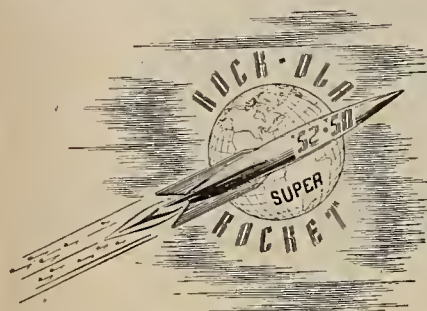


DAN STEWART COMPANY

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The NEW, Sensational
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ROCKET Phonograph

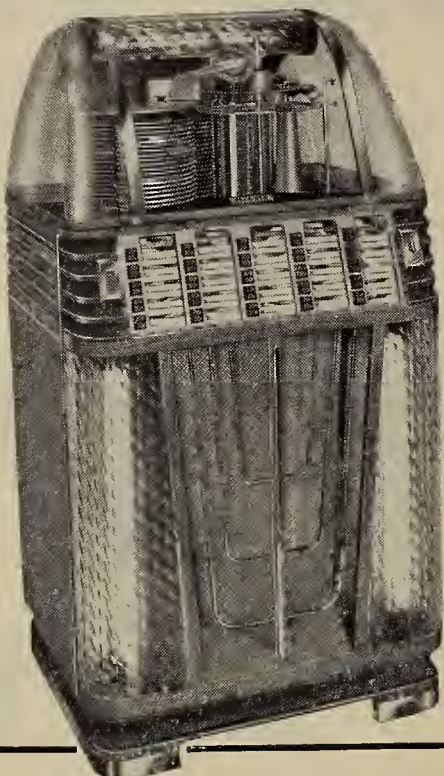
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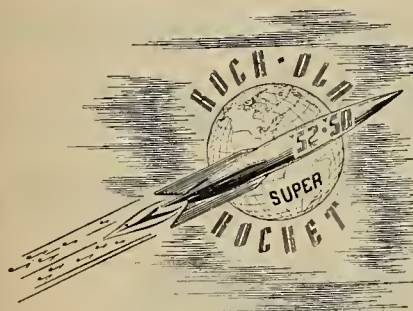
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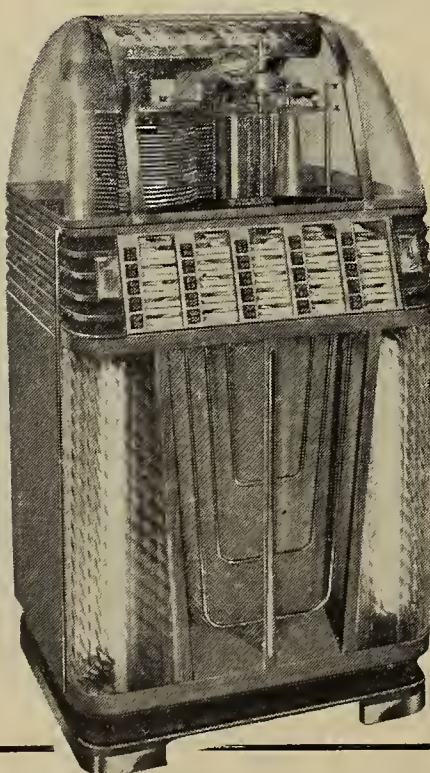
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HOT

in HARLEM on CHICAGO'S South Side in NEW ORLEANS

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

1	SIXTY MINUTE MAN <i>Dominoes</i> (Federal 12022)	SIXTY MINUTE MAN <i>Dominoes</i> (Federal 12022)	CHAINS OF LOVE <i>Joe Turner</i> (Atlantic 939)
2	DON'T YOU KNOW I LOVE YOU? <i>Clovers</i> (Atlantic 934)	CASTLE ROCK <i>Johnny Hodges</i> (Mercury 8944)	DON'T YOU KNOW I LOVE YOU? <i>Clovers</i> (Atlantic 934)
3	THESE THINGS I OFFER YOU <i>Sarah Vaughan</i> (Columbia 39370)	THE THRILL IS GONE <i>Roy Hawkins</i> (Modern)	SIXTY MINUTE MAN <i>Dominoes</i> (Federal 12022)
4	BLOODSHOT EYES <i>Wynonie Harris</i> (King)	EYESIGHT TO THE BLIND <i>The Larks</i> (Apollo 427)	I'M WAITING JUST FOR YOU <i>Lucky Millinder</i> (King)
5	I'M WAITING JUST FOR YOU <i>Lucky Millinder</i> (King)	TOO YOUNG <i>King Cole</i> (Capitol 1449)	I'LL ALWAYS BE IN LOVE WITH YOU <i>Charles Brown</i> (Aladdin)
6	I WON'T CRY ANYMORE <i>Dinah Washington</i> (Mercury 8211)	I'M WAITING JUST FOR YOU <i>Lucky Millinder</i> (King)	T-99 <i>Jimmy Nelson</i> (R.P.M.)
7	CASTLE ROCK <i>Johnny Hodges</i> (Mercury 8944)	CHAINS OF LOVE <i>Joe Turner</i> (Atlantic)	HOWLING WINDS <i>Joe Turner</i> (National)
8	TOO YOUNG <i>Nat "King" Cole</i> (Capitol 1449)	CHICA BOO <i>Lloyd Glenn</i> (Swingtime)	BLOODSHOT EYES <i>Wynonie Harris</i> (King)
9	SHOULDN'T I KNOW <i>Cardinals</i> (Atlantic 938)	ALL NIGHT LONG <i>Johnny Otis</i> (Savoy)	TEND TO YOUR BUSINESS <i>James Wayne</i> (Sittin' In 588)
10	ROCKET 88 <i>Jackie Brenston</i> (Chess 1458)	ROCKET 88 <i>Jackie Brenston</i> (Chess 1458)	BLUE AND LONESOME <i>King Perry</i> (Specialty)

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 939)	I'M WAITING JUST FOR YOU Lucky Millinder (King)	SAVANNAH, GA. 1. Sixty Minute Man (Dominoes) 2. Big Town (Roy Brown) 3. T-99 Blues (Jimmy Nelson) 4. Just One More Drink (Amos Milburn) 5. I'm Waiting Just For You (Lucky Millinder) 6. I'm Crying (Memphis Slim) 7. Tend To Your Business (James Waynes) 8. Tra-La-La (Griffin Brothers) 9. These Things I Offer You (Sarah Vaughan) 10. Too Young (Nat "King" Cole)
2	DON'T YOU KNOW I LOVE YOU? Clovers (Atlantic 934)	SLEEP Earl Bostic (King)	ATLANTA, GA. 1. Just One More Drink (Amos Milburn) 2. Tra-La-La (Griffin Brothers) 3. Crying (Memphis Slim) 4. All Night Long (Johnny Otis) 5. I Have News For You (Roy Milton) 6. T-99 Blues (Jimmy Nelson) 7. Rollin' And Rockin' (Lil' Son Jackson) 8. Rocket 88 (Jackie Brenston) 9. Chica Boo (Lloyd Glenn) 10. Honey Bee (Muddy Waters)
3	SIXTY MINUTE MAN The Dominoes (Federal 12022)	TEND TO YOUR BUSINESS James Wayne (Sittin' In)	NEWARK, N. J. 1. Sixty Minute Man (Dominoes) 2. Don't You Know I Love You? (Clovers) 3. Just One More Drink (Amos Milburn) 4. I'm Waiting Just For You (Lucky Millinder) 5. Money Blues (Camilla Howard) 6. T-99 (Jimmy Nelson) 7. Sleep (Earl Bostic) 8. Blue And Lonesome (King Perry) 9. Rocket 88 (Jackie Brenston) 10. I'll Always Be In Love With You (Charles Brown)
4	CASTLE ROCK Johnny Hodges (Mercury 8944)	CHAINS OF LOVE Joe Turner (Atlantic)	RICHMOND, VA. 1. Rocket 88 (Jackie Brenston) 2. Eyesight To The Blind (The Larks) 3. Tend To Your Business (James Waynes) 4. I Will Wait (Four Buddies) 5. All Nite Long (Johnny Otis) 6. Sixty Minute Man (Dominoes) 7. T-99 Blues (Jimmy Nelson) 8. What A Fool I Was (Percy Mayfield) 9. She's Dynamite (B. B. King) 10. Tryin' to Find A Girl (James Waynes)
5	WHAT A FOOL I WAS Percy Mayfield (Specialty)	T-99 Jimmy Nelson (RPM)	OAKLAND, CAL. 1. I Have News For You (Roy Milton) 2. T-99 Blues (Jimmie Nelson) 3. Bloodshot Eyes (Wynonie Harris) 4. The Thrill Is Gone (Roy Hawkins) 5. Will You Be Mine? (The Swallows) 6. I'll Always Be In Love With You (Charles Brown) 7. Big Town (Roy Brown) 8. Ruth Ann (Johnny O'Neal) 9. Black Night Is Gone (J. D. Nicholson) 10. New Love (Mel Walker-Johnny Otis)
6	TIME CHANGES THINGS Little Son Jackson (Imperial)	ALL NIGHT LONG Johnny Otis (Savoy)	
7	BLUE AND LONESOME King Perry (Specialty)	DON'T YOU KNOW I LOVE YOU? The Clovers (Atlantic)	
8	I'M WAITING JUST FOR YOU Lucky Millinder (King 4453)	ROCKET 88 Jackie Brenston (Chess)	
9	I'M CRYING Memphis Slim (Premium 903)	CASTLE ROCK Johnny Hodges (Mercury)	
10	TRA-LA-LA The Griffin Brothers (Dot 1060)	GO, GO, GO Trenier Twins (Okeh)	

Airing of Dub Forces Early Chess Release

CHICAGO—The playing of a dub by a Cincinnati dj last week forced the premature release of the latest Chess pressing, it was reported by Leonard Chess.

The Cincinnati dj, Ernie Waite, played a dub of "Hey Little Girl" by the John Godfrey Trio on one of his daytime shows and the local response was so great that Chess was forced to release the number in the Cincinnati area.

According to Chess, when the Cincinnati distributor began to reorder, it was decided to release the record prematurely to all Chess distributors.

Niles Named Eastern Rep For Ardmore & Beechwood

NEW YORK—Mike Gould of Ardmore and Beechwood Music has announced that Duke Niles has been appointed Eastern representative for both firms.

Niles, who is well known in the music business, will take over as Gould returns to the home offices on the coast.

The firm's current plugs are "Walk-in' and Whistlin' Blues" and "Who Sends You Orchids".

Victor Signs Rudy Traylor

NEW YORK—Rudy Traylor, whose professional career has ranged from playing drums with such bands as Earl Hines and Jimmie Lunceford to arranging and drumming for Billy Rose's Diamond Horseshoe revues, has been signed to record for RCA Victor.

Traylor's first recording will be "Slick Chick (On the Sly)" and "Those Magic Words". Mary Louise, the combo's songstress, will do the vocals.

AUGUST SIZZLERS!

"THE GLORY OF LOVE"

The Five Keys

AL 3099

"JUST ONE MORE DRINK"

Amos Milburn

AL 3093

"I GOT LOADED"

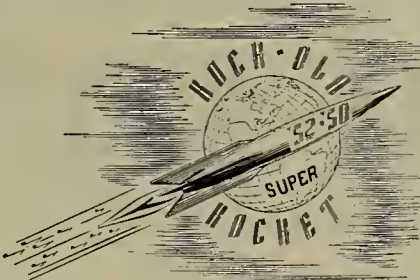
"Peppermint" Harris

AL 3097



BEST IN THE WEST!

The NEW, Sensational **ROCK-OLA Super '52-50 ROCKET** Phonograph



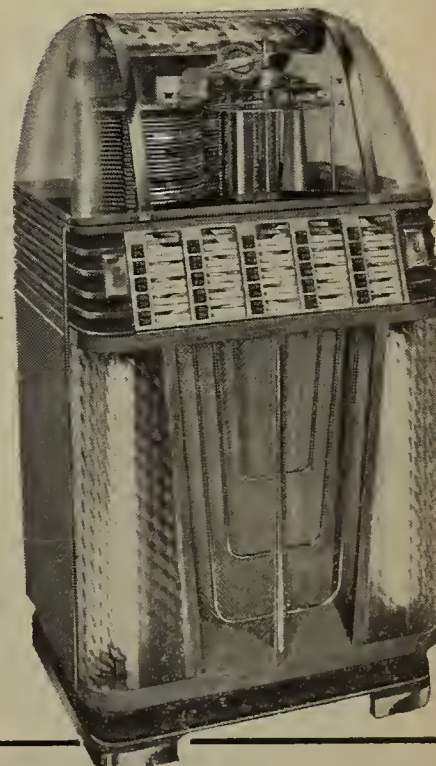
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H. B. BRINCK

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(Tel.: 6726)

Wayne Howell New Emcee On Victor Disk Show

NEW YORK—Wayne Howell, NBC announcer, producer and master of ceremonies, started doing double duty for RCA Victor when he took over as head man on the company's disk-and-guest show, "Musical Merry-Go-Round," Saturday, 8:00 p.m., NBC.

Under Howell's direction, the show will feature interviews with top guest celebrities from the musical and entertainment fields and popular platters of the foremost RCA Victor recording artists, including sneak previews of records not yet released.

Howell is one of the busiest men in the radio and television field. At times, he has announced as many as four radio shows running consecutively, including "Right To Happiness," "Cavalcade of America," "The Bob Hawk Show," and "The Jimmy Durante Show."

Frances Wayne & Neal Hefti Signed by Coral

NEW YORK—Jimmy Hilliard, vice-president in charge of recording at Coral Records, announces the signing of trumpeter-arranger Neal Hefti and his vocalist wife, Frances Wayne, to an exclusive recording contract.

The former Woody Herman arranger and trumpeter and his wife will record together on the Coral label. Neal Hefti plans a 15-piece orchestra and Frances Wayne will be featured vocalist on all discs.

Hefti is credited with arranging the famous "Caldonia" by the Herman herd. Recently he has done arrangements for such top TV shows as "Toast of the Town," "The Frank Sinatra Show," "Sing It Again," and "Songs For Sale." Before joining Woody Herman's group Hefti played with Charlie Barnet, Charlie Spivak and Horace Heidt. His wife, Frances Wayne, was featured on Woody Herman's recording of "Happiness Is Just A Thing Called Joe."

Their first recording date will take place this week at Coral's New York studios.

Ebony Express



MIAMI, FLA. — Paul Williams (left) and Larry Darnell (right), top notch recording stars in the rhythm and blues field, are shown discussing the pros and cons of the music business with disk jockey Johnny Johnston and his Ebony Express show which is heard throughout South Florida five hours every day over radio station WFEC in Miami.

Top Moneymaker!
PRAYIN' FOR YOUR RETURN
 by PERCY MAYFIELD # 408

Specialty records

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 on # 1 Plug Tune

"WOULD I MIND"
 by STEVE GIBSON
 and the Original Red Caps
 RCA Victor # 22-0138

• 2 HITS—BACK TO BACK
 • GRIFFIN BROS. ORK.
 • sensational new release

• "TRA-LA-LA"
 • "HOPPIN"
 • DOT # 1060

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TOO HOT TO HOLD! DJ's Play Of Dub Forces Release Of ...

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THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

"HEY LITTLE GIRL"

B/W "BOOGING THE BLUES"

FEATURING

THE JOHN GODFREY TRIO

(A New Sound)

CHESS 1478

Jackie Brenston - Going Stronger Than Ever!

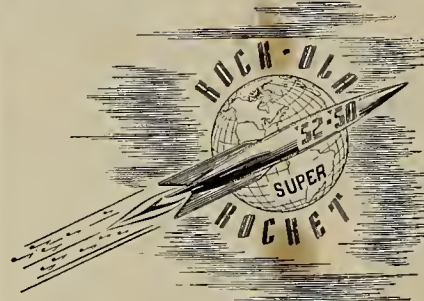
"JUICED"

CHESS 1472

CHESS RECORDS
750 EAST 49th STREET, CHICAGO 15, ILL.
(ALL PHONES: KENWOOD 8-4343)

FINEST PHONOGRAPH BUILT!

The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph



SEE IT TODAY!

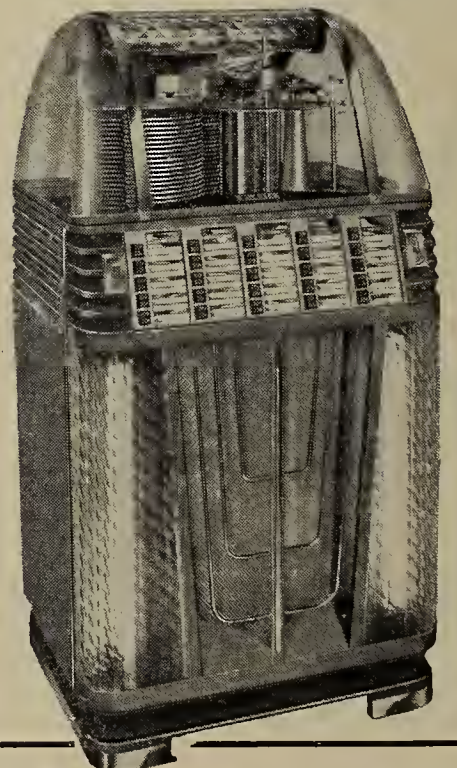
TO HELP YOU MAKE MORE MONEY THE ROCK-OLA Super '52-50 ROCKET IS SET AT THE FACTORY FOR:

1 PLAY 10¢

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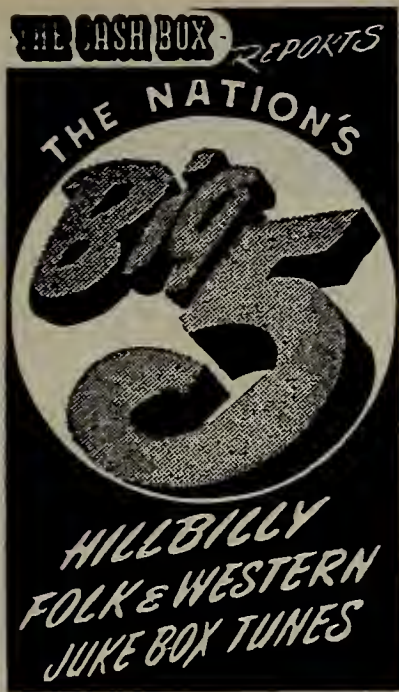
On The ROCK-OLA ROCKET you can arrange for any combination coin play you desire.

PHONE TODAY!



IDEAL NOVELTY COMPANY

2823 Locust Street, St. Louis, Mo.
(Tel.: FRANKLIN 5544)



Grand Ole Opry Honored As Oldest & Longest Radio Show

NASHVILLE, TENN.—Top honors were paid last week to the nation's oldest (26 years) and longest (4½ hours) commercial radio program when WCM's Grand Ole Opry was the subject of a full length feature story in Collier's Magazine.

The 5,000 word article ("Thar's Gold in Them Thar Hillbilly Tunes") with two pages of color pictures tells the story of how the program began as the traditional barn dance show of that day and grew until it has made Nashville the folk music capital of the world.

The story is written by Collier's Associate Editor Bill Davidson, who said, "Most of the country regards New York and Hollywood as the twin capitals of show business; but you could never prove it by Uncle Dave (Macon) and millions of other people like him. To them, the Mecca is Nashville. . . . It has its own big hillbilly stars who individually make up to \$300,000 a year, its own hillbilly music publishing companies, even its own handsome hillbilly singing stars who set hillbilly bobby-soxers to squealing. For years, this form of show business flourished apart from the Hollywood-New York axis, almost totally unknown to it. . . . But in the last few months, the balance has been suddenly and violently disrupted. The Nashville must has won the entire nation."

The Grand Ole Opry is believed to be the only radio program which the audience pays to see (30c general admission; 60c reserved seats). Seats are sold out usually about two months in advance. It is attended by an average of 5,000 persons weekly, and they come from an average of 38 states each week. So great is the sales impact on the Grand Ole Opry that prospective sponsors are on a waiting list for time that may become available.

Capitol Sets One Day A Week For Pubs

NEW YORK—Dave Cavanaugh, Eastern head of A & R for Capitol, announced this week beginning Tuesday, August 21, he will set aside every Tuesday to meet the publishers. Starting at 10:00 A.M. and lasting until everyone is heard from, the day will be devoted to listening to new tunes. Sid Feller will sit in on the conferences with Cavanaugh.

Rudolph On Film

NEW YORK—Rudolph The Red Nosed Reindeer will be the subject of an animated short being produced by Jam Handy and due to be released in October. It is scheduled to play about 6000 theaters.

Max Fleischer is doing the animations. The film will be distributed by Jam Handy and Harry Willard in this country and negotiations are now being conducted with J. Arthur Rank for distribution in Canada.

New Exploitation For KC Pub

KANSAS CITY, MO.—Ruth Shook, formerly of the promotion division of RCA Victor's Kansas City branch, has joined Gershman & Goodman, Kansas City publishing house in a similar capacity, exploiting the firm's tunes on the west coast. Current plugs are "The Loneliest House On The Street" and "I Hope You Believe."

Grinding Out the Disks



HOLLYWOOD, CAL. — Les Paul and Mary Ford are in a happy mood grinding out those disks for Capitol Records. The pair who have risen to the top of the ladder in a few short months are still going strong with their great waxing of "How High The Moon" and now have another one coming up in "I Wish I Had Never Seen Sunshine."

Out With Another Hit

"HEY LITTLE GIRL"

by **BOBBY SMITH & THE LARKS**

backed with "Little Side Car" Apollo #429

APOLLO RECORDS, INC.
457 W. 45 St. N. Y.

KING - DELUXE - FEDERAL

King

best sellers **DE LUXE**

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RECORDS

TOP SELLING ARTISTS

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- ★ LUCKY MILLINDER
- ★ WYNONIE HARRIS
- ★ EARL BOSTIC
- ★ TINY BRADSHAW
- ★ ROY BROWN
- ★ KAY ARMEN
- ★ GENE WILLIAMS
- ★ MOON MULLICAN
- ★ HAWKSHAW HAWKINS
- ★ COWBOY COPAS
- ★ YORK BROTHERS

distributors

King

RECORDS INC.

FEDERAL - KING - DELUXE

1 I WANT TO PLAY HOUSE WITH YOU

Eddy Arnold
(RCA Victor 21-0476; 48-0476)

2 I WANT TO BE WITH YOU ALWAYS

Lefty Frizell
(Columbia 20799; 4-20799)

3 HEY, GOOD LOOKIN'

Hank Williams
(MGM 11000; K11000)

4 LET'S LIVE A LITTLE

Carl Smith
(Columbia 20796; 4-20796)

5 I CAN'T HELP IT

Hank Williams
(MGM 10961; K10961)

Additional Tunes

DOWN THE TRAIL OF ACHIN' HEARTS

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

HOWLIN' AT THE MOON

Hank Williams
(MGM 10961; K10961)

RHUMBA BOOGIE

Hank Snow
(RCA Victor 21-0431; 48-0431)

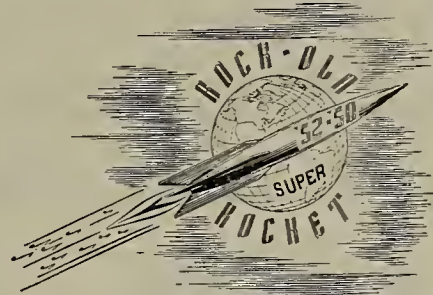
KENTUCKY WALTZ

Eddy Arnold
(RCA Victor 21-0444; 48-0444)

HEY LA LA

Ernest Tubbs
(Decca 46338; 9-46338)

IT WAS WORTH WAITING FOR!



The NEW, Sensational **ROCK-OLA Super '52-50 ROCKET** Phonograph

SEE IT TODAY!

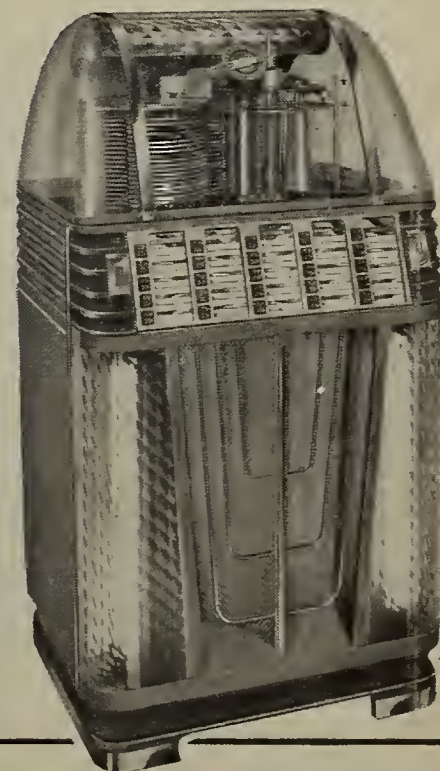
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PHONE TODAY!



FRANCO DISTRIBUTING CO.

24 North Perry St., Montgomery, Ala.

(Tel.: 3-6463)

Folk and Western Roundup

There were over 250 Acuff's at Roy Acuff's Dunbar Cave near Nashville, Tennessee, on Sunday July 29th. The occasion was an Acuff family reunion hosted by Roy himself. A picnic dinner was served on the ground with special programs during the afternoon and evening. Reunion is an annual affair and reports are that this was the best yet.

Roy Acuff and His Smoky Mountain Boys are scheduled for Cairo, Illinois, August 5th with the following week being spent in North Dakota and Nebraska.

Eddy Arnold and the Oklahoma Wranglers have just completed two weeks of transcription making for Purina Mills in Nashville. Group is scheduled for more transcribing in Hollywood last week of August where many guest stars will be featured on the cuttings.

Sessions cut recently in Nashville include Hank Williams (M-G-M) and Ken Marvin (Mercury).

The Louvin Brothers, Ira and Charles now broadcasting from Memphis, Tennessee are scheduled to cut M-G-M sides in Nashville, August 5th.

Stubby and The Buccaneers (Decca) have a waxing out entitled BOGGLE TO BOGGLE TO BOONE that has been accepted by National Association of Professional Baseball Leagues as the theme song for their Golden Anniversary during 1951. Gratis records have been sent to all baseball clubs requesting them from a bulletin issued by President George M. Trautman of Columbus, Ohio. Reports are that record is getting favorable attention from baseball fans as well as sports casters on local radio stations.

The Down Homers of WTIC, Hartford, Conn., have signed with NBC-TV for a coast to coast show starting August 5 at 5:30 P.M.

"Bashful Bob" Mac McKenzie, KLOK in San Jose, California reports increasing attention to country records in the western area. McKenzie is in his sixth year doing three hours per day of country records. A Saturday evening one hour western broadcast featuring Shorty Joe and His Red Rock Canyon Cowboys is another feature of McKenzie's schedule.

Another western disc jockey reporting increased attention to country and western records is Don Churchill broadcasting from KROW in Oakland, California. Churchill also heads up the Texas Mavericks for broadcast and local personal appearances.

Bill Saunders alias P.F.P. is heading up a very fine program "Radio Rangers Club". Program airs from WOKO, Albany, New York, for a late afternoon half hour across the board. Club members receive a membership card and a number of varied souvenirs for sponsor's labels or box tops.

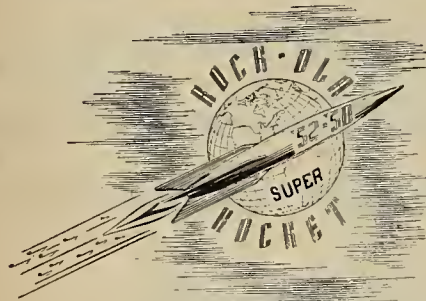
Congratulations to Lillian Mehlman who recently became Mrs. Helf. Many of the syndicated record review columns are under her authorship.

Buddy Starcher and Salt and Peanuts are new names at WMBM in Miami Beach. Starcher heads programming dept. as director while the duo, Salt and Peanuts, are heard daily via their own seg.

Smokey Smith, KRNT—Des Moines' leading country disc jockey reports need for country instrumental records. He says his audience finds them very interesting and he is unable to program enough to suit the demand from existing library. Smokey is celebrating a year at KRNT.

Biff Collie returns to KNUZ—Houston after several months of record spinning on KLEE same city.

READY FOR DELIVERY!!



The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph

SEE IT TODAY!

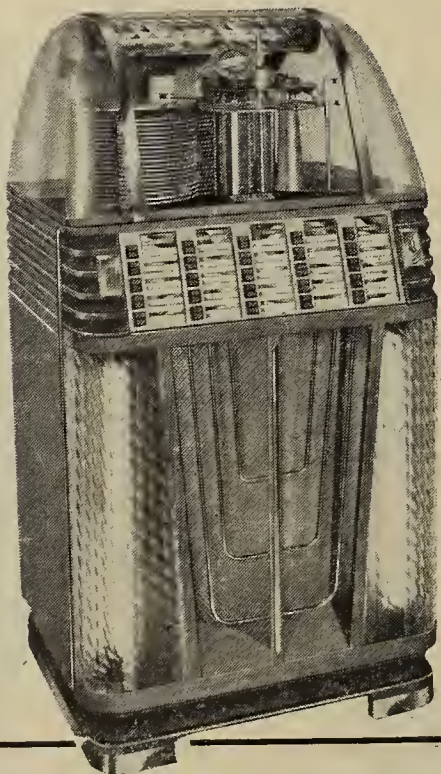
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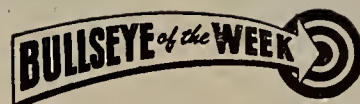
CALDERON SALES COMPANY

450 Massachusetts Ave., Indianapolis, Ind.

(Tel.: LINCOLN 8648)

THE CASH BOX

"Folk" and "Western" Record Reviews



"TENNESSEE CHOO CHOO" (2:35)

"WHO'S GONNA BE LONESOME FOR ME" (2:56)

DELMORE BROTHERS
(King 966)



DELMORE BROTHERS

● The Delmore Brothers come through with a train song that

could really make it. This driving number done in fine style by the boys has all the possibilities of a big disk and ops who listen in are bound to get on board. The boys sing out a duet in extremely appealing style and give out with some guitar work that adds excitement to the side. This one has plenty to offer. Bottom half is a straight ballad with the boys again dueting and making with the guitar. The side we're excited about is the first one. It has what it takes to get the coins into the machines.

"THAT SWEET STORY OF OLD"
(2:18)

"TAKE MY HAND PRECIOUS
LORD" (2:20)

JIMMIE DAVIS
(Decca 14580)

● Two religious sides are offered here by Jimmie Davis. The top deck is a familiar melody with new lyrics on which Jimmie gets an assist from The Anita Kerr Singers. The bottom half is a slow, soft tune with some good guitar work. Ops in the right locations should do well with this one.

"A THOUSAND TIMES" (2:40)

"THE HONEYMOON IS OVER"
(3:12)

CHUCK MURPHY
(Coral 64101)

● A light hearted tune is sung in pleasant manner on the top deck by Chuck Murphy. Chuck's infectious singing makes this disk a strong contender. The lower half is a jivy piece in good rhythm with another listenable vocal. Ops musn't miss this.

"EMPTY HANDS, EMPTY HEART,
EMPTY POCKETS" (2:32)

"THE PLAYER PIANO BOOGIE"
(2:26)

DEUCE SPRIGGENS
(Capitol 1730; F-1730)

● An appealing novelty shows up on the upper end done by Deuce Spriggens and Jimmie Widener. The pair run through the smart lyrics with a lot of verve. Second half finds Deuce singing a jumpy tune with Ossie Godson at the piano. Ops might take a look.

"THE GIRL IN THE WOOD" (2:45)

"MR. BUZZARD" (2:01)

TERRY GILKYSON
(Decca 27708; 9-27708)

● A tune that could easily break out is given an excellent rendition on the first side by Terry Gilkyson, its author. Terry gets some fine feeling into this. The lower end is a novelty in a fast, steady pace. Ops oughta watch the upper half.

"WHAT'LL I DO WITH THE
BABY-O" (2:40)

"CHICKENS DON'T ROOST TOO
HIGH" (2:30)

GRANDPA JONES
(King 976)

● Grandpa Jones has a couple of fast ditties to offer on this platter. Each end gets a driving vocal from Grandpa and plenty of fiddles and guitars to go along. Both of these are gonna please his fans and ops are advised to listen in.

"PLINEY JANE" (2:48)

"I'M TIRED OF LIVING THIS LIE"
(2:52)

BOB WILLS
(MGM 11024)

● Bob Wills and his boys go to work on a couple of sides and see that they come out real good. The first one is a lively novelty with Joe Andrews and the Playboy Trio doing the vocal. The bottom end is a slower item on which Ramona Reed sings the lyrics. Ops might have a peek.

"KENTUCKY WALTZ" (2:48)

"I'LL BE ALONE" (2:43)

"SHERIFF" JOHNNY DENIS
(London 1070)

● A couple of tunes in pop style are turned out here by "Sheriff" Johnny Denis and his Ranchers. The top deck is a hit of a few months back while the bottom half is a novelty sung in chorus. Although not world shaking by any means, it deserves some attention from ops.

"HELP WANTED" (2:43)

"LOVIN' COUNTRY STYLE" (2:53)

"BIG BILL" LISTER
(Capitol 1736; F-1736)

● Two ballads come our way on this platter, sung by "Big Bill" Lister. Each end is a very slow thing, done in heavy voice by Bill. Ops who are in the market for good filler material, might take a listen to this one.

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

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

CODE

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

45 rpm numbers in parenthesis

	Aug. 11	Aug. 4
1—COME ON-A MY HOUSE	98.1	74.1
CA-1710 (F-1710)—KAY STARR <i>Hold Me, Hold Me</i>		
CO-39467 (4-39467)—ROSEMARY CLOONEY <i>Rose Of The Mountain</i>		
DE-27680 (9-27680)—ELLA FITZGERALD <i>Mixed Emotions</i>		
FE-14001—KAY ARMEN <i>Just in Case</i>		
ME-5671 (5671x45)—RICHARD HAYES <i>Go, Go, Go</i>		
RH-111—LOUIS PRIMA <i>Bring Forth De Light</i>		
SA-793—BERT KEYES <i>Perhaps</i>		
VI-20-4199 (47-4199)—THREE SUNS <i>Hula Blues</i>		
2—TOO YOUNG	93.8	104.7
CA-1449 (F-1449)—KING COLE <i>That's My Girl</i>		
CO-39271 (4-39271)—TONI ARDEN <i>Too Late Now</i>		
CR-60393 (9-60393)—DENNY VAUGHN <i>I Love The Way You Say Goodnight</i>		
DE-27569 (9-27569)—PATTY ANDREWS <i>Gotta Find Somebody To Love</i>		
DE-27366 (9-27366)—VICTOR YOUNG <i>Be My Love</i>		
ME-5599 (5599x45)—RICHARD HAYES <i>Shenandoah Waltz</i>		
MG-10920 (K10920)—JOHNNY DESMOND <i>I Fell</i>		
VI-20-4105 (47-4105)—FRAN ALLISON <i>Lies</i>		
VI-23-5480 (51-5480)—LUIS ARCARAZ O. <i>Because of Rain</i>		
3—JEZEBEL	82.7	88.5
CO-39267 (4-39267)—FRANKIE LAINE <i>Rose, Rose, I Love You</i>		
LO-1060 (45-1060)—WINFRED ATWELL <i>Choo-Choo Samba</i>		
ME-5622—ALLEN GREENE <i>The Miracle</i>		
ME-5620—ALEXANDER BROS. <i>Pennsylvania Dutch</i>		

	Aug. 11	Aug. 4
4—SWEET VIOLETS	63.9	51.9
CO-39488 (4-39488)—JANETTE DAVIS <i>My Darling Man</i>		
DE-27668 (9-27668)—JANE TURZEY <i>Lonely Little Robin</i>		
ME-5673 (5673x45)—DORIS DREW <i>Them There Eyes</i>		
VI-20-4174 (47x4174)—DINAH SHORE <i>If You Turn Me Down</i>		
5—MY TRULY, TRULY FAIR	61.7	71.9
CA-1583 (F-1583)—RAY ANTHONY <i>Pretty Eyed Baby</i>		
CO-39415 (4-39415)—GUY MITCHELL <i>Who Knows Love</i>		
CR-60514 (9-60514)—GEORGIE AULD <i>Sentimental Fool</i>		
DE-27630 (9-27630)—RUSS MORGAN <i>I Am Free</i>		
LO-1050 (45-1050)—DICK JAMES <i>Happy Valley</i>		
ME-5646 (5646x45)—VIC DAMONE <i>My Life's Desire</i>		
MG-10984 (K10984)—ART MOONEY <i>The World Is Mine</i>		
VI-20-4159 (47-4159)—FREDDY MARTIN <i>The Good Humor Man</i>		
6—THE LOVELIEST NIGHT OF THE YEAR	59.4	60.7
CA-1408 (F-1408)—HELEN O'CONNELL <i>Arthur Murray Taught Me Dancing</i>		
CO-39192 (4-39192)—PERCY FAITH <i>You Are The One</i>		
DE-27507 (9-27507)—FRED WARING <i>Tulips And Heather</i>		
DE-27583 (9-27583)—ETHEL SMITH <i>Syncopated Clock</i>		
LO-937 (45-937)—ANNE SHELTON <i>Love Me, My Love</i>		
MG-30352 (K30352)—ANN BLYTH <i>La Donna E Mobile</i>		
VI-10-3300—MARIO LANZA <i>La Donna E Mobile</i>		
7—HOW HIGH THE MOON	47.9	46.4
CA-1451 (F-1451)—LES PAUL & MARY FORD <i>Walkin' & Whistlin' Blues</i>		
CO-39145—ERROLL GARNER <i>Poor Butterfly</i>		
DE-24513 (9-24513)—LIONEL HAMPTON O. <i>Out O' Breath</i>		
MG-30303 (K30303)—DAVID ROSE <i>Out O' Breath</i>		
ME-5643 (5643x45)—RAY BARBER <i>Girls We Never Did Wed</i>		
MG-10947 (K10947)—JOHNNY DESMOND <i>Andiamo</i>		
VI-10-3425—JAN PEERCE <i>What Is A Boy?</i>		
8—BECAUSE OF YOU	39.6	47.5
CA-1493 (F-1493)—LES BAXTER <i>Unless</i>		
CO-39362 (4-39362)—TONY BENNETT <i>I Wont Cry Anymore</i>		
CR-60440 (9-60440)—BOB CROSBY O. <i>Nine-Twenty Special</i>		
DE-27666 (9-27666)—LOMBARDO & DeHAVEN <i>Out O' Breath</i>		
ME-5643 (5643x45)—RAY BARBER <i>Girls We Never Did Wed</i>		
MG-10947 (K10947)—JOHNNY DESMOND <i>Andiamo</i>		
VI-10-3425—JAN PEERCE <i>What Is A Boy?</i>		
9—ON TOP OF OLD SMOKY	38.2	46.1
CO-39328—BURL IVES <i>Syncopated Clock</i>		
CR-60436 (9-60436)—GEORGE CATES <i>Syncopated Clock</i>		
DE-27515 (9-27515)—WEAVERS <i>Across The Wide Missouri</i>		
IN-6014—TERREA LEA <i>Black Girl</i>		
LO-1028 (45-1028)—JOSH WHITE <i>Black Girl</i>		
ME-5612 (5612 x 45)—GEORGE SIRAVO O. <i>Do You Dig John Peel</i>		

	Aug. 11	Aug. 4
10—MISTER AND MISSISSIPPI	33.1	43.2
CA-1521 (F-1521)—TENNESSEE ERNIE <i>How Long Is Forever</i>		
CO-39371 (4-39371)—GENE AUTRY <i>How Long Is Forever</i>		
DE-27579 (9-27579)—MILLS BROS. <i>I'm A Fool To Want You</i>		
ME-5647 (5647x45)—REX ALLEN <i>Lonely Little Robin</i>		
ME-5645 (5645x45)—PATTI PAGE <i>Lonely Little Robin</i>		
VI-20-4140 (47-4140)—DENNIS DAY <i>Trinket Of Shiny Gold</i>		
11—I'M IN LOVE AGAIN	30.9	24.2
DE-27635 (9-27635)—ANDREWS SISTERS—GORDON JENKINS <i>It Never Entered My Mind</i>		
ME-5663 (5663x45)—EDDY HOWARD <i>A Woman Is A Deadly Weapon</i>		
VI-20-4148 (47-4148)—HENRI RENE—APRIL STEVENS <i>Roller Coaster</i>		
12—MORNINGSIDE OF THE MOUNTAIN	29.3	24.1
CA-1594 (F-1594)—JAN GARBER <i>Moon, June, Spoon</i>		
CO-39424 (4-39424)—PAUL WESTON <i>What Will I Tell My Heart</i>		
MG-10989 (K10989)—TOMMY EDWARDS <i>F'r Instance</i>		
VI-20-4181 (47-4181)—GRIFFIN & WINTERHALTER <i>I Love The Sunshine Of Your Smile</i>		
13—I GET IDEAS	29.2	19.3
CA-1573 (F-1573)—PEGGY LEE <i>Tonight You Belong to Me</i>		
VI-20-4141 (47-4141)—TONY MARTIN <i>Tahiti My Island</i>		
14—ROSE, ROSE, I LOVE YOU	27.6	44.5
CA-1532 (F-1532)—LOU ELLA ROBERTSON <i>The Letter</i>		
CO-39367 (4-39367)—FRANKIE LAINE <i>Jezebel</i>		
CO-39420 (4-39420)—MISS HUE LEE <i>An Autumn Melody</i>		
CR-60484—MITCHELL TRIO <i>Easy Come, Easy Go</i>		
DE-27594 (9-27594)—GORDON JENKINS <i>Unless</i>		
LO-1029 (45-1029)—BENNY LEE <i>Wimmin'</i>		
MG-10978 (K-10978)—ART LUND <i>I Like The Wide Open Spaces</i>		
VI-20-4135 (47-4135)—BUDDY MORROW O. <i>After I Say I'm Sorry</i>		
15—SHANGHAI	21.6	13.5
CA-1525 (F-1525)—BOB CROSBY <i>The Naughty Waltz</i>		
CO-39423 (4-39423)—DORIS DAY <i>My Life's Desire</i>		
CR-60521 (9-60521)—HARRY BABBITT <i>Never Again</i>		
DE-27653 (9-27653)—BING CROSBY <i>I've Got To Fall In Love</i>		
MG-10998 (K10998)—BILLY WILLIAMS QT. <i>Wondrous Word</i>		
VI-20-4192 (47-4192)—BUDDY MORROW O. <i>Good Morning Mr. Echo</i>		
16—GOOD MORNING, MR. ECHO	16.8	13.4
CA-1702 (F-1702)—MARGARET WHITING <i>River Road Two-Step</i>		
DE-27622 (9-27622)—JANE TURZY <i>Be Doggone Sure You Call</i>		
ME-5662 (5662x45)—GEORGIA GIBBS <i>Be Doggone Sure You Call</i>		
VI-20-4192 (47-4192)—BUDDY MORROW O. <i>Shanghai</i>		

	Aug. 11	Aug. 4
17—SOUND OFF	15.2	29.8
CO-39413 (4-39413)—DePAUR'S INF. CH. <i>Ugly Woman</i>		
DE-27054 (9-27054)—JERRY GRAY <i>Circus</i>		
DE-27608 (9-27608)—JERRY GRAY <i>Circus</i>		
VI-20-4113 (47-4113)—VAUGHN MONROE <i>Oh Marry, Marry Me</i>		
18—JOSEPHINE	12.7	19.8
CA-1592 (F-1592)—LES PAUL <i>I Wish I Had Never Seen Sunshine</i>		
DE-27702 (9-27702)—MADCAPS <i>Casa Loma Stomp</i>		
DE-27703 (9-27703)—RUSS MORGAN <i>Longing For You</i>		
ME-5675 (5675x45)—LOLA AMECHE <i>Hitsity-Hotsity</i>		
19—VANITY	12.6	12.2
CA-1584 (F-1584)—LES BAXTER <i>World Is Mine</i>		
CO-39466 (4-39466)—SARAH VAUGHAN <i>My Reverie</i>		
DE-27618 (9-27618)—DON CHERRY <i>Powder Blue</i>		
LO-895 (4-895)—HADDA BROOKS <i>It Hadda Be Brooks</i>		
ME-5659 (5659x45)—TONY FONTANE <i>Wondrous Word</i>		
20—UNLESS	12.3	10.5
CA-1493 (F-1493)—LES BAXTER <i>Because Of You</i>		
CO-39331 (4-39331)—GUY MITCHELL <i>Beggar In Love</i>		
CR-60478 (9-60478)—HERB JEFFRIES <i>Old Soldiers Never Die</i>		
DE-27594 (9-27594)—GORDON JENKINS <i>Rose, Rose, I Love You</i>		
LO-1075 (45-1075)—BILL SNYDER <i>My Dearest</i>		
VI-20-4120 (47-4120)—EDDIE FISHER <i>I Have No Heart</i>		

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

21—PLL HOLD YOU IN MY HEART	12.1	5.4
22—IN THE COOL, COOL, COOL OF THE EVENING	11.3	—
23—BECAUSE	10.8	8.2
24—PRETTY EYED BABY	10.5	11.3
25—BALLIN' THE JACK	10.2	5.2
26—BECAUSE OF RAIN	10.1	7.3
27—THESE THINGS I OFFER YOU	9.6	11.5
28—WHAT IS A BOY	9.4	7.2
29—MOCKIN' BIRD HILL	9.2	18.1
30—I WON'T CRY ANYMORE	9.1	4.5
31—WANG WANG BLUES	8.8	11.9
32—LONELY LITTLE ROBIN	8.6	12.1
33—TELL ME (YOU WILL LOVE ME FOREVER)	8.4	5.3
34—OCEANS OF TEARS	6.3	8.8
35—LAURA	6.2	—
36—DREAM	6.1	—
37—DETOUR	5.3	—
38—WHEN THE SAINTS GO MARCHING IN	5.2	—
39—COLD, COLD HEART	4.7	—
40—LONGING FOR YOU	4.4	—

SIX STATE PHONOGRAPH OPERATORS CONVENTION

Hotel Paxton, Omaha, Nebr., Monday and Tuesday, Oct. 15-16, 1951
July 31, 1951.

Mr. Bill Gersh,
The Cash Box,
32 West Randolph Street,
Chicago 1, Illinois

Dear Bill:

Having known you for many years and realizing your deep and heartfelt as well as sincere interest in the continued great progress of the entire industry, it was a thrill, believe me, to hear from the operators and leaders of the Six States (for whom I am acting as Publicity Chairman) that: "The one magazine we want to get the news and that we want to be with us in this big MIDWEST COIN MACHINE SHOW is 'The Cash Box'."

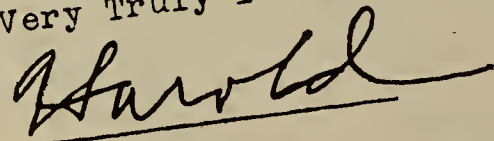
I am now sincerely convinced, Bill, that you really don't know with what respect and adoration the operators hold your publication. You certainly have been extremely modest in your statements regarding your magazine. Everyone of the men with whom I've spoken consider 'The Cash Box': "Our Bible". (Need I say more?)

Therefore, Bill, I'm only passing the word along (tho, believe me, I'm thrilled to the core to do so) that everyone of our operators want 'The Cash Box' to lead the parade and to create another SPECIAL ISSUE, like the one you created for the Five States Convention in Minneapolis some years back, for our big MIDWEST COIN MACHINE SHOW.

We look forward with great respect and heartfelt appreciation to the publicity which we hope you will give the MIDWEST COIN MACHINE SHOW for no one better than myself realizes that you are the most outstanding international publication in the coin machine business only and that everyone of the operators believe in your statements and quote them regularly, so that when you publicize the MIDWEST COIN MACHINE SHOW you are actually according us a very great honor.

With my personal thanks and the sincerest thanks of all of us of the Six States who are sponsoring the MIDWEST COIN MACHINE SHOW, I remain,

Very Truly Yours,



Harold Klein,
Publicity Chairman, Midwest Coin Machine Show

FACTORIES RATION PRODUCTION

Arrange Allotment Systems for Distribs. Continued Lack of Materials Forces Rationing Programs for Whatever Numbers of Machines Factories Can Produce. Mfrs Busy with War Work.

Ops are Urged to Anticipate Needs

CHICAGO—Factories here are now arranging allotment schedules on new machines shipped to its distributors.

This has come about because of the lack of materials and the further fact that copper, steel, aluminum, lead, and all other necessary metals for the continued manufacture of coin operated equipment, grow scarcer by the hour.

This lack of materials is forcing manufacturers to ration equipment to its distributors.

It is reliably reported that the distributors, in turn, are rationing the equipment to the operators in their areas.

Manufacturers here are busy with defense work. More and more contracts and sub-contracts are coming into the outstanding coin machine factories here.

These are tying up the machine shops as well as tool and die makers and even the assembly lines of some of the manufacturers.

As one noted manufacturer said this past week, "I don't know when we'll be able to fabricate new parts for our machines. Our machine shop is working around the clock and completely tied up with war work."

Because of this, and because of the lack of materials, most manufacturers are now in the position where they are continuing to build whatever new product they have.

They cannot see changing over to a new game at this time.

Operators are being urged to anticipate their needs as far in advance as they possibly can.

The belief here is that if ops will be able to foretell their needs the manufacturers will then have some idea of what production they can allot to their various distributors and, in this fashion, use up whatever few materials they obtain under the CMP deal.

It is hoped by the factories that even this small production, under which they are now working will, be able to continue into the fourth quarter of the year.

Regardless of whatever does come about in the near future, manufacturers report that they will try to continue to produce whatever they possibly can.

Some of the manufacturers are asking for "relief" from NPA. Some believe that if they are granted relief they will be able to handle the orders which they now have on hand.

In the meantime there has been a general business pickup all down the line.

ROCK-OLA PREVIEW CLIX

Distribs From All Over Nation As Well As Many Foreign Countries Present To See New Rock-Ola '52-50 Super Rocket Phono And New Type Wall Box

Enthusiasm Very Great For New Equipment

CHICAGO—A very beautiful, star-studded Sunday evening ushered in the new 1952 Rock-Ola Manufacturing Corporation music line.

With the Boulevard Room of the Sheraton Hotel here crowded for cocktail party time, and prior to enjoying a very fine dinner, J. A. (Art) Weinand, vice-president and director of sales for the Rock-Ola firm, unveiled the new Rock-Ola '52-50 Super Rocket for the crowd and also unveiled the new, universal type 50 selection wall and bar box.

David C. Rockola, president, started the music off by pushing the first button on the phono.

There was tremendous applause from all the distribs gathered together to see the new Rock-Ola line.

Everyone praised the new design and all agreed that the wall and bar box meant greater sales than ever before enjoyed.

J. Raymond Bacon, vice-president of the firm took the rostrum, after the dinner, and acted as master of ceremonies.

He first introduced David C. Rockola to all present, who spoke of the work which had gone into the new phono and the wall box and also explained the difficulties being encountered in obtaining materials, dies, tools and other necessities.

Bacon introduced many of the executives of the firm as well as their wives and then presented J. A. (Art) Weinand to the gathering.

Weinand spoke on the new type

sales push that is now necessary for distribs to keep their businesses going at top speed.

He also advised the distribs that they must anticipate their needs for equipment would be by allotment only from now on.

In addition to all the distributors from this country there were also present distribs from foreign countries.

Among these were: C. R. Sandoval, export distributor of the firm. Jose Romero of Puerto Rico. D. Solovey of Panama. Napoleon Boccheciampe of Venezuela. And others from Belgium and Mexico. Distribs from other foreign countries were on their way in.

Among the distributors from this country who were present at the showing were:

Mr. and Mrs. Carl Happel, Mr. and Mrs. Orville Carnitz, Mr. and Mrs. John Meer of Badger Novelty Co., Milwaukee; Mr. and Mrs. H. Binnie, Sr., Binco Music Dist., Ft. Wayne; Mr. and Mrs. H. M. Branson, H. M. Branson Dist., Louisville; Mr. and Mrs. Joe Brilliant, Brilliant Music Co., Detroit; H. B. Brinck, Butte; Al Calderon, Calderon Sales Co., Indianapolis; Paul Speer, Coin Machine Service, San Francisco; Irv Weiler, Jack Sully, R. McKenzie, Consolidated Dist., Kansas City; Lee Dixon and Norman Dixon, Dixon Dist., Youngstown; Mr. and Mrs. Bill Doyle, Mr. and Mrs. Stone, Bill Doyle & Co., Grand Rap-

ids; Mr. and Mrs. Dave Franco, W. B. Rodgers, C. B. Thornell, Franco Dist., Montgomery; Paul W. Hawkins, Tucson; J. R. (Pete) Pieters, Joel T. Anton, M. J. Ambro, King-Pin Equipment Co., Kalamazoo; Mr. and Mrs. Archie LaBeau, George LaBeau, St. Paul; Mr. and Mrs. Joe Abraham, Lake City Amusement Co., Cleveland; and B. D. Lazar, J. D. Lazar, Pittsburgh.

Also: M. A. Mallory, W. E. Maddox, Mallory Dist., New Orleans; Mr. and Mrs. L. D. Shulman, Modern Dist., Denver; Mr. and Mrs. J. J. Golumbo, Joe Green, Ed Ravreby, Music & Television, Boston; Henry Nelson, Detroit; H. W. Robinson, Robinson Dist., Atlanta; Irv Sandler, Sandler Dist., Des Moines; Dan Savage, E. C. Sanborn, Savage Novelty, Beloit; Morris Gross, Scott-Crosse Co., Philadelphia; Dave Stern, Tom Burke, Charles Reisner, Seacoast Dist., Elizabeth; Earl Montgomery, Allen Dixon, S. & M Sales Co., Memphis; L. F. LeSturgeon, Southern Music Corp., Charlotte; Mr. and Mrs. Ron Rood, Southern Music Dist., Orlando; Dan Stewart, Dan Stewart Co., Salt Lake City; Mr. and Mrs. K. F. Wilkinson, T. Baker, United Amusement, San Antonio; J. Fred Barber, Walbox Sales Co., Dallas; Dan M. Wertz, Wertz Music Supply, Richmond; Monte West, Len Micon, Al Stern, World Wide Dist., Chicago.

In addition, of course, there were all executives of the Rock-Ola plant along with many, many others.



Rock-Ola executives, seated on the dais, welcome all their distributors and friends who came from all over the nation and foreign countries to view the new Super Rocket '52-50 phonograph and new type wall box. Left to right: Henry Meyn, treasurer; J. Raymond Bacon, executive vice-president; David C. Rockola, president; J. A. Weinand, vice-president and director of sales; and J. J. Sears, vice-president and purchasing director.

SIX STATES TO SPONSOR "MIDWEST C. M. SHOW"

Display Booths And Meetings Arranged

Ops, Distribs, Mfrs From All Mid-West To Attend. Big Attendance Seen

OMAHA, NEB.—Publicity Chairman Harold Klein announced here this past week that, because of the instant and favorable reaction to the announcement by the organizations of the six states: North Dakota, South Dakota, Wisconsin, Nebraska, Minnesota and Iowa; that they would hold their annual convention at the Paxton Hotel in this city on Monday and Tuesday, October 15 and 16, the six states decided to turn the entire meet into a "Midwest Coin Machine Show."

As Klein reported, "We feel that even tho this convention is sponsored by the six states operators' associations, it really is a 'Midwest Coin Machine Show,' inasmuch as we are centrally located and operators from all the surrounding states are already telling us that they plan to attend."

"In addition to the operators of the six states who are sponsoring the convention," Klein continued, "we are going to have operators from Kansas, Missouri, Illinois, Wyoming, Colorado, Montana, and other states present."

"The convention is being held in the Fall of the year. Just in time for the manufacturers' new products which are usually presented at this time. It is a perfect time for them to display their new merchandise."

Klein said that he did not believe that this was "too ambitious" a program for the six states. He pointed out that the operators in the surrounding states had already indicated their intentions to be present immediately after the opening announcement.

He also stated, "There has been no coin machine show in sometime. This is the opportunity for the men to get together. Especially the coin machine men of the midwestern states and see what's new as well as hear what all think about the future of the industry."

"We are preparing one of the most interesting programs," he continued, "that any convention in the industry has ever featured."

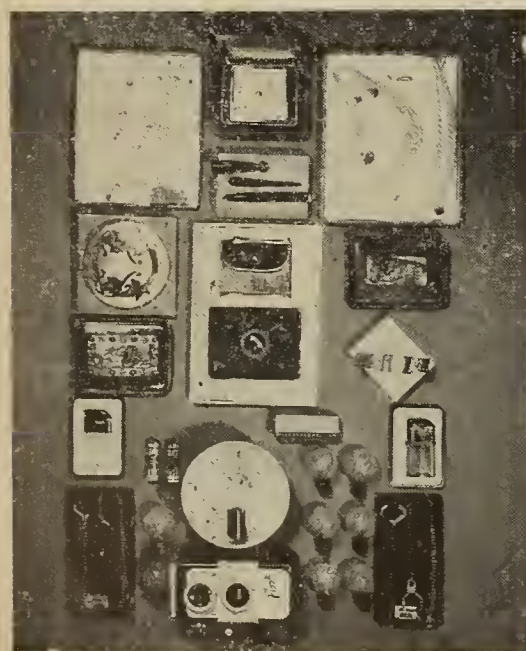
"By the way," he concluded, "at the rate the booths are being sold, we believe that there will be few, if any, left within the next thirty days."

SALE!!
4 BLONDE SEEBURG 48 Model \$319.50 each
2 AMI MODEL "C", slightly used
WRITE FOR PRICE
WRITE — WIRE — PHONE
Mid-West Distributing Co.
208 N. Madison Street Rockford, Ill.
(Phone: 2-8887)

Attention! Low Prices!
Ristaurcat Phano \$79.50
Exhibit Six Shaaters, ea. 199.50
Exhibit Dale Guns, ea. 65.00
Exhibit Silver Bullets, ea. 75.00
Packard Chrame Baxes, ea. 9.00
Wurlitzer 3020 Baxes, ea. 37.00
40 assorted Pin Games, clean, packed for shipment, \$35.00 to \$75.00 in price range. Many other buys . . . Get Our List!
OLSHEIN DISTRIBUTING CO.
1100-02 Broadway, Albany 4, N. Y.
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WILL TRADE . . .
BRAND NEW
TURF KINGS
(in original crates)
FOR . . .
MUSIC, CIGARETTE,
or ANY OTHER COIN
MACHINE EQUIPMENT
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PUT MORE \$\$\$\$ IN THE CASH BOX

SMART OPERATORS have DOUBLED their play by the use of good looking pad boards on locations. Here's the deal to put NEW LIFE in that old spot. The Greatest Premium Deal ever! Beautiful merchandise display, pad boards priced at \$34.50, \$24.50 and \$14.50. Sparkling jewelry at \$18.00 a dozen. One-third cash, balance C. O. D.

BE SMART! REVITALIZE THAT LOCATION TODAY!! DO IT THE PREMIUM WAY!

DEL MARRE DISTRIBUTING CO., INC.

411 W. HARRISON STREET, OAK PARK, ILL. All Phanes: EUclid 3-2828

Bill Ryan Named Gen'l Sales Manager For Williams Mfg. Co.



W. J. (BILL) RYAN

CHICAGO—Bill Ryan, formerly with Universal Industries, Inc., this city, has just taken the position of general sales manager for Williams Manufacturing Company, as of Monday, July 30, 1951, Samuel Stern, executive vice-president, and Harry

Williams, president of the firm, announced this past week.

Ryan is one of the old timers in the coin machine industry, having spent many years with manufacturing firms.

He is well known to the field throughout the country and his experience is expected to act as a very important factor in the continued success of the firm.

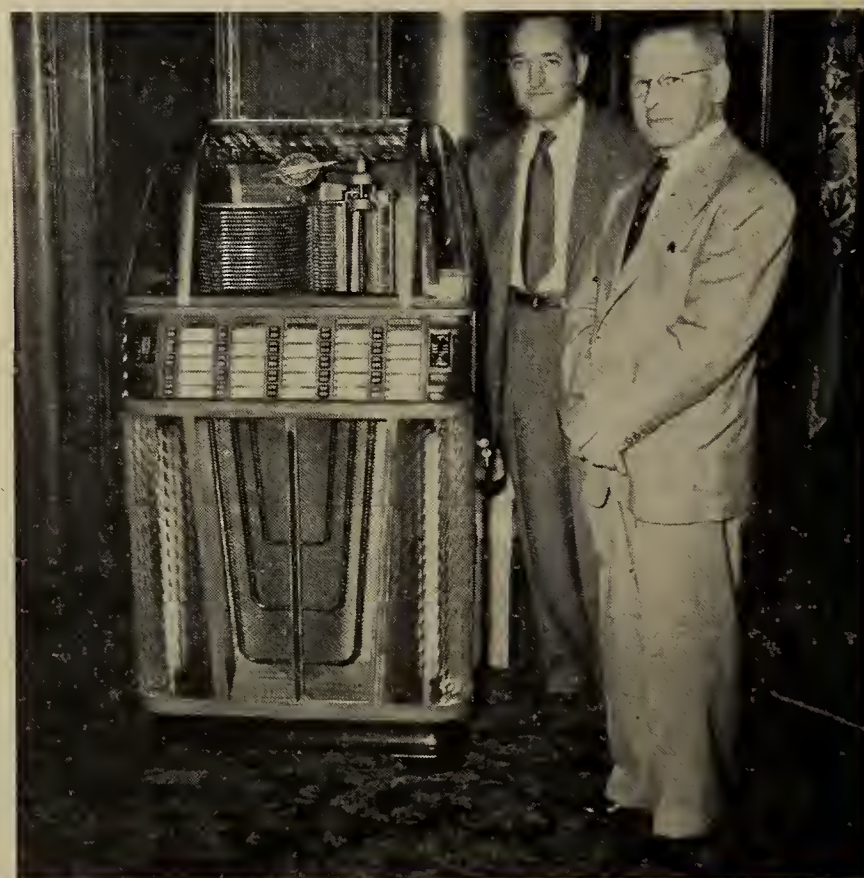
Ryan, himself, was anxious to get back into harness. Even tho he had intended to take about six months vacation after consolidation of Universal with the parent firm, United Mfg. Co.

As Ryan said, "Among the two finest people in the industry are Harry Williams and Sam Stern."

"I just want to get back into action again even tho I had intended to rest for about six months and take things easy."

"I believe that this will prove one of the most interesting positions which I have yet undertaken in the industry."

Unveiling The Super Rocket '52-50

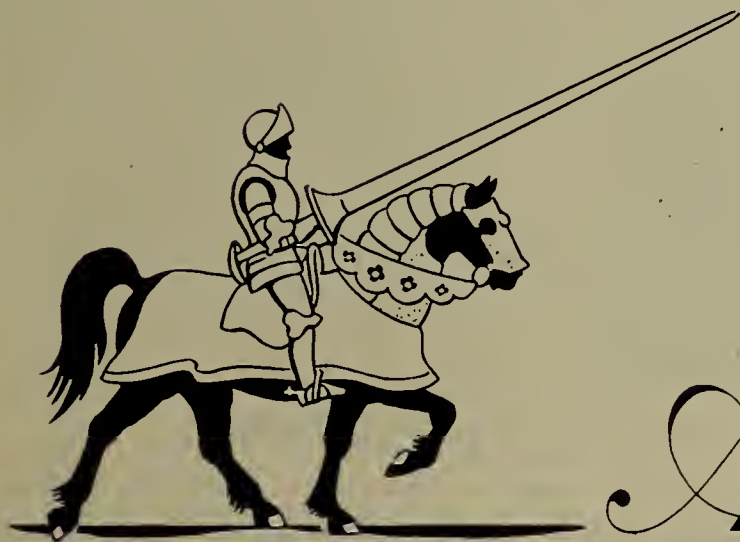


CHICAGO—J. A. (Art) Weinand, Rock-Ola vice-president and sales director, pictured on top, unveils the new Super Rocket '52-50 phono and wall box before the enthusiastic gathering of distributors.

Bottom photo shows Art and David C. Rockola, president, alongside the phono after the unveiling.



FORTIFY WITH AMI



Awaken, YE KNIGHTS OF

JUKE BOX MUSIC—THE AGE OF HERALDRY HAS RETURNED! THE AMI INSIGNIA ON A MUSIC MACHINE AND THE DEPENDABLE AMI MECHANISM BUILD A VERITABLE FORTRESS OF GOOD WILL WITH LOCATION OWNERS AND PATRONS.

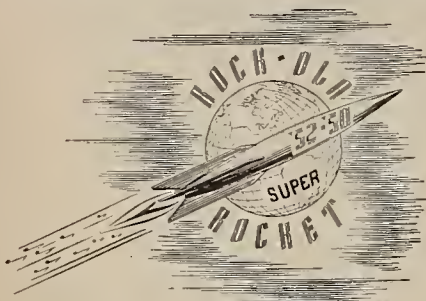
TO BE SURE OF IMPREGNABLE LOCATIONS, POST UP THE AMI COAT OF ARMS AND FORTIFY WITH "C"!

AMi *Incorporated*

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

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

HURRY! PHONE US TODAY!



The NEW, Sensational
**ROCK-OLA Super '52-50
ROCKET Phonograph**

SEE IT TODAY!

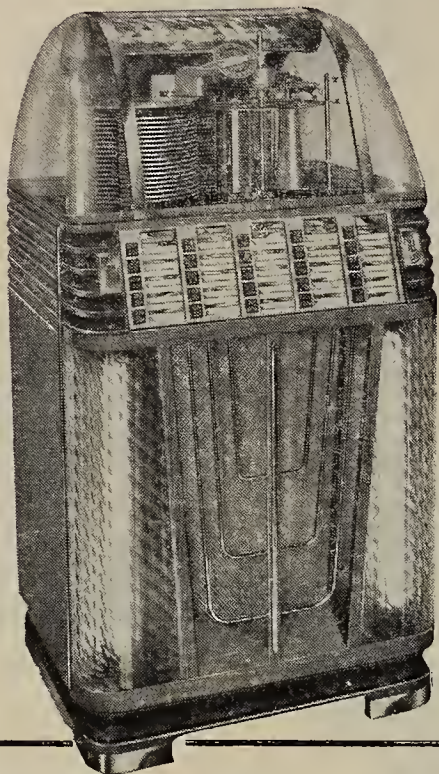
TO HELP YOU MAKE MORE
MONEY THE ROCK-OLA
Super '52-50 ROCKET IS SET
AT THE FACTORY FOR:

1 PLAY 10¢

3 PLAYS 25¢

On The ROCK-OLA ROCKET
you can arrange for any com-
bination coin play you desire.

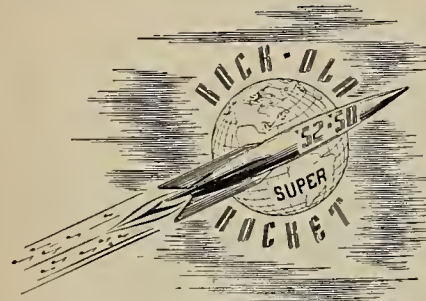
PHONE TODAY!



SEACOAST DISTRIBUTORS, INC.

1200 North Ave., Elizabeth, New Jersey
(Tel.: ELIZABETH 3-1776)

We're Delivering America's 1952 Phonograph



The NEW, Sensational
**ROCK-OLA Super '52-50
ROCKET Phonograph**

SEE IT TODAY!

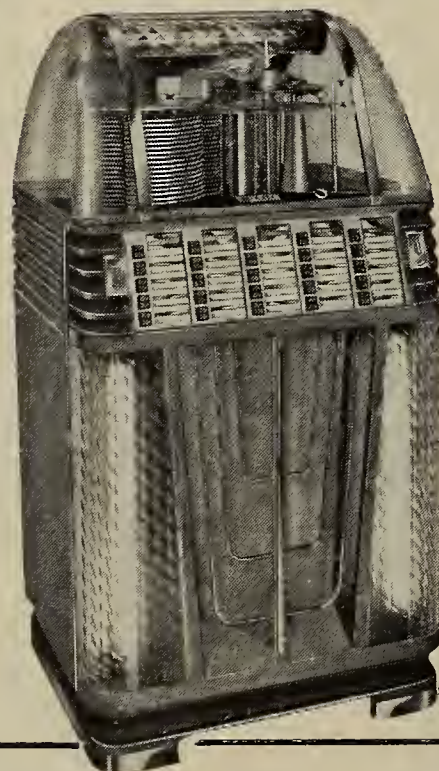
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3 PLAYS 25¢

On The ROCK-OLA ROCKET
you can arrange for any com-
bination coin play you desire.

PHONE TODAY!



WALBOX SALES COMPANY, INC.

3909 Main Street, Dallas 1, Texas
(Tel.: VICTOR 1671)



EASTERN FLASHES

The weather was the most important item here this week. It was HOT—really hot. In addition, the humidity made it worse—hitting 96 points. Those coinmen who weren't out of town, were wishing they were. Business along coinrow was about normal for this time of the year, with some wholesalers reporting a pick up over the past few weeks. Operators state collections about the same as past weeks, altho our good friend Lester Klein reports a very substantial pick-up this week. Arcades continue along their merry way, piling up record biz.

Barney (Shugy) Sugerman and his family take a week's vacation up in Swan Lake, N. Y. (Catskill Mountains). Why, we don't know, as his private air conditioned office was probably much more comfortable than the country. Irv (Kempy) Kempner, Runyon roadman, who spends the week in the office, takes advantage of the North Pole atmosphere of Shugy's office, and conducts all his business in it. . . . Mike Munves, who leaves with his wife for ten days vacation in the Catskill Mountains on Friday (August 3), hopes the weather holds up. "The last time we were there" smiles Mike, "we ran into a cold spell, and didn't even have a sweater." Business keeps going at a mad pace here, with Exhibit's "Big Bronco" the piece in biggest demand. . . . Joe Young, Young Distributing (Wurlitzer distribs), spends Thursday in New Jersey seeing the ops. Abe Lipsky, sales manager, covered Westchester, N. Y. the day previous. Both very happy over the manner in which the music ops have gotten on the Wurlitzer 1400 bandwagon. . . . Andre Eschaverra, export manager for Young Distributing, helps us decipher a Spanish letter. The young man can handle six languages fluently. . . . Jackie Prigoff, head engineer at Runyon's, passes up a summer vacation for a winter one, which he and the missus will spend in Miami. Jackie is a new father, and the baby keeps him close to home at this time.

When we visited the Koepfels last week they were relaxing in the office. Not this week. Both Harry and Hymie busy with customers and getting their re-conditioned music machines ready for shipment. As this firm both buys and sells used music, they know whereof they speak. And you should hear the stories they tell about some of wholesalers throuout the country regarding equipment they pass off as machines. Some of the firms are quite well known throughout the industry. "We'd be ashamed to allow machines of this kind out of our place" states Harry, "even if we informed the customers that they were in bad shape." . . . Dave Lowy, Dave Lowy & Company, spends the week in the Catskill Mountains (Liberty) with his family, who are vacationing for the summer there. . . . Two Rock-Ola distribs from out of the country visit along coinrow before attending the Rock-Ola Prevue Showing in Chicago—Jose Sastro of Cuba, and Caesar Romero of Porto Rico. . . . Morris Rood, the hard working manager at Runyon, takes a day off now and then. Right now he's busy with Bally's Shuffle-Line", which he states is going over with local games ops. . . . Tom Burke, Seacoast Distributors, Elizabeth, N. J., returns from the Rock-Ola Showing held in Chicago last Sunday, and is most enthusiastic over the Super Rocket '52-50 phone, and the new wall box. . . . Jimmy Coggi tells us he's heading a new union for amusement machines—Electrical, Radio and Machine Workers Union, I. U. E.—Local 465—CIO. . . . Jack Ehrlich, the Brooklyn op, who became a restaurateer about a year ago when he bought the Supper Club on Montague Street, really in love with the place. Jack drives up to Greenfield Park every weekend to visit with his family, but due to the rain storm this past Saturday morning couldn't leave until late afternoon. And where do you think he spent the time. Right—at the Club greeting customers—many of whom, by the way, are coin machine people. . . . Al Simon, ChiCoin representative, lives in what practically is a country area. Al doesn't take a full vacation, but stays at home a few days a week.

DALLAS DOINGS

Texans are still sweltering in the heat and praying for rain. . . . R. M. Keel of Ballinger feels confident that business will pick up with the first real rain. . . . Drew Osborn of Fort Worth is in the process of remodeling his cafe and is also adding new machines to his route. . . . Who says the fishing at Possum Kingdom isn't good? Tommy Chatten reports that he caught fifty fish, one bass weighing seven pounds. Tommy modestly admits that he is as good a fisherman as Author Jack Lamb and is seriously considering writing a book on the subject. . . . T. R. Craig of Ranger has no complaints about a summer slump in business. He is adding new machines to his route right along. . . . Willie Deiah has gone back into the juke box business in Fort Worth after an absence of some years. He is going to hang on to his wholesale produce company, too. . . . Our hats are off to the G.I. Novelty Company of Bolger City, La. They have been in business for many years now and haven't a single old model machine on the entire route. They specialize in prompt, efficient service. All and all they have a neat little operation. . . . Dick Parker, disc jockey for Radio Station KSKY, has left the city to try his luck in Washington, D. C. We wish you luck, Dick. . . . Art Rupe, president and owner of Specialty Record Company, was in Dallas this week to visit his distributor. This was the last lap in his tour of his distributors over the country. But now he should be back in Los Angeles.

Jack Spratt of Temple is growing by leaps and bounds—his business, we mean. . . . Ditto for Tom Lambert of Magic Music Company. . . . W. B. Mosely of Paris has gone into the games distributing business. He is also making additions to his juke box route. . . . Elmo Pinkerton just got back from a trout fishing trip in Colorado. He caught lots of fish and enjoyed the reprieve from Texas heat. . . . B. H. Williams of Commercial Music Company is off for a vacation to California. . . . This may be only rumor, but we hear that Bill (Baldy) Sheffield of Paducah is taking hair growing treatments. Tommy Chatten says, "You can't grow hair on an onion skin." . . . W. B. Walton is fast becoming the shuffle alley king of Mineral Wells. . . . Olen Dreyer of San Angelo is busying himself with booking bands for local night spots. This is just a side line of course. . . . Carlon Scales, owner of one of the biggest night clubs in Amarillo, is going into the coin machines business. Good luck, Carlon.



ALL RIGHT! WHEN IT'S OVER, YOU CAN COME BACK AND PLAY

Williams HAYBURNERS MORE PLAY APPEAL!



TIZZIE LIZ Sez: No question about it! Number One choice with everybody is HAYBURNERS!

ORDER FROM YOUR DISTRIBUTOR NOW!



CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. Fillmore St. Chicago 24, Illinois

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.

D. Gottlieb & Co. Shipping Its New Pinball "Watch My Line"

CHICAGO—D. Gottlieb & Company started to ship its new pinball game, "Watch My Line," this past week.

The game is one of the most unique developed here.

It turns back the clock to some years ago when the Gottlieb organization brought forth one of the most outstanding pinball hits of all time, "Five Star Final," by featuring the figure eight play of this well known and internationally famed game.

Incorporating this unusual and entertaining play action into its newest game the firm developed one of the speediest pinball games in a long time in this "Watch My Line."

The backboard of the game features one huge card. Play is straight nickel or, if the operator desires, he can change the chute to straight dime play.

Vertical, horizontal or high score brings the player his skill award.

The game features a standard pin-

ball cabinet, no different in size than the other D. Gottlieb & Company games.

The price is reported to be in line with the pinball games which the firm has featured.

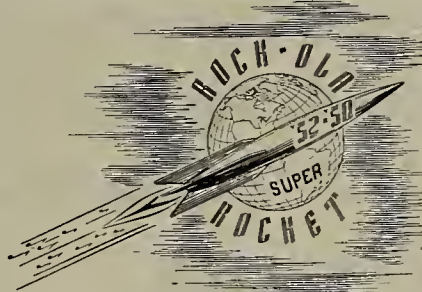
The game offers an unusual thrill for the new generation in the fact that the figure eight whirl of the balls as they start down into the scoring lines keeps the play going on "Watch My Line" with just as much entertainment and fascination as it did years ago in the original "Five Star Final."

But, the play is much, much speedier. The entire playing board, as well as the backboard action, is tremendously more alive with fine play appeal.

This meets the demand for the modern type thrill pinball games.

Executives of the firm believe, from advance orders, that "Watch My Line" will prove one of its biggest successes.

NOW EXPORTING — THE WORLD'S FINEST PHONOGRAPH FOR 1952



The NEW, Sensational ROCK-OLA Super '52-50 ROCKET Phonograph

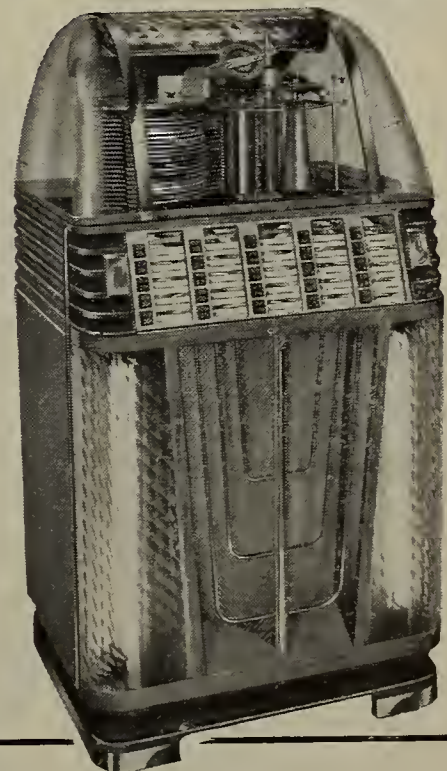
SEE IT TODAY!

TO HELP YOU MAKE MORE MONEY THE ROCK-OLA Super '52-50 ROCKET IS SET AT THE FACTORY FOR:

1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET you can arrange for any combination coin play you desire.

PHONE TODAY!



EXCLUSIVE FACTORY EXPORTERS FOR ROCK-OLA MFG. CORP.

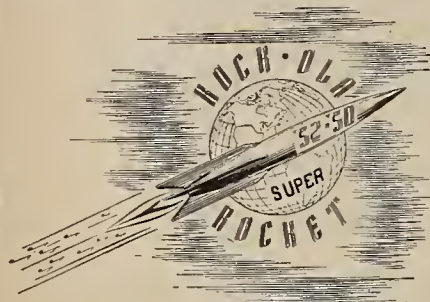
C. R. SANDOVAL & CO.

6405 So. Keating Ave., Chicago 29, Illinois

(Tel.: PORTsmouth 7-4895)

BUY THE BEST FOR '52—BUY

The NEW, Sensational ROCK-OLA Super '52-50 ROCKET Phonograph



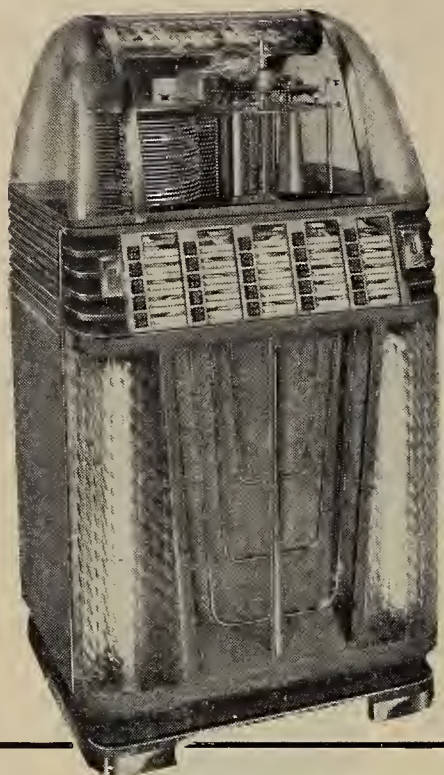
SEE IT TODAY!

TO HELP YOU MAKE MORE MONEY THE ROCK-OLA Super '52-50 ROCKET IS SET AT THE FACTORY FOR:

1 PLAY 10¢
3 PLAYS 25¢

On The ROCK-OLA ROCKET you can arrange for any combination coin play you desire.

PHONE TODAY!

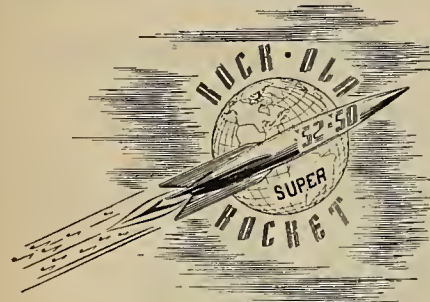


SOUTHERN MUSIC DISTRIBUTING CO.

503 W. Central Ave., Orlando, Florida
(Tel.: 3-2261)

We're First For '52 With The Best!

The NEW, Sensational ROCK-OLA Super '52-50 ROCKET Phonograph



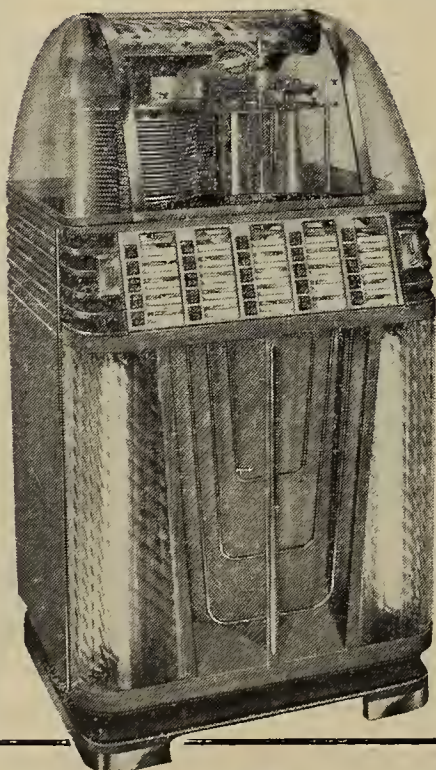
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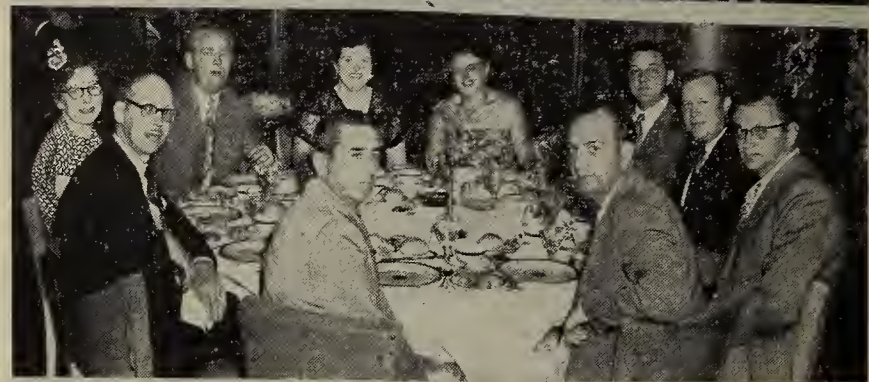
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KING-PIN EQUIPMENT CO.

826 Mills Street, Kalamazoo, Mich.
(Tel.: 5-1151)

ROCK-OLA ATTEND OF NEW



(Story Page 23)

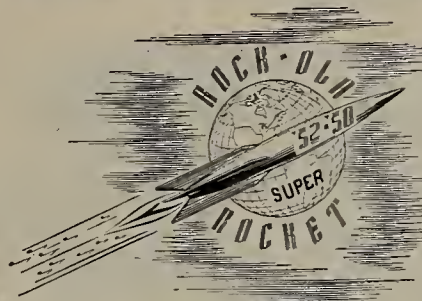
Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

DISTRIBUTORS PREVUE PHONO EQUIPT



(Story Page 23)

WE'LL DELIVER TODAY!



The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph

SEE IT TODAY!

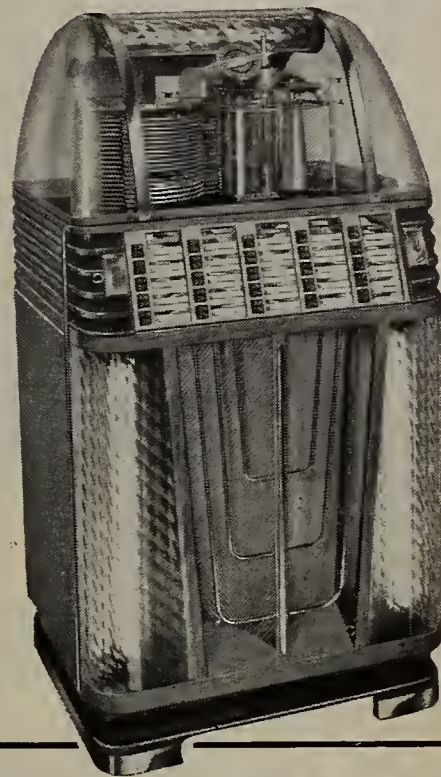
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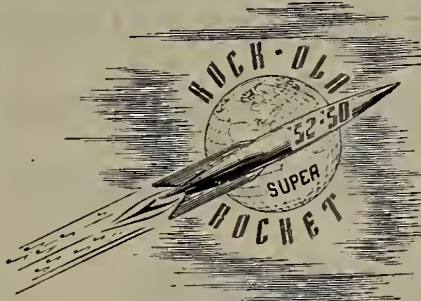
PHONE TODAY!



BRILLIANT MUSIC COMPANY

19963 Livernois Ave., Detroit, Mich.
(Tel.: TEMPLE 1-7455)

IMMEDIATE DELIVERY!



The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph

SEE IT TODAY!

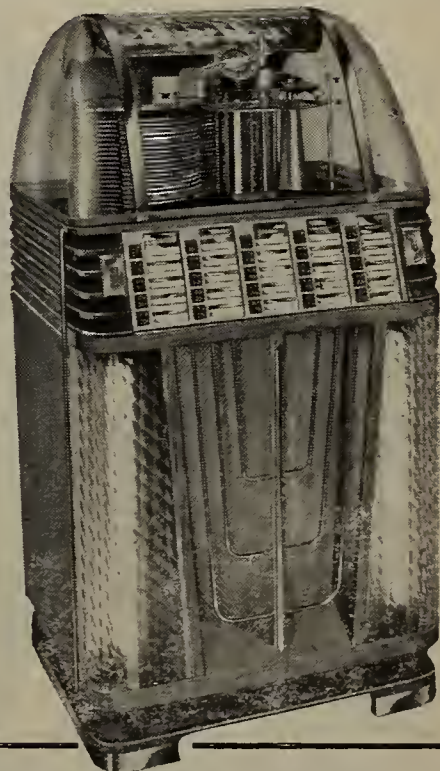
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you can arrange for any com-
bination coin play you desire.

PHONE TODAY!



SANDLER DISTRIBUTING CO.

110 - 11th Street, Des Moines, Iowa
(Tel.: 4-9186)

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-

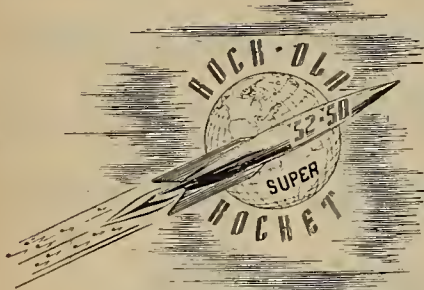
RALS" feature EXHIBIT'S DALE SIX SHOOTERS, EXHIBIT'S FAMOUS CARD VENDORS WITH THE COWBOY CARDS THE KIDS ARE WILD ABOUT, EXHIBIT'S BIG BRONCO, EXHIBIT'S PONY EXPRESS, EXHIBIT'S SENSATIONAL GUN PATROL. Everyone of these machines ties right in with what the kiddies are clamoring for all over the country. 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 CORRALS". 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

Here's the World's Finest Phono

The NEW, Sensational
**ROCK-OLA Super '52-50
ROCKET Phonograph**



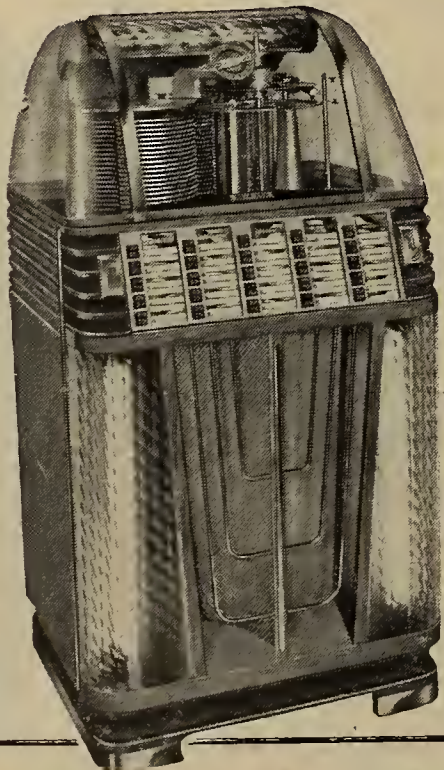
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PHONE TODAY!



LAKE CITY AMUSEMENT CO.

4533 Payne Ave., Cleveland, Ohio

(Tel.: HENDERSON 1-7577)

THRU THE COIN CHUTE

CHICAGO CHATTER

Big event of this past hot and humid week was the Rock-Ola showing of the new Rock-Ola '52-50 Super Rocket phono as well as the new 50 selection wall and bar box. This showing not only brought in distributors from all over the nation, but from many foreign countries. . . Bill Ryan, formerly of Universal Industries, is now Gen'l Sales Mgr. for Williams Mfg. Co. . . Paul Hawkins of Tucson, Ariz., after enduring a few days of this town's heat and humidity, decided the place to be (and to live) is his home town of Tucson. . . Caesar Romero of Puerto Rico tells how he started out with just a couple of phonos and is today Rock-Ola's distrib. . . Frank Mencuri of Exhibit tried getting to Noo Yawk the hard way, via Dallas. But wound up with so much business down there he was forced to come back to Chi to try and arrange shipments. One order, from a new op, is for \$22,000 worth of merchandise.

Napoleon Baccheciampe of Venezuela has a personal card that reads, "Capital B. 3,000,000". And remember that Venezuelan Bolivars (dollars) are worth plenty right now. . . Like the way that Art Weinand capitalizes on song popularity. Says Art, "Come on-a my place and see the new Rock-Ola '52-50 Super Rocket" . . . Jerry Golumbo of Boston has Ed Ravreby and Joe Greene working for him. . . Irving Solovey of Panama obtained gov't officials okay in Canal Zone for an old time baseball pin game. Now all Irv has to do is get it built. . . Harry Brinck of Butte, Mont. and Dan Stewart of Salt Lake City in an animated conversation regarding sales expenses. . . News of the flooded areas in Kansas and Missouri just coming thru. Irvin Weiler of Consolidated, Kansas City, Mo., tells of 58 locations that just simply disappeared, buildings and all. 58 phonos, and much other equipment, was lost. . . Bill Bye of Kansas City, Kans., says that hundreds of machines that went thru the flood (being on the ground floors) aren't even worth repairing. . . Hope is that something can be done for ops in the flood areas who lost so much.

The production much lowered, games are still rolling off production lines here: United's "Six Player Shuffle Alley", "A-B-C" and "3-4-5"; Williams' "Hay-burners"; Keeney "Lite-A-Line"; Chicago Coin's "Horseshoes"; Bally "Shuffle Line", "Bright Lights" and "Futurity"; Genco "Shuffle Target"; and a brand new one this week: Gottlieb's "Watch My Line". . . Mr. and Mrs. Joe Abraham and the pictures of their five lovely children a subject of conversation at the Pump Room. . . Leo Dixon, Jr. and Bob Dixon keeping the "old man", Leo Dixon, Sr., fishing up in Canada. . . Among the swellest and sweetest people in the coinbiz: Mr. and Mrs. Joe Brilliant. . . Nancy and Ron Reed of Orlando, Fla. enjoying Chicago's nitey nite spots. . . Jim Sears, who is Rock-Ola purchasing director, won the title of "Junior Golf Pro" from J. Raymond Bacon, Executive Vice-President of the same firm. . . Sam Lewis of ChiCoin again heads coin machine division drive of United Jewish Appeal here. Should break last year's record.

Joe Schwartz back from his vacation at Eagle River, Wis. and very much on the go. . . Clayton Nemeroff and Charley Pieri very busy moving into their new Lincoln Ave. store. . . Vince Shay suddenly left town last week to attend a funeral of a very dear friend in Wisconsin. . . Mac Brier of Coven Distrib Co. looking forward to his vacation. . . Only time you can catch Murray Rosenthal of Coinex is very, very early in the morning. . . "Stinky The Pilot" is a new cartoon strip. . . Mr. and Mrs. Bill DeSelm enjoying life as it should be enjoyed up at Drummond Isle, north of Mackinac, Mich. But'll be back in time to read this. . . By the way, Ray Riehl has just obtained his pilot's license. Can now fly you from Belmont Ave. to Diversey Blvd. That is, if you care to take the chance. . . Which reminds: Lyn Durant flying about but was expected to land at the United plant (Wednesday) this past week. . . Herb Oettinger came up with a golf story. Tells how he chipped a 9 iron shot right into the cup from the lower embankment of the green, 40 feet away. Yoo, hoo, Mr. Ripley.

Sure do like Carl Trippe's name for his summer arcade spot, "Chain of Rocks Grove." . . Nostalgia! David Gottlieb's newest game, "Watch My Line." Features his world famous figure eight spin which first appeared on "Five Star Final." Away back when Bud Lieberman represented him in Noo Yawk and D. Gottlieb & Co. was just getting started. . . HAPPY BIRTHDAY TO: J. A. (Art) Weinand; Dave Stern and Mac Mohr. All born on August 5. . . Harrison W. Call, att'y for the Calif. Music Guild, passes thru town. But, says "zero" on Sen. Kefauver's bill (S. 1553) now in the Judiciary Committee of the Senate in Washington. . . (Aside to Harold Klein of Omaha: Thanks a million for your very kind letter regarding "The Cash Box") Harold is now Publicity Chairman of the Midwest Coin Machine Show, outgrowth of the Six States Convention.

We note that even non-advertisers quote this publication. Like the statements of American Shuffleboard Co. in their sales letter of July 13. If they read us that carefully, maybe some of their customers and respective customers do, too? . . . Hymie Rosenberg is traveling between here and Detroit regularly. . . Mr. and Mrs. Harry Binnie very proud of their son who's taking over for Dad in his distrib biz. . . J. R. (Pete) Pieters of Kalamazoo reported to own some of the finest running and trotting horses. Unusual for a horseman to be interested in both. But, seems like Pete is clicking in both fields. . . Still among the most comical in the industry: Irv Sandler of Des Moines. (Irv pronounces it: "Dess Moiness") . . . J. Fred Barber of Walbox Sales, Dallas, takes time off to pay "The Cash Box" a very grand compliment. (For which we are ever grateful, Fred). . . Mr. and Mrs. Lou Sebastian of the Rock-Ola organization love that San Antonio home. . . Bill Fitzgerald of AMI, Inc. is a very well known cook, believe it or not. This guy, big as he is, loves to putter about in the kitchen and turns out some very exciting dishes we hear. . . Ed Wurgler promises one of the nicest parties ever when we visit his rumpus room.

C. E. Waltman is the man who designed the new Super Rocket for Rock-Ola. . . Famous last cracks: "Was that a blonde I saw you with?" . . . All advertising media expects tremendous biz increase this forthcoming fourth quarter due to higher taxation. Mfr's and dealers expected to spend it off with complete sanction from Uncle Sam for further promotion and exploitation for firm's name. Institutional copy will be okay. . . Jack Nelson, General Sales Manager of Bally, very much elated this past week the way the distributors who were in town continued to order the firms clickeroos. Jack believes that production of "Bright Lights", "Shuffle Line" and "Futurity", will go on and on and on "for a long, long time to come if present orders are any indication of the future." . . . Many mfrs very tired of distributors who sell by sitting on big, soft swivel chairs in airy offices.

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

**There's a NEW Slant on Playboard
Action in GOTTLIEB'S Latest
Proven
Innovation!**



**WATCH MY
LINE**



**An Exciting Game of
SKILL! SPEED!
SIMPLICITY!**

**RACING BALL ACTION
and SUSPENSE
on the FIGURE-8
PLAYFIELD!**



**INDIRECT LIGHTING ON THE
PLAYFIELD!** Attractive! Practical! Provides complete Board Visibility in all locations!

**SKILL SHOOTING AT ITS GREATEST
—Challenging! Fascinating!**

Player wins Replays by shooting balls into holes and lighting up any 3 consecutive numbers horizontally or vertically on the giant card in the light box! As easy for a beginner as for the expert!

**14 WINNING COMBINATIONS!
High Score Awards!**

*Fast, Motorized
Automatic Shuffle*

CONFIDENTIALLY:

Test Reports show that this game is **TERRIFIC**—a Big money maker!

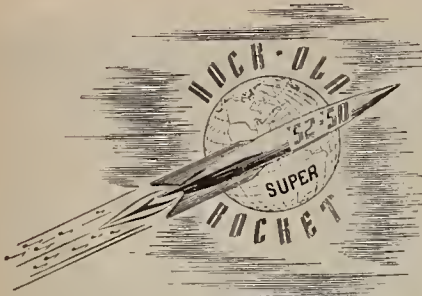
D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR NOW!

"There is no substitute for Quality!"

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

COME ON-A MY PLACE TO SEE



The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph

SEE IT TODAY!

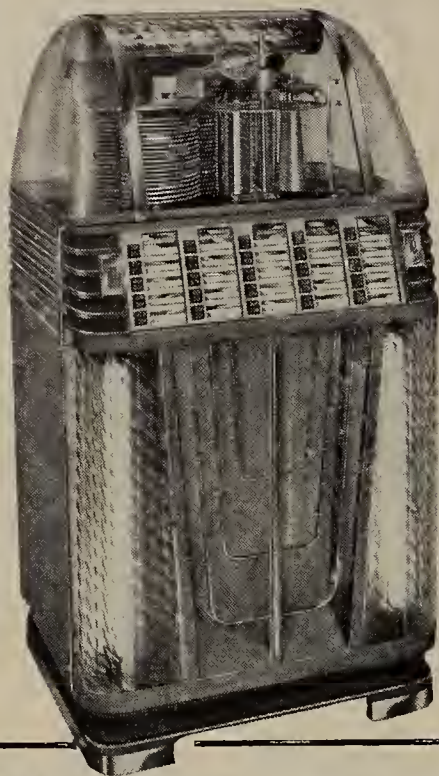
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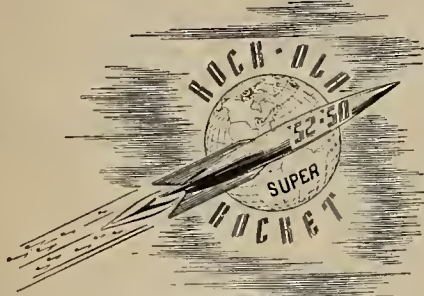


LA BEAU NOVELTY SALES CO.

1946 University Ave., St. Paul, Minn.

(Tel.: NESTOR 2826)

WE'RE DELIVERING!!!



The NEW, Sensational
ROCK-OLA Super '52-50
ROCKET Phonograph

SEE IT TODAY!

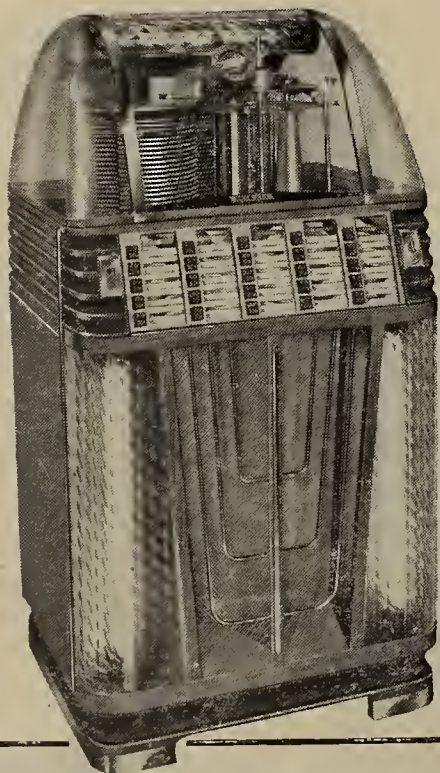
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PHONE TODAY!



BADGER NOVELTY COMPANY

2546 North 30th Street, Milwaukee 10, Wisc.

(Tel.: HILLTOP 2-3030)



CALIFORNIA CLIPPINGS

The vacation season is still with us, a'comin' and goin' . . . Back from his trek through Montana, Oregon and points was Badger's W. R. Happel, Jr., who combined fishing with business, coming back via San Francisco to call on a few more contacts. Hottest thing on the Badger floor still is Williams' "Hayburner." . . . The whole J. Peskin setup is moving off Pico Blvd. way out to a 100-and-something street and South Vermont. Going to miss 'em, particularly our dark-eyed Senorita Dolores Moreno who grew up from a pretty little girl into a not-too-big pretty girl . . . A'ramblin' down Coin Row was W. P. Middleton, all the way from the sagebrush country of Glendale in his boots and cowboys riggins for the big Coliseum rodeo. . . . Bally's new "Shuffle-Line" was drawing some appreciative onceovers from ops on the Paul Laymon floor. The boys, who were really trying her out, seemed to go for the back glass scoring in a big way. Paul reports orders are piling up for a near record on a new game. Also on tap and getting a warm reception from ops was Bally's "Broadway" while "Bright Lights" was still holding its own and "Futurity" was due in.

Also at Laymon's, Wurlitzer 1400s and 1450s were going strong. As Paul puts it, "We've got a winner here. All the operator has to do is give it a fair try". Judging by some of the trade-in boxes we've spotted on the Laymon floor, the statement rings true. . . . Most jobbers up and down the street reported a flurry of activity the past week on used games and music. . . . This was the picture at Laymon's, Badger, General Music and Sicking, among others . . . While games and music were only normal at Johnny Hawley's, he claimed an extra big run on his premium merchandise and is starting to do a job on the lawn furniture that gives his place a very summer resort look. . . . Add vacationers: Buddy Parr, who was flying his own plane to points unknown, at least by us at this moment.

Phil Robinson, you may be sure, is a regular listener to Peter Potter's "Jukebox Jury" via TV every Friday night, as is Bill Leuenhagen . . . Pete opens on a closeup of Chicago Coin's "Band Box" playing away and gives both the manufacturer and Bill full credit for the little men. . . . On the Row with a firsthand report of the ones that didn't get away was Bakersfield's Jack Sic'ky, who ran into a prize run of barracuda and sea bass off San Clemente. . . . Also on the Row were Bakersfield's Fred Ray and Alex Koleopulos. . . . Larry Hansford of Lompoc. . . . Compton's L. R. Wilson. . . . William Bolton and Lloyd Dindinger of Oceanside. . . . James Bowman and Tom Goodsell from San Bernardino. . . . Ray Brandenburg of Whittier. . . . Huntington Park's J. M. Cameron. . . . Jack Neil of Riverside. . . . Johnny Kechersid and Gary Thompson of Long Beach. . . . Laddie Square of Lompoc. Pomona's S. L. Griffin. . . . H. L. Smith of Porterville. . . . Inglewood's Carl Fisher. . . . Henry Herast of Fresno. . . . C. R. Millhizer and Charlie Hancock from Los Vegas.

MINNEAPOLIS, MINN.

The Minneapolis Aquatennial brought quite a few visitors into town and during the same weeks the Ringling Brothers circus was in town, which also brought a few more people into the Twin Cities area, which meant a few more coins in the cash boxes of the machines around here. There are quite a few operators who came into the Twin Cities and also at the same time took in some of the Aquatennial events. Considering the severe storms this area had they have come out of it pretty well even though the power lines and telephone lines were down quite a bit of the time.

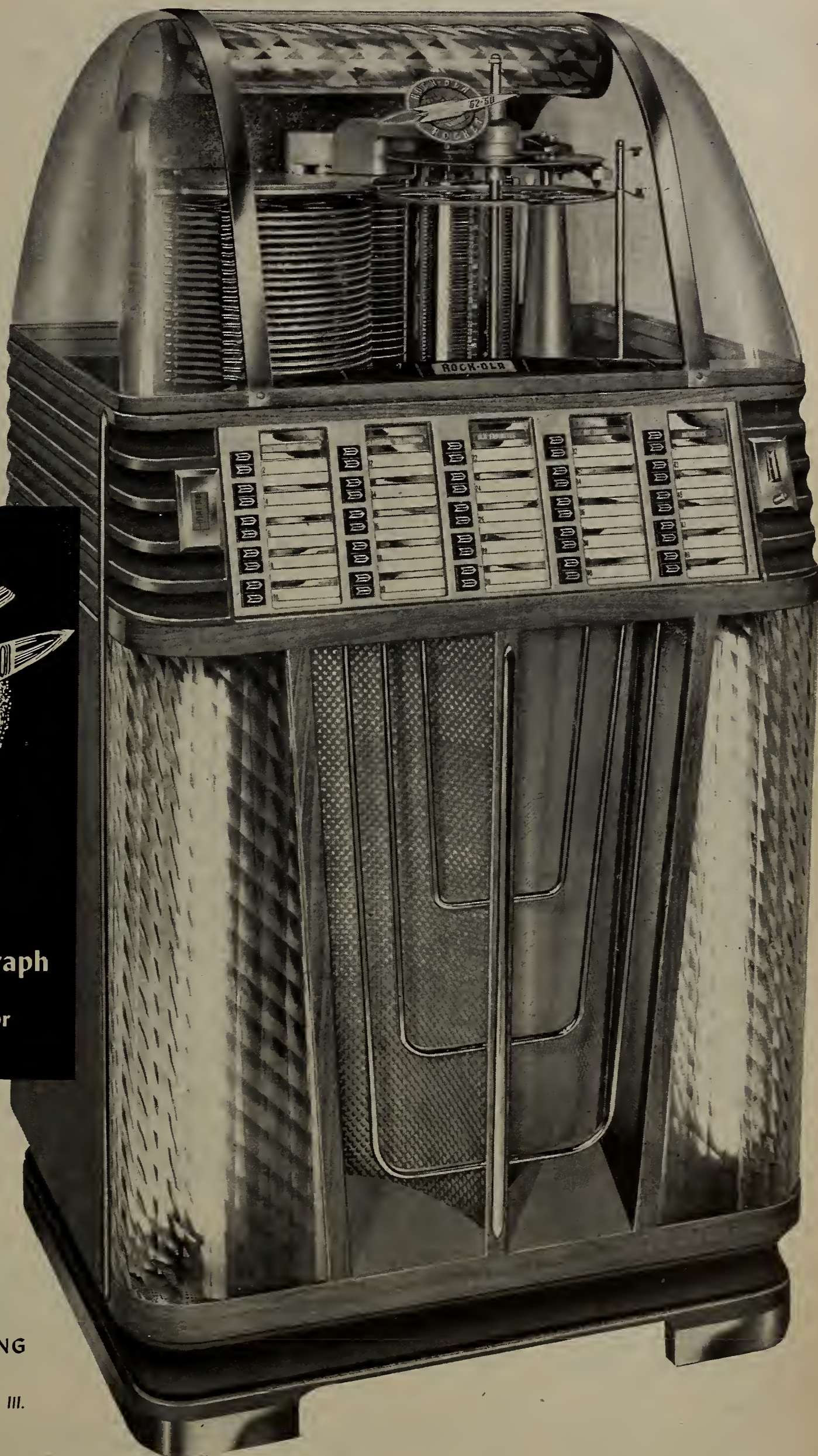
In town was Al Eggermont of Marshall, as was Len Worseck of Montevideo. . . . Bob Cross of Jackson, made a quick trip into town and so did Ben Weis of Bemidji. . . . Glen Rackliff was in town to pick up supplies for his route. . . . A meeting of the Minnesota State Operators Association was held in St. Paul on Monday, July 23 and it also brought a few more of the officers into town. Don Ehamn of Winona, who is an officer of the association was seen sporting a new moustache, probably traveling incognito, as we all know Don.

Clayton Norberg and his wife were seen in town from Mankato. Clayton Norberg's former partner, Milton Casebear, is in the Army and went in as a Captain and will be in Korea very soon. . . . Elgin McDaniel, with his ever present cigar in his mouth, was in town picking up supplies and Con Kaluza was also in town to take in the state meeting. . . . Frances and Orv Beferra of the Delmo Novelty Co. of Hibbing, were in town to see what was new in coin operated equipment. Fran says that he is well rested up from his fishing trip up North. . . . The genial Ralph Myers from Mitchell, S. D., was seen around town. It seems that he is always coming or going or passing through the Twin Cities to Northern Minnesota. . . . Some of the operators in town were Andrew Markfelder of Staples; Harold Peterson of Bethel; John Galep of Menominee, Wis.; Mike Illies of Long Prairie; and Harlan Beach of Alexandria. . . . Frank Phillips of Winona and Gordon Dunn of Moose Lake were also in town. . . . We understand that Mike Young of Soldier Grove was pretty hard hit by a flash flood which hit Soldiers Grove, Wis. last week. The last reports, were that about half of his spots were under water and that they are just starting to come out. . . . Joe Reali, his wife and family of Cornell, Wis., spent several days in town last week.



David C. Rockola

"Thanks to our distributor organization for the wonderful response to the '52-50 Super Rocket. We will deliver as soon as possible."



The New

ROCK-OLA
52-50
SUPER
ROCKET

Model 1434
50-Selection Phonograph
 now at your
ROCK-OLA Distributor



ROCK-OLA MANUFACTURING CORPORATION

800 N. Kedzie Ave. • Chicago 51, Ill.

CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE
8 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

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

CLASSIFIED DISPLAY—Rate 75c per agate line (\$10.50 per column inch). No outside borders. Only light faced type used.

ALL CLASSIFIED ADVERTISING CLOSSES WEDNESDAY NOON AT The Cash Box, Empire State Building, New York 1, N. Y.

WANT

WANT—Diggers of all types in any condition. Also Rotary Merchandisers, Punching Bags and all types of Arcade Machines, postcard vendors, latest Cigarette and Candy Bar Machines. NATIONAL, 4243 SANSOM, PHILADELPHIA, PA.

WANT—Used Coffee Machines, reasonably priced. Kwik Kafe type. Write details to: JACK ZIMMETH, 350 FIFTH AVE., NEW YORK 1, N. Y.

WANT—Genco Bowl-A-Ray 1950 model; Williams Double Header, new or used 1951 models. State lowest cash price in reply. Write: ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS.

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

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

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

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

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

WANT—Bingo Rolls—must be clean and in A-1 condition—\$35. SYSTEM AMUSEMENT CO., 810 WEST SECOND AVENUE, SPOKANE 4, WASH., Tel.: Riverside 4745.

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

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

WANT—4 Player Bowlers; 5 Player Bowlers; or Shuffle Cades. Cash or Trade. MERIT COIN MACHINE EXCHANGE (subsidiary of Merit Industries), 542 W. 63rd ST., CHICAGO 21, ILL. Tel.: ENglewood 4-9202 and 04.

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

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

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

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

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

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

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

WANT—What have you in new lines of equipment? Write us first. ROCK ISLAND DISTRIBUTING CO., 2530-32 FIFTH AVE., ROCK ISLAND, ILL. Tel: 6-6477.

WANT—Am in the market for clean used Shuffle-Cade and a 4-player Bowling game. State price and condition. FAULL AMUSEMENT CO., 200 HAGEN ST., HOT SPRINGS, ARK.

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE—New Tri-Score \$150; New Jungle Joe \$89.50; New United Skee Alley \$134.50; New Royal Flush Pool Table \$49.50; New Play Ball \$149.50; New The Thing \$149.50; Seeburg Shoot-The-Bear \$325. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. (Tel.: 9-8632) or 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: TYler 8-2230.

FOR SALE—Moved—Must Unload. 1 Dime Pool Table \$50; Bally Speed Bowler \$50; Bally Shuffle Champ Rebound \$75; United 2-Player Hockey (New) \$100; Chicago Coin Playball (New) \$75; Bally Shuffle Bowler \$25; United Super Alleys \$25; Super Bomber \$50; Evans Play Ball \$75; Wurlitzer 1015 \$200; Exhibit Gun Patrol, like new, 3 slots, write; Bally Citation \$95. K. C. SPECIALTY CO., 410 MARKET ST., PHILADELPHIA 6, PA. Tel: Market 7-6865 or 7-6391.

FOR SALE—Bally Turf Kings, original crates, write—or will trade for late music, cigarette and any other coin operated equipment. RUNYON SALES CO., 593 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Immediate delivery—8 Wurlitzer 1015's \$195 ea.; 5 Wurlitzer 850's \$45 ea.; 3 Wurlitzer 750E's \$80 ea.; 3 Wurlitzer 800's \$75 ea.; 2 Wurlitzer 24-record Victory's \$35 ea.; and 1 Rock-Ola 1426 \$150. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY CINCINNATI 14, O. Tel: MAin 8751.

FOR SALE—Bally Hot Rods, latest model, like new, \$99.50. Also One Balls, very good, ready for location: Victory Specials \$30; Special Entries \$40; Jockey Specials \$55. 1/3 Deposit, Balance C.O.D. W. E. KEENEY MFG. CO., 5231 SO. KEDZIE, CHICAGO, ILL.

FOR SALE—100 Packard Wall Boxes, Hi-Chrome and Satin Finish, in quantity \$10 ea.; Seeburg 8200 and 8800's at \$49.50 ea.; 3-wire and wireless Boxes at \$5 ea. Write or wire: DIXON DISTRIBUTORS, 3808 SOUTHERN BLVD., YOUNGSTOWN, O. Tel.: 8-7515.

FOR SALE—Pin Game Glass, size 21x41, \$17 per case—8 sheets per case. RELIABLE COIN MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN. Tel.: 6-3583.

FOR SALE—Universal Photo Finishes, in excellent condition, \$125; Bally Citations \$95; Playmeters for AMI Phonos, new \$4.50. JACK R. MOORE CO., 1615 S.W. 14th AVE., PORTLAND 1, ORE. Tel.: ATwater 6521.

FOR SALE—Bally Shuffle Bowler \$29; Bally Speed Bowler \$59; Bally Shuffle Champ \$95; Chicago Coin Bowling Alley \$39; Chicago Coin Classic \$90; Chicago Coin Trophy \$95; Universal Super Twin Bowler \$95; United Shuffle Alley Express \$95; United Twin Rebound \$195. AMERICAN VENDING CO., 2359 CONEY ISLAND AVE., BROOKLYN, N. Y.

FOR SALE—5 Turf Kings \$235 ea.; Citations \$50 ea.; Champions \$100 ea. NASTASI DISTRIBUTING CO., 1010 POYDRAS ST., NEW ORLEANS 12, LA. Tel: MA 6386.

FOR SALE—1-Balls: Turf Kings \$245, write for quantity price; Champions \$125; Citations \$77.50; Photo Finishes \$95; Gold Cups \$37.50; Jockey Specials \$37.50. 5-Balls: Genco Stop & Go's \$85; Chicago Coin Fighting Irish \$85; Gottlieb Cyclones \$175; Minstrel Mans \$137.50; ABC's, floor samples, write. Brand New Turf Kings in original crates \$460. Also, back-board glasses for Coaltown, Thoroughbred, Long Acres, Club Trophy, 41 Derby, Manhattan and Bowling Champ. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel: CAnal 5306.

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

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

FOR SALE—Extra Special: Dale Pistol \$50; Bally Big Inning \$124.50; Star Series \$124.50; Howard Metal Typer, refinished, operates like new, \$149.50; Photo Booth with double unit camera 1½ x 2" and 3 x 4" pictures, clean, top condition, crated \$350. S. & W. MUSIC CO., ANNISTON, ALA.

FOR SALE—Thoroughly shopped, reconditioned One-Balls: Champions \$150; Citations \$100; Gold Cups \$60; Jockey Specials \$50; Special Entries \$40; Hollycranes free play \$395 (like new). J ROSENFELD CO., 3220 OLIVE ST., ST. LOUIS 3, MO. Tel: OLive 2800.

FOR SALE—1 Manley Pop Corn Machine—Model 49-Pl. Includes supplies such as paper bags, cartons, oil and approximately 100 lbs. of corn. Lists for \$650. Floor sample, sale at \$495; Jungle Joe photo electric Pistol with animated target, a real buy at \$99.50; 1 floor sample Universal Shuffle Tournament, a four player bowling attachment for use on any shuffleboard \$149.50; 1 Six Gun ABT Rifle Sport Shooting Gallery, complete with brand new compressor and new air pressure valve, write for price; Bang-A-Fittys, post-war skeeball, free ball feature, new in crates \$195. BUSH DISTRIBUTING CO., 286 N.W. 29th ST., MIAMI, FLA. Tel.: 3-4623.

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40 word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box, "The 'Bible' of the Coin Machine Industry." Send your check for \$48 today plus your first 40 word ad to: THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y. (Phone: Longacre 4-5321).

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

CLASSIFIED ADVERTISING SECTION

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

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

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

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

FOR SALE—New and used Turf Kings, write. Bally Champions and Citations, write. New Music Mite, surprising price, write. 25 Rock-Ola '46 and '47; 10 Wurlitzer 1015; 8 Seeburg 46M and 47M, write. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, O. Tel.: HENDERSON 1-7577.

FOR SALE — Louisiana Operators; Factory rebuilt and new Slots, Winter Books, Arrow Bells, Clover Bells, Super Bells, Buckley Parleys. Write for prices. LOUISIANA COIN MACHINE CO., BOX 361, LAFAYETTE, LA. Tel.: 2441.

FOR SALE — New American Scales \$95; Mutoscope Original Red Top Cranes \$150; Packard Hideaways \$50. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3967.

FOR SALE—Just 21 \$65; Joker \$135; Spot Bowler \$145; Maryland \$60; Freshie \$75; Rip Snorter \$75; Star Series \$110. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

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

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

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

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

FOR SALE—Reconditioned Wurlitzers: 1250's \$500.; 1100's \$350.; 1015's \$225.; 1080's \$225.; 750's \$100. Seeburgs: 147-M \$225. Rock-Olas: 1422 \$125.; 1426 \$179.50. Packard Manhattan \$169.50. O'CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN STREET, RICHMOND 20, VA.

FOR SALE—This is the time for specials and closeouts, and Empire is the place where you can get 'em and save \$\$\$! Write, or phone now. EMPIRE COIN MACHINE EXCHANGE, 1012 MILWAUKEE AVE., CHICAGO, ILL. TEL: EVERGLADE 4-2609.

FOR SALE—Bally Shuffle Bowlers, like new, \$25; Bally Shuffle Champ \$75; Genco Bowling League \$25. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750.

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

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

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

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

FOR SALE—Special Sale on W1-L56 Seeburg Wireless Wall-O-Matics \$9.95 ea. while they last. Excellent condition. Deposit required. SPARKS SPECIALTY CO., SOPER-TON, GA.

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

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

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

CLASSIFIED ADVERTISING SECTION

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

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

FOR SALE—Best Buy In Town. 2 Seeburg Shoot The Bear Machines \$305 ea.; 2 Panorams, films and all complete \$150 ea.; 5 Champion one-ball, free play \$135 ea.; 1 Winner one-ball, free play \$250; 6 Exhibit Six Shooters \$150 ea.; 1 Batting Practice \$50. All machines right off locations, good clean jobs and ready to go. LEE NOVELTY CO., Robert Ehrhardt St., 1004 SPRING ST., SHREVEPORT 69, LA. Tel: 2-4545 and 3-3625.

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

FOR SALE—4 ChiCoin Bowling Alleys, very clean, \$65 ea.; 1 Exhibit Dale Gun \$69.50; 1 Keeney Ten Pins \$45; 8 Telequiz, with film, \$145 ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND. Tel.: 3-4508.

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

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

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

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

FOR SALE—Clean—Ready For Location: Seeburg M-100's \$700; 100 Selection Seeburg Boxes \$70; Seeburg 147's \$250; Seeburg 146's \$185; AMI Model "A" \$350. CAIN-CAILLOUETTE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

FOR SALE—Bally Hy Rolls \$49.50; 38 Wurlitzer H.W. \$65.; 38 Seeburg H.W. \$65.; South Pacific \$95.; Be-Bop \$115.; Harvest Moon \$49.; Chicago Goalee \$85.; Photo Booth with 2 Cameras \$295.; Bally Entries, Daily Races, Victory Derby \$35. ea.; Liberator \$65.; Play Ball \$65.; Roll Down \$49.50. STANLEY AMUSEMENT COMPANY, 5225 SOUTH TACOMA WAY, TACOMA, WASH.

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

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

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

FOR SALE—Special! Tri Scores \$135. Write for prices on the following: Minstrel Man, Nifty, Joker, Rockette, Cyclone, Knock Out, Shoo Shoo, Spot Bowler. LEHIGH SPECIALTY CO., 826 N. BROAD ST., PHILADELPHIA 30, PA.

FOR SALE—Empresses; Thrones; '39 and '40 Standards and DeLuxes; Classics; W1L56 Wall Boxes; 600's; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misc. Pinballs. SOUTHSIDE VENDING, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.

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

FOR SALE—Burroughs Bookkeeping Machine, usable for Accounts Receivable and Payable, Payroll and Inventory \$600 cash—or will trade for coin operated equipment. LIEBERMAN MUSIC CO., 257 PLYMOUTH AVE. NO., MINNEAPOLIS, MINN.

FOR SALE—10 Winners, like brand new \$225 ea.; 5 Photo Finish \$135 ea.; 10 Champions \$149.50 ea.; 5 Gold Cups \$59.50 ea.; 10 Jockey Specials \$49.50 ea.; 10 Turf Kings, all late models \$315 ea.; 5 Wurlitzer 1015, very clean \$215 ea.; 3 1947 Rock-Ola \$195 ea.; 3 Wurlitzer 1017-A Hideaway \$225 ea.; 3 Seeburg Model 100-M, very clean \$725 ea.; 3 1946 Seeburg Hideaways \$200 ea.; 2 AMI Model "C", used 1 month, write for price; 10 Shoe Shine Machines; 2 Imperial \$85 ea.; 6 Falcon \$125 ea.; 4 Uneda \$135 ea.; 1 Mutoscope Atomic Bomber, brand new original crate \$145; 4 Bally Hot Rods, very clean \$125 ea.; 3 Star Series \$135 ea.; 3 Williams All Stars \$79.50 ea. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: SUPERIOR 1-4600.

(Continued on next page)

CLASSIFIED ADVERTISING SECTION

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

1 A 40 WORD CLASSIFIED AD IN EACH AND EVERY WEEK'S ISSUE FOR A FULL YEAR (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 _____

City _____ State _____

Address _____

Firm _____ Name _____

JOBBER _____

FOR SALE—All makes of post-war equipment completely overhauled and in first rate condition for sale at current prices. Phone or write for particulars. We are distributors of Seeburg equipment for North Carolina. **MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3992.**

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—Thing \$130; Fighting Irish \$110; Rockette \$130; Four Horsemen \$135; Joker \$150; Punchy \$160; Pin Bowler \$125; St. Louis \$75; Champion \$65; Rocket \$140; Tri Score \$130; South Pacific \$110; Bally Hot Rods \$125; Chicago Coin Bowling Alley \$50. **A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYler 4-3810.**

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.**

MISCELLANEOUS

NOTICE—We are moving and are offering all shuffle games at special prices—also Arcade Equipment, Five Balls and One Balls. Write, wire or phone: **MONARCH COIN MACHINE, INC., 1545 N. FAIRFIELD AVE., CHICAGO, ILL. Tel.: ARmitage 6-1434.**

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



WURLITZER		SEEBURG	
6. 24	29.50 49.50	4. Plaza	29.50 39.50
4. 600R	35.00 75.00	4. Royale	25.00 39.50
4. 600K	35.00 75.00	4. Regal	35.00 49.50
4. 500A	39.50 69.50	4. Regal RC	39.50 59.50
4. 500K	39.50 69.50	4. Gem	35.00 49.50
4. 41 (Counter)	35.00 50.00	4. Classic	35.00 59.50
6. 51 (Counter)	30.00 45.00	4. Classic RC	39.50 69.50
4. 61 (Counter)	39.50 50.00	4. Maestro	39.50 65.00
4. 71 (Counter)	35.00 75.00	4. Mayfair	35.00 59.50
6. 81 (Counter)	49.50 75.00	4. Mayfair RC	49.50 59.50
4. 700	69.50 89.50	6. Melody King	49.50 79.50
4. 750M	89.50 109.50	4. Crown	39.50 59.50
4. 750E	89.50 129.50	6. Crown RC	49.50 79.50
4. 780M Colonial	95.00 129.50	4. Concert Grand	39.50 59.50
2. 780E	69.50 99.50	2. Colonel	49.50 59.50
2. 800	69.50 99.50	4. Colonel RC	49.50 79.50
2. 850	44.50 79.50	4. Concert Master	49.50 69.50
2. 950	49.50 89.50	4. Concert Master RC	59.50 89.00
1* 1015	195.00 295.00	6. Cadet	35.00 65.00
2. 1017 Hideaway	225.00 259.50	6. Cadet RC	59.50 65.00
4* 1100	279.50 450.00	4. Major	49.50 59.50
3. 1080	219.50 239.50	4. Major RC	50.00 79.50
4. 1250	450.00 550.00	2. Envoy	49.50 69.50
6. 300 Adapter	10.00 15.00	4. Envoy RC	59.50 89.50
4. 320 Wireless Wall Box	3.50 5.00	4. Vogue	39.50 64.50
4. 310 Wall Box 30 Wire	4.50 5.00	4. Vogue RC	49.50 69.50
4. 320 2 Wire Wall Box	3.50 5.00	4. Casino	39.50 65.00
6. 332 2 Wire Bar Box	5.00 9.50	6. Casino RC	49.50 79.50
6. 331 2 Wire Bar Box	5.00 10.00	4. Commander	39.50 59.50
4. 304 2 Wire Stepper	3.50 5.00	4. Commander RC	50.00 69.00
4. Wireless Strollers	19.50 25.00	4. Hi Tone 9800	45.00 85.00
6. 430 Speaker Club with 10, 25c Box	69.50 75.00	4. Hi Tone 9800 RC	45.00 59.50
6. 420 Speaker Cabinet	40.00 49.50	2. Hi Tone 8800	35.00 75.00
4. 3031 Wall Box	10.95 19.50	4. Hi Tone 8800 RC	35.00 59.50
4. 3045 Wall Box	12.50 20.00	4. Hi Tone 8200	35.00 59.50
4. 3020 Wall Box	34.50 39.50	4. Hi Tone 8200 RC	35.00 59.50
4. 3025	12.50 19.50	1. 146S ('46)	150.00 219.50
1. 2140 Wall Box	17.50 24.50	4* 146M	150.00 239.00
4. 219 Stepper	19.50 25.00	4. 147S	175.00 250.00
4. 100 Wall Box 5c 30 Wire	3.50 5.00	2. 147M	195.00 279.00
6. 100 Wall Box 10c 30 Wire	12.50 17.50	2. 148S	295.00 325.00
6. 111 Bar Box	3.00 10.00	2. 148M	325.00 349.00
4. 120 Wall Box 5c Wire	2.00 4.50	2. 148ML	369.00 275.00
6. 305 Impulse Rec.	2.50 10.00	4. M-100-78	700.00 789.00
6. 350 WIs Speaker	17.50 29.50	6. Remote Speak Organ	7.50 17.50
4. 115 Wall Box Wire 5c Wireless	5.00 7.50	6. Multi Selector 12 Rec.	12.50 35.00
6. 135 Step Receiver	14.50 19.50	6. Melody Parade Bar	4.50 6.00
4. 145 Imp. Step Fast	4.50 7.50	6. 5c Wallomatic Wireless	3.00 8.50
6. 306 Music Transmit.	7.50 9.50	6. 5c Baromatic Wireless	4.50 5.00
6. 130 Adapter	15.00 19.50	6. 5c Wallomatic 3 Wire	2.00 8.00
4. 580 Speaker	25.00 49.50	4. 30 Wire Wall Box	2.00 9.50
6. 123 Wall Box 5/10/25 Wireless	9.00 15.00	4. 5, 10, 25c Baromatic Wire	3.00 6.95
4. 125 Wall Box 5/10/25 Wire	2.50 6.00		

Table listing various electronic components like Wallomatic, Baromatic, and Wall Boxes with prices.

ROCK-OLA

Table listing Rock-Ola products such as Imperial, Windsor, Monarch, and various Counter models.

Table listing Playmaster and Playboy products, including Commando, 1422 Phono, and various Wall Boxes.

PACKARD

Table listing Packard products including Pla Mor Wall & Bar, Manhattan, Model 7 Phono, and various Speaker and Adaptor models.

MILLS

Table listing Mills products such as Do Ri Mi, Panoram, and various Constellation models.

AMI

Table listing AMI products including Hi-Boy, Singing Towers, Streamliner, and various Singing Towers models.

BUCKLEY

Table listing Buckley products like Wall & Bar Box O. S. and Wall Bar Box N.S.

AIREON

Table listing Aireon products such as Super Deluxe, Blonde Bomber, Fiesta, and various Hideaway and Coronet models.

Table listing various pinball games including Flamingo, Floating Power, Flying Saucers, and Flying Trapeze.

Table listing pinball games like Lucky Inning, Lucky Star, Mad. Sq. Garden, and Magic.

Table listing pinball games like Monicker, Monterrey, Moon Glow, and Morocco.

Table listing a wide variety of pinball games including Rocket, Rockettes, Rondevo, and Round Up.



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 listing pinball games like ABC Bowler, Ali Baba, Alice, Amber, and Aquacade.

Table listing pinball games like Canasta, Caribbean, Carnival, and Carolina.



ROLL DOWNS

4. ABC Roll Down	24.50	35.00	4. Genco Total Roll	19.00	39.50
6. Arrows	15.00	40.00	6. Hawaii Roll Down	10.00	24.50
4. Auto Roll	24.50	35.00	2. Hy-Roll	49.50	69.50
2. Bermuda	20.00	35.00	6. Melody	20.00	35.00
4. Big City	10.00	35.00	6. One World	40.00	49.50
4. Bing-A-Roll	49.50	85.00	4. Pro-Score	25.00	50.00
6. Bonus Roll	25.00	49.50	4. Singapore	10.00	39.50
6. Buccaneer	49.50	64.50	4. Sportsman Roll	10.00	20.00
6. Champion Roll	15.00	29.50	6. Super Score	35.00	49.50
4. Chicoin Roll Down	19.50	49.50	6. Super Triangle	15.00	35.00
4. Genco Advance Roll	19.00	39.50	4. Tally Roll	19.50	39.50



SHUFFLES — REBOUNDS

2. Bally Hook Bowler	250.00	275.00	2. Keeney Lucky Strike	85.00	100.00
4* Bally Shuffle Champ	75.00	125.00	4. Keeney Dbl. Bowler	165.00	175.00
3* Bally Shuffle-Bowler	15.00	45.00	2. Keeney League Bowl	274.50	285.00
2* Bally Speed Bowler	55.00	100.00	2. Keeney Duck Pins	99.50	155.00
4. California Shuffle Pins	30.00	40.00	4. Rock-Ola Shuffle Jungle	25.00	39.50
4. ChiCoin Bango	15.00	49.50	4. Rock-Ola Shuffle-Lane	25.00	34.50
6. ChiCoin Beacon	35.00	49.50	2. Un. Dbl. Shuffle	70.00	79.50
4* ChiCoin Bowling Alley	39.00	65.00	4* United Shuffle Alley	15.00	39.50
4. ChiCoin Alley w/con	39.50	69.50	4. Un. Shuffle w/con	50.00	59.50
4. ChiCoin Ace Bowl	120.00	150.00	2* Un. Shuffle Alley Exp.	69.00	95.00
4* ChiCoin Bowl Classic	90.00	145.00	4. Un. 2-play Express	140.00	199.50
1. ChiCoin Rebound	10.00	45.00	4. Un. Sin. Rebound	169.50	199.50
4. ChiCoin Shuffle			4* Un. Twin Rebound	195.00	229.50
Baseball	50.00	65.00	4. United Shuffle Skill	35.00	44.50
4. ChiCoin Trophy	95.00	159.00	4. United Super-Shuffle	24.50	49.50
4. Exhibit Strike	60.00	99.50	4. United Slugger	145.00	159.50
4. Genco Bowling League	25.00	35.00	4. United Skee Alley	119.50	139.50
1. Genco Glider	25.00	49.50	1. Un. 4-Player	285.00	295.00
4. Genco Baseball	59.00	99.50	4* Univ. Super Twin	95.00	145.00
4* Gottlieb Bowlette	34.50	69.50	1. Universal Twin Bowler	69.00	89.50
4. Keeney ABC Bowler	59.50	69.50	1. Williams DeLuxe		
4. Keeney Line Up	22.50	39.50	Bowler	65.00	79.50
2. Keeney King Pin	65.00	85.00	4. Williams Twin Shuffle	15.00	35.00
4. Keeney Pin Boy	29.50	39.50	2. Williams Single Bowler	25.00	35.00
4. Keeney Ten Pins	34.50	45.00	4. Williams Dbl. Head	125.00	149.50



ARCADE EQUIPMENT

4. Allite Strikes 'N Spares	39.50	149.50	6. Keeney Anti Aircraft		
4. Boomerang	45.00	85.00	Br	15.00	25.00
2. Bally Big Inning	124.50	185.00	6. Keeney Anti Aircraft Bl	15.00	50.00
4. Bally Bowler	165.00	189.50	4. Keeney Sub Gun	79.50	95.00
4. Bally Convoy	47.50	95.00	4. Keeney Texas Leaguer	30.00	59.50
4. Bally Defender	50.00	95.00	4. Kirk Night Bomber	75.00	145.00
6. Bally Eagle Eye	39.50	49.50	4. Lite League	50.00	95.00
4. Bally Heavy Hitter	59.50	75.00	4. Mutoscope Ace Bomber	79.50	150.00
6. Bally King Pin	35.00	45.00	4. Muto. Atomic Bomber	95.00	150.00
6. Bally Lucky Strike	45.00	79.50	4. Mutoscope Dr. Mobile	95.00	150.00
1. Bally Rapid Fire	69.00	95.00	4. Mutoscope Photomatic		
4. Bally Sky Battle	49.50	95.00	(Pre-War)	175.00	350.00
4. Bally Torpedo	49.50	95.00	4. Mutoscope Sky Fighter	79.50	125.00
2. Bally Undersea Raider	75.00	125.00	4. QT Pool Table	89.50	100.00
6. Bank Ball	59.50	150.00	4. Quizzer	79.50	125.00
6. Bowling League	35.00	49.50	6. Rockola Ten Pins LD	19.50	49.50
4. Buckley DeLuxe Dig	119.50	149.50	6. Rockola Ten Pins HD	25.00	49.50
4. Buckley Treas Is Dig	95.00	110.00	4. Rockola World Series	50.00	100.00
6. Champion Hockey	40.00	65.00	4. Scientific Baseball	49.50	75.00
4. ChiCoin Basketball			4. Scientific Basketball	59.50	75.00
Champ	159.50	195.00	2. Scientific Batting Pr.	49.50	75.00
4. ChiCoin Goalee	95.00	125.00	4. Scientific Pitch 'Em	150.00	225.00
4. ChiCoin Hockey	64.50	75.00	1* Seeburg Bear Gun	295.00	395.00
4. Chi Midget Skee	135.00	195.00	4. Seeburg Chicken Sam	69.50	110.00
4. ChiCoin Pistol	119.50	150.00	4. Seeburg Shoot the		
6. ChiCoin Roll-A-Score	39.50	75.00	Chute	25.00	95.00
4. Edelco Pool Table	49.50	75.00	4. Skee Barrel Roll	25.00	49.50
4. Evans Bat-A-Score	175.00	225.00	6. Skill Jump	25.00	39.50
4. Evans In The Barrel	30.00	52.50	6. Super Torpedo	25.00	79.50
4. Evans Super Bomber	50.00	95.00	6. Supreme Bolascor	40.00	125.00
4. Evans Play Ball	59.50	75.00	6. Supreme Skee Roll	20.00	75.00
4. Evans Ten Strike '46	39.50	75.00	6. Supreme Skill Roll	20.00	69.50
4. Evans Tommy Gun	49.50	100.00	4. Supreme Rocket Buster	45.00	65.00
2* Exhibit Dale Gun	50.00	95.00	6. Tail Gunner	30.00	49.50
4. Exhibit Rotary Mdsr.	175.00	275.00	4. Teleguiz	115.00	145.00
4. Exhibit Silver Bullets	165.00	195.00	4. Un. Team Hockey	109.50	165.00
3. Exhibit Six Shooter	199.50	249.50	4. Warner Voice Record	49.50	69.50
4. Exhibit Merchantman			6. Western Baseball '39	20.00	49.50
Roll Ch Digger	85.00	99.50	4. Western Baseball '40	49.50	85.00
4. Exhibit Vitalizer	69.50	95.00	2. Whizz	15.00	29.50
6. Genco Bank Roll	24.50	65.00	4. Wilcox-Gay Recordio	119.50	175.00
6. Genco Play Ball	29.50	74.50	4* Williams All Stars	69.50	125.00
4. Groetchen Met. Typer	79.50	149.50	4. Williams Box Score	39.50	65.00
6. Hoop-A-Roll	24.50	49.50	4* Williams Star Series	100.00	165.00
2. Jack Rabbit	69.50	109.50	4. Williams Quarterback	79.50	95.00
4. Keeney Air Raider	69.50	125.00	4. Wurlitzer Skee Ball	75.00	150.00

CONVERSIONS

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

AMCO ENGINEERING, INC.

Bally Champion to Longshot

NATE SCHNELLER, INC.

Gottlieb 21 to Bingo Bango

MANUFACTURERS NEW EQUIPMENT

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

AMI, INC.

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

BALLY MANUFACTURING CO.

Shuffle-Line	\$439.00
Futurity	735.00
Bally Baseball	429.50
Bright Lights	545.00

BUCKLEY MANUFACTURING CO.

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

Horse-Shoes	
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COMO MFG. CORP.

Stadium	\$289.50
Hollycrane	795.00

H. C. EVANS & CO.

Constellation Phonograph	
--------------------------	--

THE EXHIBIT SUPPLY CO.

Big Bronco	
Gun Patrol	
Silent Sales Card Vendor	
Pony Express	

GENCO MFG. & SALES CO.

Shuffle Target	
----------------	--

D. GOTTLIEB & CO.

Watch My Line	
---------------	--

J. H. KEENEY & CO., INC.

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
Divyidend	69.50

ROCK-OLA MFG. CORP.

Super Rocket '52-50 Phonograph (Model 1434)	
Rocket '51-50 Phonograph (Model 1432)	\$798.40
Model 1538 5c-10c-25c Wall Box	59.50
Model 1536 5c Wall Box, 23 Wire	39.50
Model 1424 Playmaster	440.00
(All Prices F.O.B. Factory, Chicago)	

UNITED MANUFACTURING CO.

3-4-5	
6 Player Shuffle-Alley	
A-B-C	\$525.00
Five-Player Shuffle Alley	430.00

WILLIAMS MANUFACTURING CO.

Hayburners	
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THE RUDOLPH WURLITZER CO.

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

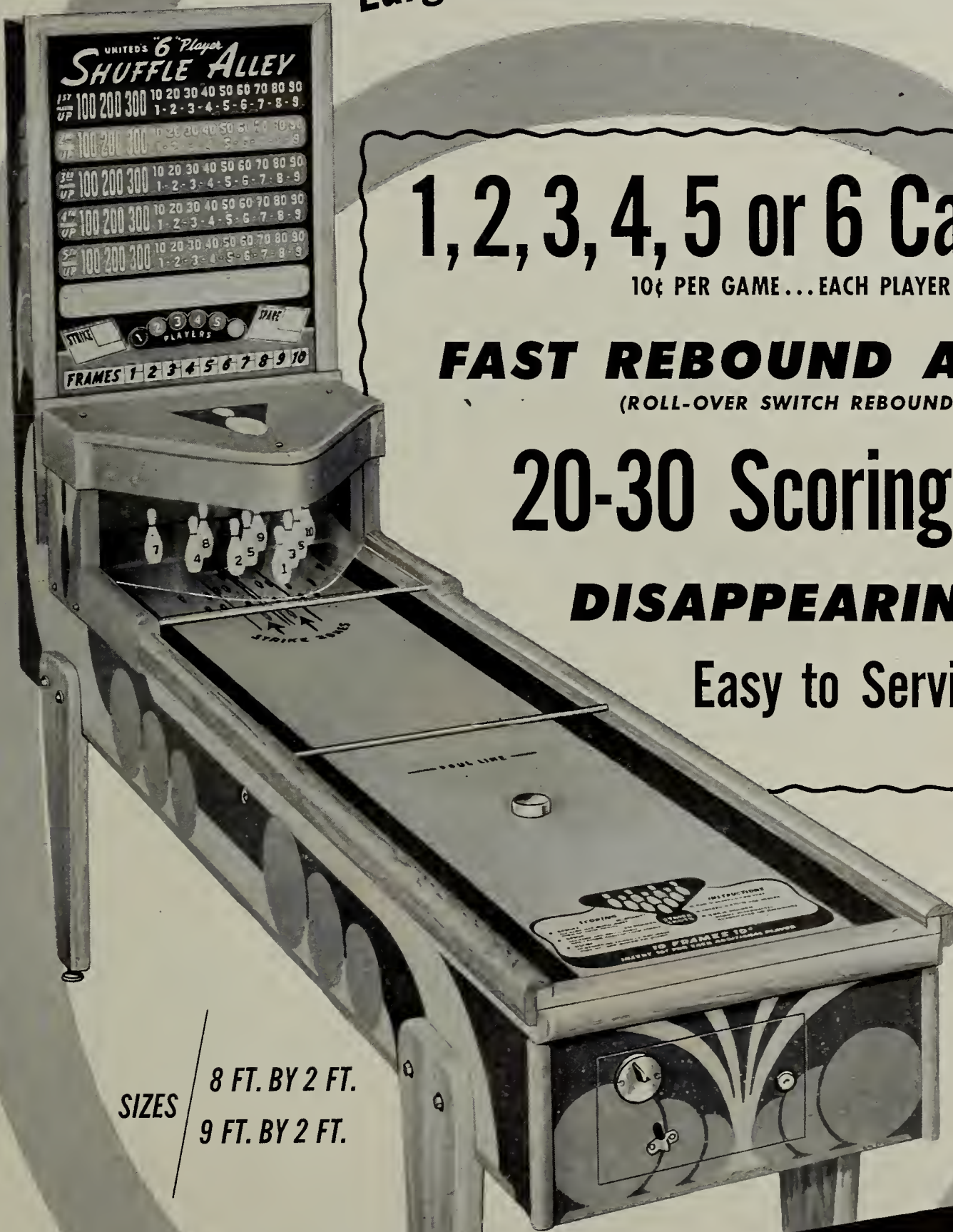
NOTICE

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

UNITED'S

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

Bally®

SHUFFLE-LINE

**BRIGHT LIGHTS "IN-LINE" SCORING
PLUS HIGH SCORE**

**ALL THE ACTION AND SKILL-APPEAL
OF SHUFFLE BOWLING**

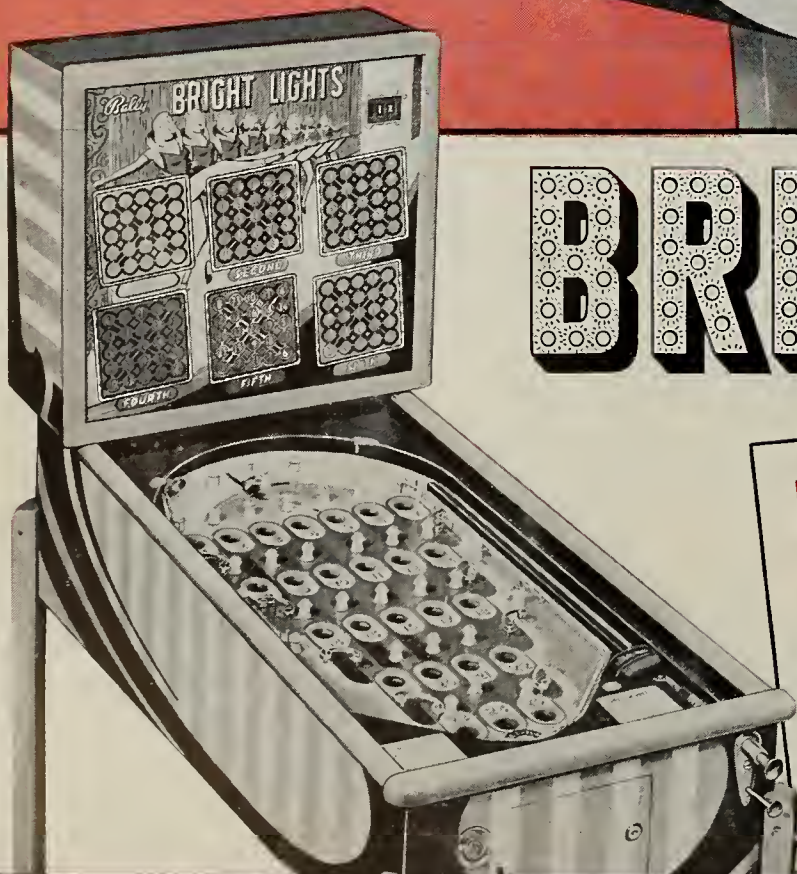
NEW EXCITING SCORE-BOOSTER

Player aims at numbers 1 to 25 ranged along the rebound end of playfield. Every shot scores 10 until boosted by "in-line" scoring. For example, after any 3-in-line are lit, each shot scores 40—10 plus a bonus of 30. A double 3-in-line boosts the shot-score by 60. 4-in-line adds 50 to the value of each shot, while 5-in-line adds 100 to every shot. You'll be convinced by cash-box evidence. Try SHUFFLE-LINE now . . . immediate delivery from your nearest Bally distributor.



**10¢ 1 PLAYER
2 PLAYERS... 20¢**

AVAILABLE IN 2 MODELS
9½ FT. LONG OR 8 FT. LONG



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 fattest profits.

DESIGNED TO STIMULATE CONTINUOUS
REPEAT PLAY

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

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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS