

# THE CASH BOX

VOLUME 12, NUMBER 31

APRIL 28, 1951



Celebrating Frankie Laine's signing of a contract with Columbia, Jim Conkling, president of the firm, shakes hands with his new top notch attraction. The photo, taken after Frankie's first session for the Columbia banner, shows him holding a copy of his initial release, "Jezebel" backed with "Rose, Rose I Love You", a disk which looks like another smash. Both Conkling and Mitch Miller flew out to the coast to be present as Frankie recorded his first sides under their auspices.

15 years of proven success

in the field. Service-

free changer mechanism

controlled by same

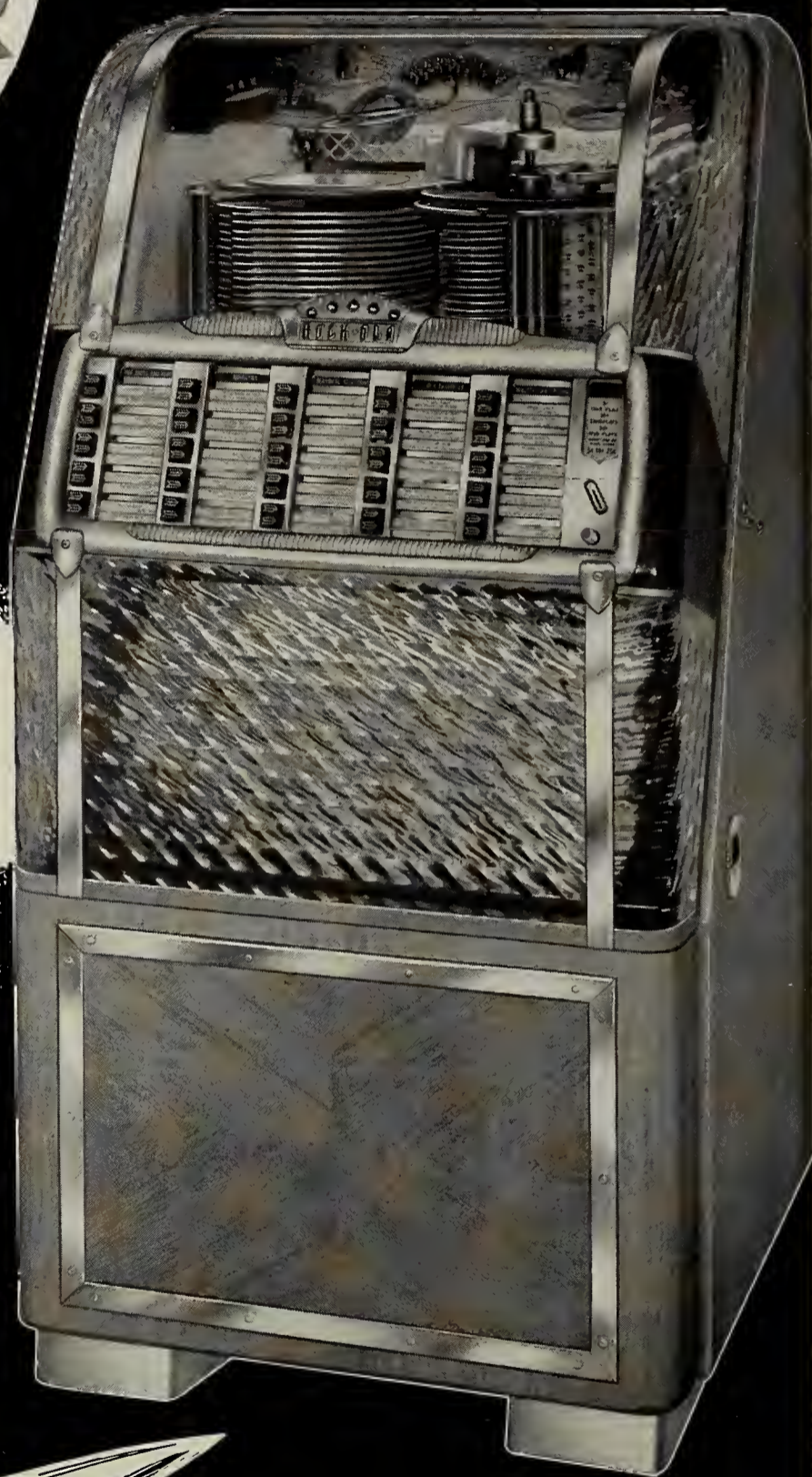
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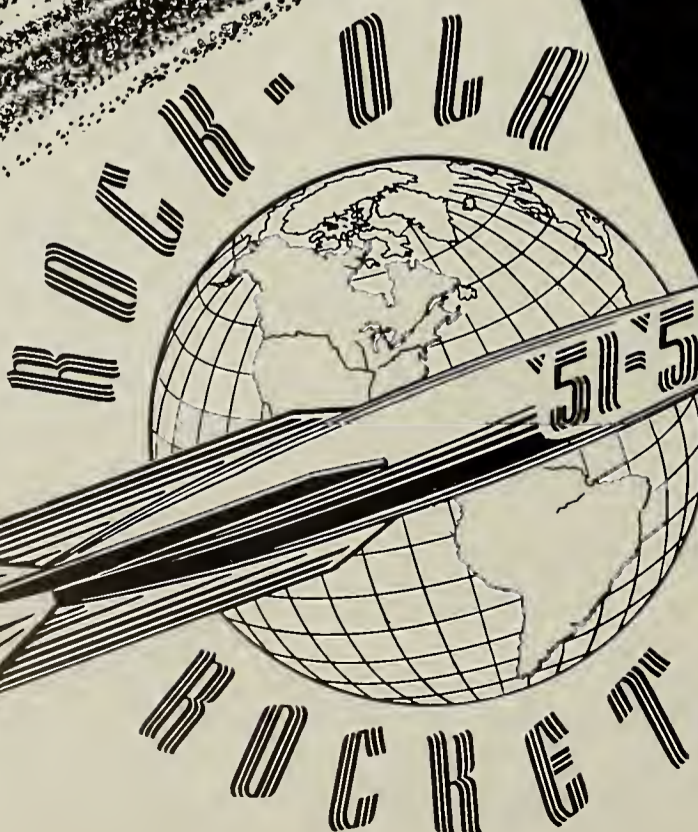
ROCK-OLA BACK IN 1935.



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ROCK-OLA MANUFACTURING CORPORATION  
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# 2 MINUTE ACTION

Some years ago *The Cash Box* urged record manufacturers to speed up recordings to play around the two minute mark.

The reason, *The Cash Box* reported, was because speedier playing disks meant speedier possibility for profit for the music ops.

*The Cash Box* also proved that some of the outstanding hits of all time in juke boxes were recordings of two minutes or thereabouts.

For example, "Peg O' My Heart" with The Harmonicats, one of the stellar juke box moneymakers, was a two minute disk. There are many others in this category, like Dinah Shore's "Buttons And Bows", also a two minute disk.

There must be some seconds allowed for the average phono to get each disk into playing position. Even if the machine is filled with coin, regardless of the fact that the disk is two minutes, doesn't mean that thirty complete records will be played during the hour.

It takes time to change from one disk to the other and, therefore, the best the operator can hope for is approximately twenty-five disks being played steadily for an hour (during a peak hour's play) which would then mean the phono would take in \$1.25 for that steady hour's play.

Similarly, if the records are of three minute, or longer playing time, this would mean that less than 20 recordings could be played (on a full hour's steady play) and that about 15 records would be heard, which would, in turn, mean that the machine would take in 75 cents for a full hour's play.

In short, then, the two minute disk is a mighty important item to the average music operator everywhere in the nation. It means approximately fifty per cent more gross income for his music machines.

Now, it seems, the pinball operators have the same problem. They claim that since the inception of the flippers which are considered among the most outstanding attractions ever added as a feature to pinball action, the games have been slowed down to as much as four and five minutes playing time by extremely skillful

players who can flip the balls up and back for that length of time.

By curtailing the playing time, these operators report, they have found that collections have, similarly, also been curtailed, with the result that, even tho the games cost more and they must take in more to amortize this higher cost, they now find that they take in less.

Of course, in the case of the pinball operator the problem is very hard to solve. The players like the flippers tremendously. Yet, the operators state, something should be arranged by the engineers to cut playing time down to about two minutes.

Some operators have, therefore, urged that games be cut down to three ball play, instead of five ball play, to speed the action.

It seems, then, that two minutes is becoming more or less the "standard" time for all types of coin operated amusement and music equipment.

It must be stated to the credit of amusement game engineers that they have always made it their business to build the games so that the play would be speedy, but, would not lose one bit of interest for the player. And that's not an easy achievement.

The record manufacturers have always regarded the "three minute record" as their standard. Today, many watch spinning time, to the point where the greater majority of the records which are released, are around two minutes spinning time.

In short, play action must be speeded for the average operator so that, during his peak play hours, he can realize the maximum amount of income.

These peak play hours are the hours when he amortizes the cost of his equipment. This is, therefore, the most important part of his play action.

The irregular play action that his equipment receives during the balance of the day is the time when he hopes to show some profit.

Two minute action should become the coin operated amusement standard.

## THE CASH BOX

Volume 12, Number 31

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

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

(All Phones: LOnacre 4-5321)

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Advertisements subject to approval of publishers.

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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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# SALESMANSHIP KEY NEED

For years leaders in the industry have made it their business to educate operators to the need for salesmanship.

There is no doubt that, without good salesmanship, the average operator will find that he cannot long continue to enjoy profit from his operation.

A great many operators have neglected to "sell" locations on the machines which they feature in those locations.

This is becoming ever more apparent. Traveling men report that they are simply amazed, when they call to visit with operators, to learn how their new equipment is doing, to find that many operators are actually ignorant of the various features of machines.

In fact, as one noted leader stated the other day, "Many operators, whom I've contacted lately, think that all they have to do nowadays, is simply plug in the electric cord, and the machine'll do the rest."

Like many others have also said in past months, ops simply neglect to "sell the location owners".

Instead of selling location owners on how the new equipment will help them to "hold" customers in their places, and will also help them to clear much of their overhead expense and, possibly, even enjoy some profit, ops just simply run the machine into the spot, plug it in, and leave.

The location owner today is just as anxious as the operator to enjoy profit. He must be shown that the new phono, which the operator brings him, has so many new, different, and better features, that his customers will not only enjoy better music and greater selection, but, that he can, by enthusiastically telling his customers all about the new machine, help hike play to the point where both he and the operator begin to enjoy profit.

Startling as it may seem to many of the old timers in the industry, salesmanship has, once again, become the key need.

Operators have neglected to sell themselves, sell their services, as well as sell the importance of their games and music to location owners.

Everyone has come to "accept" things "as they are". In short, many ops seem to think that, "the location owner knows all about it".

But, this is not the case. The location owner doesn't know "all about it". He

does not know the features of the new equipment brought into his place of business.

He must be sold and resold and then sold all over again. That's the way every large organization in the nation arranges to sell, sell, and then sell over and over again, every retailer in the country.

Manufacturers of intensively advertised, nationally known brand merchandise, send their missionary men and their regular salesmen into the retailer's place of business over and over and over again, selling and reselling him on their merchandise.

The operators simply must adopt the same type of salesmanship methods. The operator must "sell the location owners" on his route over and over again.

When he brings in a new game or a new phono, he must spend time explaining that instrument. Must "sell" the machine to the location owner. So that the location owner, in turn, will resell it to the players.

This was just lately demonstrated by the sales manager for one of the leading manufacturers. He called on many of his distributors and found that they were not really selling the operators on his firm's new product.

He then decided to go direct to many operators, who were sold samples of the machine, and learn what they were doing. Here, again, he found little or no salesmanship being practised. The operators were not selling their location owners on the machine.

After visiting with these operators (as well as his distributors) in a tour of certain states, and completely explaining the product, as well as advising operators how other ops were selling their locations, he found business in those territories suddenly increasing. His machine and his factory now enjoy better business from these areas.

Music leaders have urged operators time and again to "sell" their location owners on the better tone, finer and greater selection, opportunity for profit, and the general effect of the musical instruments in their places of business.

Operators do start out with these ideas. Then, after a short time, drop the idea of continually "selling" location owners. The result is that collections drop down to former low marks.

There is no doubt that operators just can't spend all of their time going about "selling" the idea of what their machines can do for the storekeepers. How these machines can help hold and please customers. How they make the place more popular. How they relax and cause the people to want to come back to the location again and again and enjoy themselves. And, last but not least, how the location profits from the machines.

But, operators can, quickly and subtly advise location owners, during collection time, of the features of any product, and how the storekeeper can make that product important to his business. They can, at the same time, offer bonus arrangements for increased play action (just as salesmen earn bonuses for better salesmanship) as well as spend a few more moments explaining some of the reasons why coin operated amusement is so important to the average retailer.

This sort of campaign is of double value. In the first place, it not only "sells" the location owner on helping boost play, but, it also "sells" the best kind of public relations program. If well sold the storekeeper passes on his enthusiasm to his customers. His customers learn to better appreciate the coin operated machine to the point where play increases and where all enjoy more fun, relaxation and better profits.

It is up to the operators to so instil enthusiasm for any product into their location owners by good salesmanship that the location owner will transmit that enthusiasm to his customers. With the public enthusiastic over any product, operators realize that they will enjoy better profits.

Salesmanship is, today, the key need of the industry. Not only must the nation's distributors really sell the operators, to the point where the ops most completely understand the new machine, but they must sell so enthusiastically hard that the operators will pass this enthusiasm on to their locations.

Regardless of whether the operator believes that he has "many times told the location owner all about the machine", he must, again and again, over and over again, sell the storekeeper.

Salesmanship is today's key need.

# 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	PR—Prestige
AD—Adam	4 Star—Four Star	RA—Rainbow
AL—Aladdin	FE—Federal	RE—Regent
AP—Apollo	JU—Jubilee	RG—Regal
AT—Atlantic	KI—King	SA—Savoy
BU—Bullet	LO—London	SIT—Sittin' In
CA—Capital	ME—Mercury	SP—Specialty
CO—Columbia	MG—MGM	TE—Tempo
CR—Coral	MO—Modern	TW—Tower
DA—Dana	NA—National	VI—Victor
DE—Decca	OR—Orion	

- |  | Pos. Last Week |
|--|----------------|
| <b>1</b> IF<br><b>PERRY COMO</b><br>CA-1342 (F-1342)—Dean Martin<br>CA-1351 (F-1351)—Jan Garber<br>CO-39082 (6-939)—Jo Stafford<br>CR-60355 (9-60355)—Denny Vaughan<br>DE-27391 (9-27391)—Ink Spots<br>DE-27481 (9-27481)—Louis Armstrong                                  | <b>1</b>       |
| <b>2</b> MOCKIN' BIRD HILL<br><b>LES PAUL &amp; MARY FORD—PATTI PAGE</b><br>CA-1373 (F-1373)—Les Paul & Mary Ford<br>CR-64061 (9-64061)—Pinetoppers<br>DE-27444 (9-27444)—Russ Morgan<br>LO-851 (30296)—Marlin Sisters   | <b>2</b>       |
| <b>3</b> WOULD I LOVE YOU<br><b>PATTI PAGE</b><br>CA-1368 (F-1368)—Helen O'Connell<br>CO-39159 (4-39159)—Day & James<br>DE-27402 (9-27402)—Jerry Gray O.   | <b>4</b>       |
| <b>4</b> BE MY LOVE<br><b>MARIO LANZA</b><br>CA-1352 (F-1352)—Ray Anthony O.<br>CO-39157—Les Brawn O.<br>CR-60373 (9-60373)—Owen Bradley<br>DE-27366 (9-27366)—Victor Young O.   | <b>3</b>       |
| <b>5</b> ABA DABA HONEYMOON<br><b>DEBBIE REYNOLDS and CARLETON CARPENTER</b><br>CO-3882—Willie Solar<br>CO-39205 (4-39205)—Helen Kane<br>CR-60374 (9-60374)—Cliff Steward<br>DE-27474 (9-27474)—Carmichael & Daley   | <b>5</b>       |
| <b>6</b> SPARROW IN THE TREE TOP<br><b>GUY MITCHELL</b><br>CA-1440 (F-1440)—LES BAXTER<br>CO-39190 (4-39190)—Guy Mitchell<br>CR-60401 (9-60401)—LYN MURRAY<br>DE-27477 (9-27477)—Crasby & Andrews Sisters  | <b>7</b>       |
| <b>7</b> BEAUTIFUL BROWN EYES<br><b>ROSEMARY CLOONEY—JIMMY WAKELY</b><br>CA-1426 (F-1426)—Arthur Smith<br>CA-1393 (F-1393)—Jimmy Wakely<br>CO-39212 (4-39212)—Rosemary Clooney<br>DE-27485 (9-27485)—Evelyn Knight   | <b>8</b>       |
| <b>8</b> MY HEART CRIES FOR YOU<br><b>GUY MITCHELL &amp; MITCH MILLER</b><br>CA-1328 (F-1328)—Jimmy Wakely<br>CO-39069 (6-918)—Guy Mitchell—Mitch Miller<br>CO-39086 (4-39086)—Stafford & Astry<br>CO-39142 (4-39142)—Ken Griffin<br>DE-27333 (9-27333)—Victor Young Orch. | <b>6</b>       |
| <b>9</b> ON TOP OF OLD SMOKY<br><b>THE WEAVERS &amp; TERRY GILKYSON</b><br>CO-39328—Burl Ives<br>CR-60436 (9-60436)—George Cates O.  |                |
| <b>10</b> TENNESSEE WALTZ<br><b>PATTI PAGE</b><br>CA-1316 (F-1316)—Les Paul<br>CO-20551—Ray Acuff<br>CO-39045—Jo Stafford<br>CO-39113 (4-39113)—Sammy Kaye<br>CR-60313 (9-60313)—Erskine Hawkins<br>DE-46122 (9-46122)—J. & L. Short                                       | <b>9</b>       |

11) I APOLOGIZE. 12) BRING BACK THE THRILL 13) YOU'RE JUST IN LOVE. 14) A PENNY A KISS. 15) HOW HIGH THE MOON 16) THE ROVING KIND. 17) SO LONG. 18) ACROSS THE WIDE MISSOURI. 19) IT IS NO SECRET. 20) THE LOVELIEST NIGHT OF THE YEAR.

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

RELEASE # 51-17

### POPULAR

**DINAH SHORE and TONY MARTIN** with Henri René's Ork  
I Wish, I Wish  
The Kissing Song  
20-4126 (47-4126) \*

**PHIL HARRIS** with Orchestra conducted by Walter Scharf  
The Letter—(with Alice Faye)  
Possibilities  
20-4124 (47-4124) \*

**SPIKE JONES** and his City Slickers  
My Daddy Is A General To Me  
Ill Barkio  
20-4125 (47-4125) \*

**SONS OF THE PIONEERS** with Larry Russell's Ork  
Baby, I Ain't Gonna Cry No More  
Daddy's Little Cowboy  
20-4131 (47-4131) \*

### COUNTRY

**TEXAS JIM ROBERTSON** and The Panhandle Punchers  
Wilcoat Baby  
Why Don't You Marry The Girl  
21-0463 (48-0463) \*

### WESTERN

**DALE EVANS** with Frank Worth's Ork  
Last Night My Heart Crossed The Ocean  
Please Send Me Someone To Love  
21-0465 (48-0465) \*

### SACRED

**THE CARPENTER TRIO**  
I Want To Be More Like Jesus  
Give Jesus Your Hand  
21-0464 (48-0464) \*

### BLUES

**TAMPA RED**  
She's Dynamite  
Early In The Morning  
22-0123 (50-0123) \*

\* 45 rpm cat. no.



... 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 APRIL 21

- Sound Off**  
**Oh, Marry, Marry Me**  
Vaughn Monroe  
20-4113—(47-4113) \*
- Be My Love**  
Mario Lanza  
10-1561—(49-1561) \*
- Never Been Kissed**  
Freddie Martin Ork  
20-4099—(47-4099) \*
- On Top Of Old Smoky Shall We Dance**  
Vaughn Monroe  
20-4114—(47-4114) \*
- The Loveliest Night Of The Year**  
Mario Lanza  
10-3300—(49-3300) \*
- If Zing Zing, Zoom Zoom**  
Perry Como (Sigmund Romberg) (Mitchell Ayres)  
20-3997—(47-3997) \*
- Gotta Find Somebody To Love**  
**Maggie Blues**  
Mindy Carson  
20-4119—(47-4119) \*
- Down The Trail Of Achin' Hearts**  
Hank Snow  
21-0441—(48-0441) \*
- Rhumba Boogie**  
Hank Snow  
21-0431—(48-0431) \*
- Unless I Have No Heart**  
Eddie Fisher with Hugo Winterhalter Ork  
20-4120—(47-4120) \*
- Bring Back The Thrill**  
Eddie Fisher and Hugo Winterhalter Ork  
20-4016—(47-4016) \*
- Poison Love Lonesome**  
Johnnie and Jack  
21-0377—(48-0377) \*
- Would I Love You**  
Tony Martin  
20-4056—(47-4056) \*
- Kentucky Waltz**  
Eddy Arnold  
21-0444—(48-0444) \*
- I'll Never Know Why**  
Hugo Winterhalter Ork  
20-4067—(47-4067) \*



# THE CASH BOX

# Record Reviews

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

"I WHISTLE A HAPPY TUNE" (2:44)

"SWEET SWEET PAULINE" (2:16)  
STARLIGHTERS  
(Capitol 1481; F-1481)

● The Starlighters provide some good harmony as they run through two happy sounding items. The top deck features an interesting set of lyrics which the group sings out with verve. Buddy Cole's orchestra comes up with the backing at either end and helps to make this a disk which ops oughta hear.

"ON TOP OF OLD SMOKY" (2:30)  
"THE SYNCOPATED CLOCK" (2:12)

PERCY FAITH ORCH.  
(Columbia 39328)

● Burl Ives, who introduced the folk tune on the top half several years ago, records it again with Percy Faith's orchestra. Ives gets a very authentic flavor into it. The lower end finds the Faith crew going through a popular instrumental and doing it very well. Ops will do ok with this.

"MEMPHIS BLUES" (2:25)  
"WHEN YOU'RE SMILING" (2:00)

CLYDE McCOY ORCH.  
(Mercury 5612)

● An instrumental of a terrific oldie is offered here by Clyde McCoy and his orchestra. Clyde goes to town with a real crying trumpet in his well known style. The second side is another standard on which Billie Jane Bennett does the vocal and Clyde comes in for a trumpet solo. Both sides make for mighty fine listening.

"JEZEBEL" (2:36)  
"PENNSYLVANIA DUTCH" (2:22)  
ALEXANDER BROS.  
(Mercury 5620)

● A tune that's kicking up a lot of excitement gets an interesting rendition from the Alexander Brothers on the top deck. Harry Geller provides the backing as the boys go through this thing in good style. The second half is a lively number with some happy sounding lyrics. Ops might take a peek.

"MY PRAYER" (3:10)  
"TOO LATE NOW" (3:27)  
DICK HAYMES  
(Decca 27565; 9-27565)

● Dick Haymes has two beautiful ballads on his current disk and he does a first rate job with both of them. The top deck is an oldie into which Dick pours a lot of feeling. The lower half is from "Royal Wedding" and the tune gets one of its best renditions yet on his recording. Ops shouldn't miss it.

"NINE TWENTY SPECIAL" (3:00)  
"BECAUSE OF YOU" (3:12)  
BOB CROSBY  
(Coral 60440)

● Bob Crosby and his boys offer a jumpy instrumental on the top half. Making with some good music, the band sends this number reeling. The second side finds Bob singing out the lyrics to a pleasant sounding item which should get some coins into the boxes. Ops will want to have a listen.

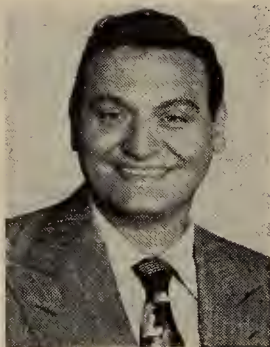
## DISK OF THE WEEK

"JEZEBEL" (2:59)

"ROSE, ROSE I LOVE YOU" (2:32)

FRANKIE LAINE

(Columbia 39367; 4-39367)



FRANKIE LAINE

● Frankie Laine's first disk on the Columbia label is a smash. One of the most unusual in Frankie's long line of unusual disks, "Jezebel" is bound to sweep the country with the dynamic interpretation it gets here. Ops who get it into their boxes right now can be sure of a

steady play for a long time to come. The side reunites the singer with Mitch Miller and these two have together turned out some of the greatest moneymakers in recent years. Mitch did the arrangement and the backing on this one and his stamp stands out all over it. With Frankie turning in one of his most inspired vocals, the excitement of this piece can't help but be contagious. The second side too is an interesting one. It's a Chinese melody, translated to English and it's a big thing in England at the moment. Frankie gets an excellent assist from the Norman Luboff choir who also do so much to make the first side outstanding. "Rose, Rose I Love You" is orchestrated by Paul Weston and it too is a top notch side. The one we think will run away however is the first one. Ops can't help but clean up with it.

"I'LL NEVER KNOW WHY" (2:11)  
"FAITHFULLY YOURS" (2:37)

RAY ANTHONY  
(Capitol 1490; F-1490)

● The smooth orchestra of Ray Anthony goes to work on two numbers which provide some good material. Tommy Mercer does the vocal at either end in excellent style while Ray and the band comes through with two fine arrangements and orchestrations. These are easy sides to listen to.

"GOTTA FIND SOMEBODY TO LOVE" (2:48)

"WHEN YOU AND I WERE YOUNG MAGGIE BLUES" (2:20)

MINDY CARSON  
(RCA Victor 20-4119; 47-4119)

● Mindy Carson has a couple of novelties on this disk which she performs in a wonderful manner. The upper half is a likely item which she does in slow tempo as Norman Layden and the orchestra back her up. The second side is the much recorded up to date version of an oldie and Mindy turns in a lovely job on it. Both ends are good juke box fare.

"HERE COMES THE SPRINGTIME AND THERE GOES MY HEART" (2:05)

"WHEN DOES THIS FEELING GO AWAY?" (3:14)

FRAN WARREN  
(RCA Victor 20-4115; 47-4115)

● A very sprightly number perfect for this time of the year, is put forward on the top deck by Fran Warren. With Hugo Winterhalter's orchestra backing her up, Fran does this flowing tune in a manner which could make it step out. The lower half is a slow ballad again getting a good rendition. The top deck is the one for ops to watch.

"IF YOU HAVEN'T GOT A SWEETHEART" (2:47)

"SWEET, SWEET PAULINE" (2:36)  
DENNIS DAY  
(RCA Victor 20-4116; 47-4116)

● Dennis Day runs through two numbers which should help him sustain his popularity. The first side is a lovely new tune on which he gets some help from the Norman Luboff Choir while the second side is a big voiced rendition of a very happy item. This is right for his fans.

"MOONLIGHT BAY" (2:49)  
"BOOMP PA DEEDLE DODDLE" (2:48)

LAWRENCE WELK  
(Coral 60444)

● An oldie which is getting quite a revival gets another push here from Lawrence Welk and his band. Roberta Linn and Dick Dale team up for a duet and add some spirit to the side. The second half is a dance with Roberta Linn and a chorus coming through on the lyrics. This'll hold its own in the boxes.

"I'M LATE" (2:01)  
"THE WALRUS AND THE CARPENTER" (2:57)

DANNY KAYE  
(Decca 27564; 9-27564)

● Two tunes from "Alice In Wonderland" make up the Danny Kaye offering on this platter and both sides are equally wonderful. Danny delivers each number in his usual terrific manner but these have just an extra special something. No op should miss this one for it's gonna be pulling a lot of coins into the machines.

"THE MIRACLE" (2:35)  
"JEZEBEL" (2:52)

ALLEN GREENE  
(Mercury 5622)

● Allen Greene displays a good voice as he gives out with two exciting ballads on this platter. Both ends get an orchestration from Tony Vail and his boys as Allen makes the tunes sound very dramatic. Ops who are looking for good filler items oughta take a look at these.

"SENTIMENTAL FOOL" (2:54)  
"TEN MORE MILES TO GO" (2:57)  
REX ALLEN  
(Mercury 5619)

● Two western sounding tunes are turned out here by Rex Allen. The top deck is a ballad well delivered by Rex with a good guitar backing. The lower half is a jumpy thing with very cute lyrics. Harry Geller's orchestra provides the music on this side. Ops will want to have a listen.

"THE CIRCUS DAY PARADE" (2:35)  
"THE DONKEY SONG" (2:20)

ZIGGY TALENT  
(RCA Victor 20-4118; 47-4118)

● A timely novelty gets a happy rendition from Ziggy Talent and the orchestra on upper level. Just right for this circus season, this tune may have some appeal. The second side is another novelty, done with speed by Ziggy. These sides should go well with his fans.

"ELEANOR" (3:10)  
"THE BUSIEST CORNER IN MY HOME TOWN" (2:35)

FRANKIE CARLE ORCH.  
(RCA Victor 20-4117; 47-4117)

● Frankie Carle has a couple of sides which should garner a lot of play. The first one is a singable little tune on which the Satisfiers display some good harmony as Frankie comes in on the piano. The bottom end is a sentimental piece again with the Satisfiers on the vocal. Ops will do ok with this one.

## 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.

- ★ "HERE COMES THE SPRINGTIME AND THERE GOES MY HEART" . . . . . Fran Warren, RCA Victor 20-4115; 47-4115
- ★ "I'M LATE" . . . . . Danny Kaye . . . . . Decca 27564; 9-27564
- ★ "COME BACK MY DARLING" . . . . . Kay Starr . . . . . Capitol 1492; F-1492
- ★ "THE STRANGE LITTLE GIRL" . . . . . Eddy Hwoard . . . . . Mercury 5630; 5630 x 45
- ★ "I HAVE NO HEART" . . . . . Ray Barber . . . . . Mercury 5624; 5624x45

# ROUND THE WAX CIRCLE

## NEW YORK:

Frankie Laine's first disk for Columbia, "Jezebel" backed with "Rose, Rose I Love You" has caused all the excitement that Columbia hoped it would. 180,000 have been sold in the few days since it's been released, and in Cleveland, the demand has been so great that Ted King, the distributor is having them flown in to get them in the boxes immediately. . . .



KING COLE

In ten days Columbia intends to issue Frankie's next disk, a duet with Jo Stafford. . . . Eddie Fisher was transferred to Fort Hood, Texas, this week for basic training. He'll be hearing plenty of himself on the neighboring juke boxes with "Bring Back The Thrill" still going strong and "Unless" on its way up. . . . Mike Conner, Decca promotion chief, back from California, reports the hiring of a new record promotion man, Arnie Haber, for the entire west coast territory. Haber comes from the television and radio fields. . . . Herb and Miriam Abramson of Atlantic Records back from Florida vacation. . . . A two hour show has recently been sold to Zenith Radio and Television over WVNJ, Newark and the features will be "The Cash Box" top tunes on juke boxes every Sunday night 9-11 P.M. . . . King Cole opens at the Apollo next week

for his annual appearance at the famed spot. . . . Chicago jocks are preparing to give Ella Fitzgerald a salute when she celebrates her birthday in the Windy City on April 25. . . . Anita Boyer, who worked with such top name bands as Tommy Dorsey, Artie Shaw and Harry James, returns from a few years' vacation to open the new Trocadero Club in New York. . . . George Joy of Santly-Joy has ruined two lamps in his office as a result of his deadly marksmanship with his target pistol. Shooting at that Sparrow In The Tree Top, George? . . . WNEW honored Pat Terry as their Champion of Champions on the station's "Boy Meets Girl" program. . . . Cy House, eastern sales manager for the past two years of Modern Records, resigned this week. A specialist in the rhythm n' blues field, he was with Exclusive Records for several years prior to Modern. . . . It's rumored that Victor has signed Merv Griffen as a single.

## CHICAGO:

More action apparent around town. . . . Rumor has it one of Chi's wealthy women planning to enter in the music biz. Has written a song. Wants to publish and exploit it. . . . Jack Zero in town with a song titled, "Love Flew Out Of The Window When Money Came In Thru The Door," which he reports Rome Johnson waxed for Abbey Records. . . . Phil and Leonard Chess report that their "Rocket 88" disk is moving faster than even they believed it would. . . . Vaughn Monroe's disking of Teddy Powell's tune, "Oh Marry Marry Me," reported to be taking strong hold. . . . Natt Hale joins The Sampson Co., Columbia distribribs here. He'll be disk promotion manager for the firm. Natt's a veteran of 18 years in the disk promotion field and is expected to get some of those great Columbia Records rolling big here. . . . Mindy Carson opened at the Oriental Theatre and, as always, got a terrific hand from her many, many fans. . . . Jimmy Martin all excited about The Tutones' waxing of "Don't Fence Me In." Jimmy reports that his firm sold 3,000 in the first two days. And says, "It's only one guitar." . . . Dorothy Shay opened at the Empire Room of the Palmer House this past Thursday and simply entranced the first niters. . . . Tiny Hill and his ork at the Grove Ballroom this past Friday eve. . . . Bill Snyder opened at the Marine Room of the Edgewater, following Woody Herman, and was given a terrific ovation. . . . John McCormick is going along very, very swellishly at the Vine Gardens, he tells us. Also reports that more and more celebrities making this "the spot." . . . Danny Casella playing a one niter at the Town Club shows an oil well clipping. But, Danny reports, he pulled out his dough just a few days before the well came in. . . . Rumor is that Eddy Howard and some of the boys now digging for the black gold, too. . . . Clark Dennis in town talking things over with Fran Allison. Report is that Clark is stepping into the spot vacated by Dick Contino at Capitol.



VAUGHN MONROE

## LOS ANGELES:

"How High The Moon," as brought back by Less Paul and Mary Ford, is really flying high, according to Hal Cook, Capitol's adman, who told us over a sandwich that the record is setting one for sales at present. . . . Les and Mary are now in New York and very much in demand for top TV spots. . . . We learned that Hal has been with Capitol three years and was St. Louis branch manager before coming to Hollywood. . . . And we also learned that the Cooks are Valley-dwellers and just a stone's throw from our own Gotno Rancho. . . . It was more Capitol when we dropped in at Paul Laymon's, Wurlitzer distributor, just as Paul Featherstone and Joe Matthews of Capitol's distrib dept. checked out. . . . The boys had come by to give the Laymon crew an earview of several new discs, including Jerry Lewis' "Never Been Kissed" and "A Hunting We Will Go," a pair sure to bring in a flock of nickels and turn out a flock of laughs. . . . Lucille (Mrs. Paul) Laymon told us that Paul (Featherstone, that is) was sporting a new MGM car and it had us a little worried till we figured out it was just MG. . . . That added M sounded nothing short of treason. Frank Terry of Leo Meyberg's RCA-Victor distrib sales staff guzzed us with news of a new release by Bixie Crawford, the two sides being "Tonight Of All Nights" and "Please Let Me Be." . . . It's a first on RCA for the former Benney Carter. Jimmy Lunceford and Louis Jordan vocalist and Frank sees big things ahead for her on the label. . . . Bixie had retired for a few years, until Terry happened to hear her at a benefit recently and convinced the singer and RCA-Victor execs that she belonged on record. . . . The talented young woman, who holds a college degree in sociology, wrote the "Please Let Me Be" side of her initial solo platter.



LES PAUL & MARY FORD

# Polka Dedicated To PAL



NEW YORK—James Hilliard (left), A & R head of Coral Records is shown presenting a record of the "PAL Polka" to Deputy Police Commissioner James B. Nolan, President of the Police Athletic League, surrounded by polka dancing children of PAL. The "PAL Polka" disc has been recorded by Eddie Gronet and his orchestra. Watching the presentation (l. to r.) are Eddie Gronet, Maurie Hartmann of Cherio Music Publishers and George Snowhill, composer of the "PAL Polka."

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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.

"I'LL BE THERE WITH BELLS ON"  
(2:26)

"THE CONTINENTAL" (2:19)

ART VAN DAMME QUINTET  
(Capitol 1494; F-1494)

● The Art Van Damme Quintet continues making good music on this disk. The top deck is a lively tune on which Keith and Sylvia Textor do the duet while the second side is a wonderful oldie on which the small instrumental group go to town with a beat. This'll get some coin into the boxes.

"MY LOVE SERENADE" (2:33)

"TELL ME THAT YOU LOVE ME"  
(2:26)

NORO MORALES ORCH.  
(Decca 27548; 9-27548)

● A good tune gets a terrific rendition from Noro Morales orchestra with a first rate vocal by Pat Terry. The orchestra provides some excellent backing as Pat gives out with the lyrics in fine fashion. On the lower end the Morales crew again makes with the music and Pat goes to town with the words. Ops shouldn't miss this one.

"I HAVE NO HEART" (3:07)

"LOVE ME" (3:10)

RAY BARBER  
(Mercury 5624)

● A promising new singer, Ray Barber, comes up with two lovely new ballads here and he certainly shows what he can do. With Russ Case's orchestra backing him up at either end, Ray makes both of these sides exceedingly good listening matter. Ops have to take a listen to this boy.

"THE STRANGE LITTLE GIRL"  
(2:46)

"WHAT WILL I TELL MY HEART?"  
(2:58)

EDDY HOWARD  
(Mercury 5630)

● A tune that's hitting it up big in western circles, gets a pop rendition from Eddy Howard and the band. Eddy and the Trio tell this interesting story in their usual fine manner and it should attract a lot of play. The second side is a winning ballad which Eddy does with feeling. The top deck gets our nod.

"SOMETHING WONDERFUL" (3:07)

"HELLO YOUNG LOVERS" (3:07)

MARGARET WHITING  
(Capitol 1491; F-1491)

● Two tunes from "The King And I" make up the Margaret Whiting offering on this disk. Both numbers get a grand vocal from Maggie as Lou Busch and his orchestra provide some excellent backing. Either one of these tunes could easily step out and ops are advised to make careful note of this platter.

## SLEEPER OF THE WEEK

"UNLESS" (2:44)

"I HAVE NO HEART" (3:18)

EDDIE FISHER  
(RCA Victor 20-4120; 47-4120)



EDDIE FISHER

● Following his success with "Bring Back The Thrill," Eddie Fisher does it again with a ballad called "Unless" which should be a

tremendous thing in the months to come. This beautiful ballad, a revival, gets Eddie's usual terrific rendition complete with chorus and orchestration by Hugo Winterhalter. It's an overwhelmingly dramatic piece and may be Eddie's greatest one to date. The singer gives out with the lyrics in his straightforward manner and the melody is one which you find yourself humming long after the record is finished. The lower end is another dramatic item which Eddie does in high style. The top deck looks like a real winner and ops oughta get with it without delay.

"ZING, ZING—ZOOM, ZOOM"  
(2:42)

"DICK'S POLKA" (2:45)

LAWRENCE DUCHOW  
(RCA Victor 25-1187)

● A couple of listenable sides are turned out by Lawrence Duchow. The first one is a flowing instrumental of a pop tune while the second one is a polka which the Duchow outfit does so well with Dick Metko on the accordion. Ops will want to take a listen to this.

"BECAUSE OF YOU" (2:54)

"UNLESS" (2:26)

LES BAXTER  
(Capitol 1493; F-1493)

● A couple of lovely ballads get a Les Baxter treatment here. The top deck is sung by a chorus while the lower half gets a very dramatic vocal from Dick Beavers. The arrangement and orchestration on both ends show the masterful work of Les Baxter and ops are bound to do ok with it.

"COME BACK MY DARLING"  
(2:32)

"THEN YOU'VE NEVER BEEN BLUE" (3:02)

KAY STARR  
(Capitol 1492; F-1492)

● Kay Starr has a new disk which could easily break out and run away. The upper half is a jumpy thing on which Kay delivers a terrific vocal and gets some wonderful backing from Dave Barbour and the orchestra. The lower end is a beautiful ballad which she delivers in a dramatic rendition. Ops mustn't miss this disk.

"WHEN YOU AND I WERE YOUNG MAGGIE BLUES" (2:47)

"DIDJA EVER" (2:43)

D. REYNOLDS & C. CARPENTER  
(MGM 30359; K30359)

● That "Aba Daba Honeymoon" pair are back again with two more numbers in their appealing style. They run through the much recorded top deck tune in the same fashion as their first success and on the lower half they have a little novelty which comes over ok. Ops will want to have this couple in their machines again.

"SOMEBODY" (2:43)

"VERY GOOD ADVICE" (2:36)

DINNING SISTERS  
(Capitol 1511; F-1511)

● The Dinning Sisters continue making with the harmony on a couple of interesting sides. The top deck is a slow ballad with a tinkly strain running through it while the bottom half is another slow item from "Alice In Wonderland". Ops oughta take a peek at this.

"I'LL BUY YOU A STAR" (2:55)

"I'M LATE" (1:45)

ALAN DALE  
(Columbia 39302)

● Alan Dale has a disk which features two different types of tunes. The first half is a ballad on which Alan does an attractive job with Percy Faith and the orchestra backing him up. The lower end is a very cute item from "Alice In Wonderland" done by Alan in falsetto. Ops oughta listen in.

"OH YOU SWEET ONE" (2:45)

"HOW DO YOU DO?" (2:54)

LAWRENCE DUCHOW  
(RCA Victor 25-1193)

● Lawrence Duchow and his crew take a very familiar tune and give it a working over. Danny Ryan and Elaine Carvel do a duet on the number and make it sound quite listenable. The lower half is an instrumental of a happy sounding item done in Duchow's well known style. This is right for the proper spots.

"MY MAMA SAYS 'NO NO'" (2:48)

"CHEN A LUNA" (2:57)

ROSE MARIE  
(Mercury 5631)

● Rose Marie offers some good vocalizing on two novelties here. The top deck features a cute set of lyrics and is done in fast tempo by Rose Marie and Dick Maltby's orchestra. The lower end is an old Italian song which gets one chorus in Italian and one in English. This should go well in the right spots.

"SENTIMENTAL HEART" (3:01)

"SOMEBODY ELSE IS TAKING MY PLACE" (2:33)

DORIS DREW  
(Mercury 5626)

● Doris Drew, who has a real sultry voice, gets going here with two numbers which show her off to good advantage. The upper half is a crying ballad on which Doris gets an assist from Lew Douglas and his orchestra. The bottom half is an oldie with a slow interpretation by Doris. Ops oughta look into this one.

"I'M THROUGH WITH LOVE"  
(2:48)

"MAKIN' WHOOPEE" (2:54)

DINAH SHORE  
(RCA Victor 20-4045; 47-4045)

● Two grand old standards are turned out on this platter by Dinah Shore as part of the Singers Series. The first side is a beautiful ballad which Dinah does with feeling while the lower side is the old Eddie Cantor special. Henri Rene provides the orchestration on both ends and the disk is definitely worth listening to.

"I'LL NEVER KNOW WHY" (2:48)

"I NEVER KNEW" (2:54)

BILLY DANIELS  
(Mercury 5614)

● Billy Daniels puts his own type of interpretation to two numbers here. First he goes through a new ballad in slow style with Lew Douglas' orchestra in the background. The second side is a driving tune on which Billy really gets a chance to show off. His fans will go for this disk.





# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records—City by City

APRIL 28, 1951

### New York, N. Y.

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

### Chicago, Ill.

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

### Los Angeles, Cal.

1. HOW HIGH THE MOON (Les Paul & M. Ford)
2. SPARROW IN THE TREE TOP (Guy Mitchell)
3. ON TOP OF OLD SMOKY (The Weavers)
4. THE LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
5. YOU'RE JUST IN LOVE (Perry Como)
6. I APOLOGIZE (Billy Eckstine)
7. BE MY LOVE (Mario Lanza)
8. IF (Perry Como)
9. ABA DABA HONEYMOON (Reynolds-Carpenter)
10. A PENNY A KISS (Shore-Martin)

### St. Paul, Minn.

1. ON TOP OF OLD SMOKY (The Weavers)
2. SPARROW IN THE TREE TOP (Crosby & Andrews Sisters)
3. BEAUTIFUL BROWN EYES (Jimmy Wakely)
4. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
5. ACROSS THE WIDE MISSOURI (Hugo Winterhalter)
6. SO LONG (The Weavers)
7. ABA DABA HONEYMOON (Reynolds-Carpenter)
8. HOW HIGH THE MOON (Les Paul & M. Ford)
9. SHENANDOAH WALTZ (Dinning Sisters)
10. STRANGE LITTLE GIRL (Foley & Tubbs)

### Andalusia, Ala.

1. SPARROW IN THE TREE TOP (Crosby & Andrews Sisters)
2. IF (Perry Como)
3. MOCKIN' BIRD HILL (Patti Page)
4. ABA DABA HONEYMOON (Reynolds-Carpenter)
5. BE MY LOVE (Mario Lanza)
6. MY HEART CRIES FOR YOU (Guy Mitchell)
7. TENNESSEE WALTZ (Patti Page)
8. BEAUTIFUL BROWN EYES (Jimmy Wakely)
9. PENNIES FROM HEAVEN (Frank Petty Trio)
10. YOU'RE JUST IN LOVE (Perry Como)

### Denver, Colo.

1. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
2. IF (Perry Como)
3. BE MY LOVE (Mario Lanza)
4. HOW HIGH THE MOON (Les Paul & M. Ford)
5. ABA DABA HONEYMOON (Reynolds-Carpenter)
6. SPARROW IN THE TREE TOP (Guy Mitchell)
7. YOU'RE JUST IN LOVE (Perry Como)
8. ACROSS THE WIDE MISSOURI (Hugo Winterhalter)
9. ON TOP OF OLD SMOKY (The Weavers)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

### Baltimore, Md.

1. IF (Perry Como)
2. MOCKIN' BIRD HILL (Patti Page)
3. BE MY LOVE (Mario Lanza)
4. I STILL FEEL THE SAME ABOUT YOU (Georgia Gibbs)
5. PRETTY BABE (Bill Darnell)
6. TENNESSEE WALTZ (Patti Page)
7. SPARROW IN THE TREE TOP (Guy Mitchell)
8. I APOLOGIZE (Tony Martin)
9. ON TOP OF OLD SMOKY (The Weavers)
10. YOU'RE JUST IN LOVE (Perry Como)

### Fayetteville, Ark.

1. IF (Perry Como)
2. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
3. BE MY LOVE (Mario Lanza)
4. WOULD I LOVE YOU? (Patti Page)
5. MY HEART CRIES FOR YOU (Guy Mitchell)
6. TENNESSEE WALTZ (Patti Page)
7. YOU'RE JUST IN LOVE (Perry Como)
8. ABA DABA HONEYMOON (Kitty Kallen)
9. IT IS NO SECRET (Jo Stafford)
10. SPARROW IN THE TREE TOP (Crosby & Andrews Sisters)

### Seattle, Wash.

1. BE MY LOVE (Mario Lanza)
2. THE ROVING KIND (Guy Mitchell)
3. SO LONG (Weavers)
4. IF (Perry Como)
5. MY HEART CRIES FOR YOU (Dinah Shore)
6. TENNESSEE WALTZ (Patti Page)
7. MOCKIN' BIRD HILL (Les Paul)
8. YOU'RE JUST IN LOVE (Perry Como)
9. ABA DABA HONEYMOON (Reynolds-Carpenter)
10. JOHN AND MARSHA (Stan Freberg)

### New Orleans, La.

1. IF (Perry Como)
2. BE MY LOVE (Mario Lanza)
3. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
4. YOU'RE JUST IN LOVE (Patti Page)
5. MY HEART CRIES FOR YOU (Guy Mitchell)
6. ABA DABA HONEYMOON (Reynolds-Carpenter)
7. TENNESSEE WALTZ (Patti Page)
8. SPARROW IN THE TREE TOP (Guy Mitchell)
9. YOU'RE JUST IN LOVE (Perry Como)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

### Rochester, N. Y.

1. IF (Perry Como)
2. WOULD I LOVE YOU (Patti Page)
3. THE ROVING KIND (Guy Mitchell)
4. MY HEART CRIES FOR YOU (Guy Mitchell)
5. ABA DABA HONEYMOON (Reynolds-Carpenter)
6. YOU'RE JUST IN LOVE (Perry Como)
7. BEAUTIFUL BROWN EYES (Lisa Kirk)
8. A PENNY A KISS (Shore-Martin)
9. MOCKIN' BIRD HILL (Patti Page)
10. IT IS NO SECRET (Jo Stafford)

### Fertile, Minn.

1. MOCKIN' BIRD HILL (Pinetoppers)
2. SPARROW IN THE TREE TOP (Art Mooney)
3. ON TOP OF OLD SMOKY (The Weavers)
4. IF (Perry Como)
5. BE MY LOVE (Mario Lanza)
6. BEAUTIFUL BROWN EYES (Evelyn Knight)
7. TENNESSEE WALTZ (Guy Lombardo)
8. CHICKEN SONG (Guy Lombardo)
9. MY HEART CRIES FOR YOU (Foley-Knight)
10. ABA DABA HONEYMOON (Carpenter-Reynolds)

### Indianapolis, Ind.

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

### Spokane, Wash.

1. IF (Perry Como)
2. MY HEART CRIES FOR YOU (Jo Stafford)
3. BE MY LOVE (Mario Lanza)
4. YOU'RE JUST IN LOVE (Louis Armstrong)
5. WOULD I LOVE YOU? (Patti Page)
6. TENNESSEE WALTZ (Patti Page)
7. ABA DABA HONEYMOON (Reynolds-Carpenter)
8. MOCKIN' BIRD HILL (Patti Page)
9. THE ROVING KIND (Guy Mitchell)
10. SO LONG (The Weavers)

### Phoenix, Ariz.

1. MY HEART CRIES FOR YOU (Guy Mitchell)
2. TENNESSEE WALTZ (Patti Page)
3. BE MY LOVE (Mario Lanza)
4. A PENNY A KISS (Martin-Shore)
5. SO LONG (The Weavers)
6. IT IS NO SECRET (The Mariners)
7. IF (Perry Como)
8. I APOLOGIZE (Tony Martin)
9. ABA DABA HONEYMOON (Reynolds-Carpenter)
10. BRING BACK THE THRILL (Eddie Fisher)

### Boston, Mass.

1. IF (Perry Como)
2. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
3. BE MY LOVE (Mario Lanza)
4. WOULD I LOVE YOU? (Patti Page)
5. ABA DABA HONEYMOON (Reynolds-Carpenter)
6. MY HEART CRIES FOR YOU (Guy Mitchell)
7. SPARROW IN THE TREE TOP (Guy Mitchell)
8. BEAUTIFUL BROWN EYES (Rosemary Clooney)
9. TENNESSEE WALTZ (Patti Page)
10. YOU'RE JUST IN LOVE (Perry Como)

### San Francisco, Cal.

1. IF (Perry Como)
2. BE MY LOVE (Mario Lanza)
3. MY HEART CRIES FOR YOU (Guy Mitchell)
4. TENNESSEE WALTZ (Patti Page)
5. YOU'RE JUST IN LOVE (Perry Como)
6. WOULD I LOVE YOU (Patti Page)
7. A PENNY A KISS (Shore-Martin)
8. ABA DABA HONEYMOON (Reynolds-Carpenter)
9. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
10. ROVING KIND (Guy Mitchell)

### Cleveland, Ohio

1. WOULD I LOVE YOU (Patti Page)
2. ABA DABA HONEYMOON (Reynolds-Carpenter)
3. IF (Perry Como)
4. A PENNY A KISS (Shore-Martin)
5. ON TOP OF OLD SMOKY (Weavers)
6. BE MY LOVE (Mario Lanza)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. MOCKIN' BIRD HILL (Patti Page)
9. SPARROW IN THE TREE TOP (Guy Mitchell)
10. I APOLOGIZE (Billy Eckstine)

### Savannah, Ga.

1. IF (Perry Como)
2. BE MY LOVE (Mario Lanza)
3. WOULD I LOVE YOU (Patti Page)
4. A PENNY A KISS (Shore-Martin)
5. ABA DABA HONEYMOON (Reynolds-Carpenter)
6. SPARROW IN THE TREETOP (Guy Mitchell)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. MY HEART CRIES FOR YOU (Guy Mitchell)
9. I APOLOGIZE (Billy Eckstine)
10. ON TOP OF OLD SMOKY (Weavers)

### Fresno, Cal.

1. IF (Perry Como)
2. BE MY LOVE (Mario Lanza)
3. YOU'RE JUST IN LOVE (Perry Como)
4. WOULD I LOVE YOU? (Patti Page)
5. A PENNY A KISS (Shore-Martin)
6. ABA DABA HONEYMOON (Reynolds-Carpenter)
7. SPARROW IN THE TREE TOP (Guy Mitchell)
8. ON TOP OF OLD SMOKY (The Weavers)
9. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

### Detroit, Mich.

1. IF (Perry Como)
2. MY HEART CRIES FOR YOU (Guy Mitchell)
3. BE MY LOVE (Mario Lanza)
4. TENNESSEE WALTZ (Patti Page)
5. YOU'RE JUST IN LOVE (Perry Como)
6. THE ROVING KIND (Guy Mitchell)
7. A PENNY A KISS (Shore-Martin)
8. WOULD I LOVE YOU (Patti Page)
9. ABA DABA HONEYMOON (Reynolds-Carpenter)
10. SO LONG (The Weavers)

### Cincinnati, Ohio

1. WOULD I LOVE YOU (Patti Page)
2. SO LONG (The Weavers)
3. MOCKIN' BIRD HILL (Les Paul)
4. THE ROVING KIND (Guy Mitchell)
5. IF (Perry Como)
6. BE MY LOVE (Mario Lanza)
7. A PENNY A KISS (Shore-Martin)
8. ABA DABA HONEYMOON (Reynolds-Carpenter)
9. JOHN AND MARSHA (Stan Freberg)
10. ZING ZING—ZOOM, ZOOM (Perry Como)

### Reno, Nev.

1. BEAUTIFUL BROWN EYES (Jimmy Wakely)
2. ON TOP OF OLD SMOKY (The Weavers)
3. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
4. SPARROW IN THE TREE TOP (Crosby & Andrews Sisters)
5. LET ME IN (Blue Barron)
6. ABA DABA HONEYMOON (Reynolds-Carpenter)
7. ACROSS THE WIDE MISSOURI (Hugo Winterhalter)
8. THE ROVING KIND (The Weavers)
9. SO LONG (The Weavers)
10. HOW HIGH THE MOON (Les Paul & M. Ford)

### Louisville, Ky.

1. TENNESSEE WALTZ (Patti Page)
2. IF (Perry Como)
3. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
4. A PENNY A KISS (Shore-Martin)
5. BRING BACK THE THRILL (Eddie Fisher)
6. BEAUTIFUL BROWN EYES (Rosemary Clooney)
7. SO LONG (Weavers)
8. TENNESSEE WALTZ (Pee Wee King)
9. MY HEART CRIES FOR YOU (Guy Mitchell)
10. WOULD I LOVE YOU (Doris Day)

## THE CASH BOX

## Jazz 'n Blues Reviews

## ★AWARD O' THE WEEK★

"SLIPPIN' AND SLIDIN'" (3:19)

"BABY YOU'RE TOPS WITH ME" (2:25)

CALVIN BOZE  
(Aladdin 3086)

● A side with a lot of potential is offered on the top deck by Calvin Boze. This is an infectious ditty which could easily catch on and run away. It's called "Slippin' and Slidin'" and customers will be doing just that, slippin' and slidin' those coins into the machines to get a listen to it. Calvin starts with a talky vocal and then really gets

going with a good set of lyrics as his all stars join in to make with the music. The second side is a fast driving number with Calvin again doing some fancy work with the lyrics and the boys backing him up with gusto. The top deck here looks very hot and ops will do well to get it into the boxes at the earliest possible moment.

"TOO LATE" (2:35)

"WITH A BROKEN HEART" (2:59)

THE FIVE KEYS  
(Aladdin 3085)

● A vocal group with a lot to offer shows up here doing two slow items. Each end shows the group off in the style of a vocal solo with the rest of the boys in the background and they reach terrific heights at times. Ops will want to listen to this group.

"AM I TO BLAME?" (2:40)

"JUST KISS ME ONCE" (2:40)

MEREDITH HOWARD  
(Mercury 8233)

● Meredith Howard has two ballads which she sends off on this disk. On either end, she displays a fine delivery that makes a song sound very important. She gets some interesting backing on these sides which helps out also and makes this platter a good bet for ops.

"YOU CAPTURED MY HEART"  
(2:54)"LEMON SQUEEZING DADDY"  
(2:48)THE SULTANS  
(Jubilee 5054)

● A new vocal group shows what it can do with two different types of numbers. The top deck is a slow thing on which the boys go to town with some good small instrumental backing while the second side is a jumpy piece with a beat on which some fine harmony is shown off. Ops shouldn't miss this group.

"I'M A WILD WEST WOMAN"  
(2:48)

"EVENING TRAIN" (2:43)

EUNICE DAVIS  
(Derby 760)

● Eunice Davis follows her successful "Rock Little Daddy" with another side that's gonna have the boxes rocking. This one is a low down number with a terrific beat and a good set of lyrics. The second side is a very slow deliberate thing which Eunice sends flying. This one is due for a lot of coin.

"AM I BLUE" (2:35)

"MY REVERIE" (3:03)

BUDDY JOHNSON ORCH.  
(Decca 27567; 9-27567)

● Buddy Johnson and his orchestra take two oldies and send them to town. The first side finds Ella Johnson doing the vocal with a very pronounced, slow delivery while, on the second side, Arthur Prysock comes through with one of his excellent dreamy pieces. Ops are gonna do fine with this.

"IF YOU WANT SOME LOVIN'"  
(2:50)

"YOUR BEST FRIEND" (2:45)

GRIFFIN BROS. & MARGIE DAY  
(Dot 1042)

● The Griffin Brothers and Margie Day keep right at it turning out another two good sides. First Margie gives out with a loud version of a tune with a lot of potential while the boys back her up. The bottom half is a blues item on which she shows terrific ability also. This is a natural for the boxes.

"PLEASE LET ME BE" (2:47)

"TONIGHT OF ALL NIGHTS" (3:11)

BIXIE CRAWFORD  
(RCA Victor 22-0119)

● Bixie Crawford comes out of retirement to offer a tune on the top deck that she wrote herself. It's a driving number which she performs to perfection as Ernest A. Freeman and his orchestra make with some good music. The lower end is a slow ballad which Bixie also does with skill. Ops will want to hear her again.

"AS TIME GOES BY" (2:54)

"JUST CALL MY NAME" (2:45)

LEE RICHARDSON  
(DeLuxe 3315)

● The terrific voice of Lee Richardson goes to work on an oldie here and certainly makes it sound magnificent. Lee has a dramatic way with a song that keeps you listening for more no matter what he does. The bottom half shows some more of the same and both sides are worth an ops while.

Meeting Dates Of  
Music Operators' Associations

April 23—Phonograph Owners' Association

Place: Broadview Hotel, East St. Louis, Ill.

24—Automatic Music Operators' Association

Place: Park Sheraton Hotel, N. Y., N. Y.

26—California Music Guild

Place: Hotel Sacramento, Sacramento, Calif.

26—Music Guild of America

Place: Hotel Essex House, Newark, N. J.

May 2—Coin Machine Operators of Harris County

Place: Chamber of Commerce Building, Houston, Texas

3—Phonograph Merchants' Association

Place: Hotel Hollenden, Cleveland, Ill.

3—Washington Music Guild

Place: Hamilton Hotel, Washington, D. C.

3—Summit County Music Operators' Association

Place: Akron Hotel, Akron, Ohio

8—Automatic Phonograph Owners' Association

Place: Gibson Hotel, Cincinnati, Ohio

8—California Music Guild

Place: 311 Club, Oakland, Cal.

10—Connecticut State Coin Association

Place: Hotel Bond, Hartford, Conn.

10—Michigan Automatic Phonograph Owners' Association

Place: Maccabees Building, Detroit, Mich.

14—Wisconsin Phonograph Operators' Association

Place: Eagle's Club, Brodhead, Wis.

**APOLLO**  
It Was The French  
"GRAND PRIX Du  
DISQUES"  
**MAHALIA  
JACKSON'S**  
"I CAN PUT MY  
TRUST IN JESUS" and  
"LET THE POWER  
OF THE HOLY GHOST  
FALL ON ME"  
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REGENT 1036**"I DREAM"**MEL WALKER, LITTLE ESTHER,  
J. OTIS Orch.**"HANGOVER BLUES"**

Instrumental—J. OTIS Orch.

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# Missing Singer Found!



The New Sound Sensation . . .

**"WHATEVER HAPPENED TO THE GOOD OLD DAYS"**

b/w **"THE NICKELODEON WALTZ"**

by

LAWRENCE COOK at the Nickelodeon vocal by TONY MANGO and Sapphires

ABBEY # 15042

**ABBEY RECORDS, INC.**

418 W. 49 St.

New York, N. Y.

NEW YORK — Marian Maye, the singer whose disappearance started a nation wide search when her recording of "Gotta Find Somebody To Love" stepped out into an important spot, is pictured with Elmos Russ (at the piano) and Art Ford WNEW disk jockey. Marian was found visiting her sister in Atlantic City after a trek around the country looking for work when she became discouraged with her progress in the music world.

# HOT

in HARLEM      on CHICAGO'S South Side      in NEW ORLEANS

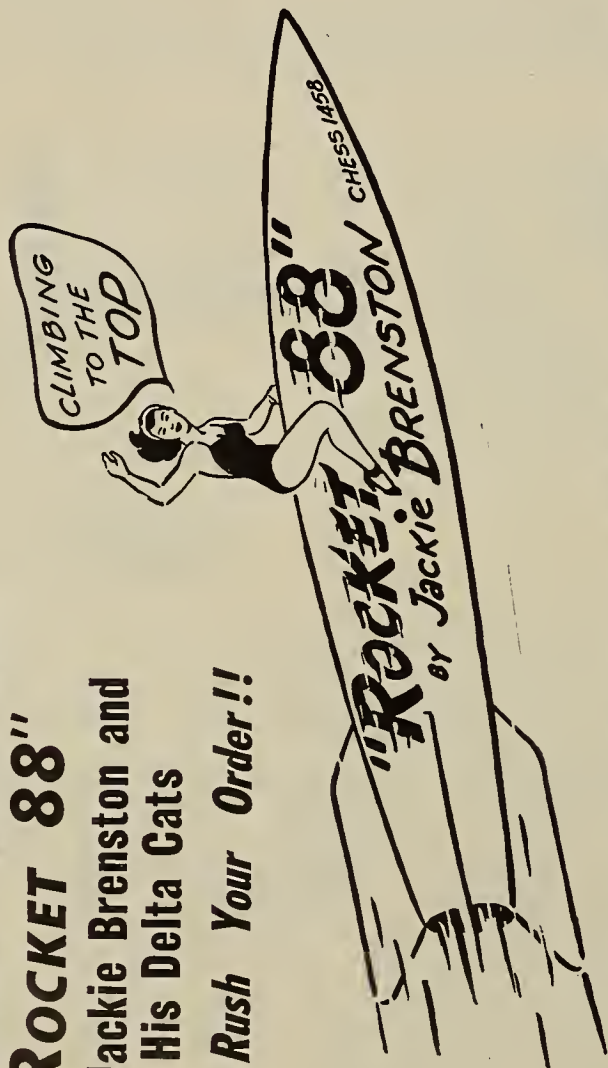
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

- |   |   |   |
|---|---|---|
| 1<br><b>PLEASE SEND ME SOMEONE TO LOVE</b><br>Percy Mayfield<br>(Specialty 375) | <b>BLACK NIGHT</b><br>Charles Brown<br>(Aladdin 3076)                             | <b>CHICA BOO</b><br>Lloyd Glenn<br>(Swingtime)                        |
| 2<br><b>ROCK LITTLE DADDY</b><br>Freddie Mitchell<br>(Derby)                    | <b>WHAT WILL I TELL MY HEART?</b><br>Al Hibbler<br>(Chess 1445)                   | <b>I APOLOGIZE</b><br>Billy Eckstine<br>(MGM 10903)                   |
| 3<br><b>I APOLOGIZE</b><br>Billy Eckstine<br>(MGM 10903)                        | <b>I APOLOGIZE</b><br>Billy Eckstine<br>(MGM 10903)                               | <b>BLACK NIGHT</b><br>Charles Brown<br>(Aladdin 3076)                 |
| 4<br><b>HOW HIGH THE MOON</b><br>Les Paul & Mary Ford<br>(Capitol 1451)         | <b>GEE BABY</b><br>Johnny Otis<br>(Savoy 777)                                     | <b>GEE BABY</b><br>Johnny Otis<br>(Savoy 777)                         |
| 5<br><b>BLACK NIGHT</b><br>Charles Brown<br>(Aladdin 3076)                      | <b>HOW HIGH THE MOON</b><br>Les Paul & Mary Ford<br>(Capitol 1451)                | <b>ROCKET 88</b><br>Jackie Brenston<br>(Chess 1458)                   |
| 6<br><b>TEND TO YOUR BUSINESS</b><br>James Wayne<br>(Sittin' In)                | <b>BABY, LET ME HOLD YOUR HAND</b><br>Ray Charles<br>(Swingtime 250)              | <b>LITTLE RED ROOSTER</b><br>Griffin Bros. & Margie Day<br>(Dot 1019) |
| 7<br><b>LITTLE RED ROOSTER</b><br>Griffin Bros. & Margie Day<br>(Dot 1019)      | <b>KOREA BLUES</b><br>Bayou Boys<br>(Chess 1449)                                  | <b>DO SOMETHING FOR ME</b><br>Dominoes<br>(Federal)                   |
| 8<br><b>I WILL WAIT</b><br>Four Buddies<br>(Savoy 769)                          | <b>TEND TO YOUR BUSINESS</b><br>James Wayne<br>(Sittin' In)                       | <b>TOO YOUNG</b><br>King Cole<br>(Capitol 1449)                       |
| 9<br><b>LOST LOVE</b><br>Percy Mayfield<br>(Specialty 390)                      | <b>DON'T TAKE YOUR LOVE FROM ME</b><br>Laurie Tate & Joe Morris<br>(Atlantic 923) | <b>ROCKIN' BLUES</b><br>Johnny Otis<br>(Savoy 766)                    |
| 10<br><b>TOO YOUNG</b><br>King Cole<br>(Capitol 1449)                           | <b>JET</b><br>King Cole<br>(Capitol 1365)   | <b>BABY, LET ME HOLD YOUR HAND</b><br>Ray Charles<br>(Swingtime 250)  |

**PRAISE! PRAISE! AND STILL MORE PRAISE FOR "ROCKET 88"**

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# 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** KOREA BLUES  
J. B. Lenore  
(Chess 1449)

**2** DON'T TAKE YOUR LOVE AWAY FROM ME  
Laurie Tate & Joe Morris  
(Atlantic 923)

**3** BLACK NIGHT  
Charles Brown  
(Aladdin 3076)

**4** LONG DISTANCE CALL  
Muddy Waters  
(Chess)

**5** ROCKING & ROLLING  
Little Son Jackson  
(Imperial)

**6** BABY, LET ME HOLD YOUR HAND  
Ray Charles  
(Swingtime 250)

**7** LOST LOVE  
Percy Mayfield  
(Specialty 390)

**8** TEND TO YOUR BUSINESS  
James Wayne  
(Sittin' In)

**9** GEE BABY  
Johnny Otis  
(Savoy 777)

**10** CHEW TOBACCO RAG  
Lucky Millinder  
(King 4449)

WHAT WILL I TELL MY HEART  
Al Hibbler  
(Chess)

I'LL WAIT FOR YOU  
Ruth Brown  
(Atlantic)

BLACK NIGHT  
Charles Brown  
(Aladdin)

ALL THAT WINE IS GONE  
Big Jay McNealey  
(Imperial)

GOOD MAN BLUES  
Roy Brown  
(DeLuxe)

GEE BABY  
Johnny Otis  
(Savoy)

HARBOR LIGHTS  
The Dominoes  
(Federal)

BABY, LET ME HOLD YOUR HAND  
Ray Charles  
(Swingtime)

ONCE IN LOVE BLUES  
Jimmy Grissom  
(Recorded In Hollywood)

CHICA-BOO  
Lloyd Glenn  
(Swingtime)

ATLANTA, GA.  
1. Black Night (Charles Brown)  
2. My Baby Left Me (Memphis Slim)  
3. Sadie Green (Margie Doy)  
4. Natural Born Lover (King Perry)  
5. You're The Sweetest Thing (Roy Hawkins)  
6. Doggin' Blues (Johnny Otis)  
7. Bobby, Won't You Jump With Me? (Lowell Fulson)  
8. Long Distance Call (Muddy Waters)  
9. Spider Rock (Ted Smith)  
10. Tears, Tears, Tears (Amos Milburn)

BALTIMORE, MD.  
1. Black Night (Charles Brown)  
2. Please Send Me Someone To Love (Percy Mayfield)  
3. I'll Wait For You (Ruth Brown)  
4. Gee Baby (Johnny Otis)  
5. What Will I Tell My Heart? (Al Hibbler)  
6. Little Red Rooster (Margie Doy)  
7. Lost Love (Percy Mayfield)  
8. Jet (King Cole)  
9. Rockin' And Rollin' (Little Son Jackson)  
10. Once In Love Blues (Jimmy Grissom)

RICHMOND, VA.  
1. Rocket 88 (Jackie Brenston)  
2. Tend To Your Business (James Wayne)  
3. I Will Wait (Four Buddies)  
4. Gee Baby (Johnny Otis)  
5. Hopefully Yours (The Larks)  
6. Rockin' Blues (Johnny Otis)  
7. Rock Little Daddy (Freddie Mitchell)  
8. Lost Love (Percy Mayfield)  
9. Nothin' Seems Right (Arbee Stinham)  
10. Sweet Slumber (Four Buddies)

ANDALUSIA, ALA.  
1. Black Night (Charles Brown)  
2. Tears, Tears, Tears (Amos Milburn)  
3. Bock Home Blues (Lowell Fulson)  
4. Jumping The Boogie (Piano Red)  
5. Red's Boogie (Piano Red)  
6. Little Red Rooster (Margie Doy)  
7. Don't Take Your Love From Me (Joe Morris)  
8. Teardrops From My Eyes (Louis Jordan)  
9. Doggin' The Blues (Johnny Otis)  
10. The Deacon Moves In (Little Esther)

OAKLAND, CAL.  
1. Gee Baby (Johnny Otis)  
2. Tennessee Waltz Blues (Strick McGhee)  
3. Don't You Want A Man Like Me? (B B King)  
4. I Apologize (Billy Eckstine)  
5. I've Been Lost (Little Willie)  
6. Let's Rock A While (Amos Milburn)  
7. How High The Moon (Les Paul & Mary Ford)  
8. Tired Of Crying (Fats Domino)  
9. Rockin' (Bobby Nunn)  
10. Little Boy Blue (Mumbles)

## Leyden New Victor Recording Director

NEW YORK—Norman Leyden, arranger and conductor, who first achieved recognition arranging for Glenn Miller's orchestra overseas, has been signed as an RCA Victor Recording Director, it has been announced by Paul A. Barkmeier, Vice President and General Manager of the RCA Victor Record Department. Leyden will work under the supervision of Charles Grean, Director of Popular Artists and Repertoire, and in close cooperation with Hugo Winterhalter, RCA Victor Pop Musical Director, and Henri Rene, West Coast Artists and Repertoire representative.

Leyden has arranged for many top singers in the record field, and his arrangements have also been instrumental in creating several top-selling Pop records of the past year. He started his professional career in his student days as a member of the Yale Collegians, later playing with local New Haven bands. Following his induction into the Air Force during World War II, he became conductor of the band at the Air Force Atlantic City Training Center.

He later became musical conductor for the Air Force show, "Winged Victory," and upon assignment overseas became arranger for Glenn Miller. After the war Leyden was for three years arranger for Tex Beneke and his Orchestra. He has composed, conducted, and also arranged the scores for numerous famous children's albums, including the best-selling "Cinderella." In addition, he has worked on several TV programs and was musical director for the Peter Lind Hayes Show on WNBT.

## Columbia Puts "Porgy And Bess" On Wax

NEW YORK—"Porgy and Bess", George Gershwin's American folk opera, is being recorded in its entirety with an all-Negro cast, including members of the original 1935 cast, it was announced by Goddard Lieberson, Executive Vice President of the company.

For the recording Columbia has assembled a cast of outstanding singers from opera, concert and Broadway stage. Starring as Porgy and Bess are baritone Lawrence Winters and soprano Camilla Williams, both noted for their concert and New York City Center Opera appearances. Heard in the roles they sang in the original production will be Warren Coleman as Crown, Edward Matthews as Jake, Rosamond Johnson as Frazier, and Ray Yeats as the Crab Man.

Avon Long, currently appearing in "The Green Pastures," who played Sporting Life in the 1942 revival of "Porgy and Bess," will do the same part. Singing the role of Serena will be Inez Matthews of "Carmen Jones" and "Lost In The Stars" fame. Also participating is Helen Dowdy, currently appearing in "Kiss Me, Kate," as Maria.

**DOT RECORDS**  
Captures "The Cash Box" **AWARD O' THE WEEK** (APRIL 21 ISSUE)  
"... it's gonna make ops green with delight as they count the coin which this disk pulls into their machines..."

**"SADIE GREEN"**  
AND  
**"ONE STEADY MAN"**  
BY  
**MARGIE DAY**  
AND  
**GRIFFIN BROS.**  
Dot Record # 1041  
Coming Up — **STRONG!**  
**"DON'T DRIVE YOUR CHILDREN AWAY"**  
**"DOES JESUS CARE"**  
BY  
**THE FAIRFIELD FOUR**  
Dot Record # 1040

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The Great Victor Young Ballad—  
**LOVE ME**  
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RAY ANTHONY — Capital  
LES BROWN — Columbia  
BILLY ECKSTINE — M-G-M  
MARIO LANZA — RCA Victor  
VICTOR YOUNG — Decca  
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**PATTI PAGE**

**"WOULD I LOVE YOU"**  
(LOVE, YOU, LOVE YOU)

"SENTIMENTAL MUSIC"  
Mercury 5571 (5571 x 45)



**Mercury Cuts Disk  
For Tavern Trade**

CHICAGO—At a special preview, Tuesday evening, April 17, Art Talmadge of Mercury Records introduced a unique novelty disk which is the first platter cut exclusively for taverns.

Recorded by Al Trace and his orchestra, the tune is designed to keep customers in the tavern by the very implication of its title "Why Go Home."

Mercury is planning a special deal for juke box operators on this disk, Talmadge reported, and he believes that the deal which is ready for ops will prove of outstanding value.

In the meantime, the disk has been cleared for air play and Mercury is awaiting the juke box and disk jockey reaction to "Why Go Home."

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**"Rocket '51-50"**

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**THE CASH BOX**

*"Folk" and "Western" Record Reviews*



**"MR. AND MISSISSIPPI" (3:06)**

**"SHE'S MY BABY" (2:41)**

**TENNESSEE ERNIE**  
(Capitol 1521; F-1521)



TENNESSEE ERNIE

● Tennessee Ernie has another big one in "Mr. And Mississippi". A tune with some very good lyrics,

this number should have a big play in the coming weeks. Ernie gives it everything he has which, as ops know, is plenty and makes this one an assured coin getter. The song has a number of switches in it, changing pace every once in a while, and Ernie perform both the slow and fast parts with skill. Some nice guitar work goes along and the total affect is an appealing one. The second side too is an interesting item telling a good story. Ernie lets go with his usual fine vocalizing and once more has a side which could make it. Ops who want a likely follow up to "Shotgun Boogie" have it in the top deck.

**"WE CAN'T BE DARLINGS  
ANYMORE" (2:44)**

**"I'M HEAD OVER HEELS IN LOVE"  
(2:37)**

**LESTER, FLATT, EARL SCRUGGS**  
(Columbia 20805)

● Lester Flatt, Earl Scruggs and their Foggy Mountain boys get together for some good sides here. Both ends feature plenty of interesting instrumentals as Lester and Earl go to town on the vocalizing. This pair always makes good hillbilly music and ops won't want to miss them.

**"BEAUTIFUL BROWN EYES" (2:53)**

**"TELLIN' MY BABY BYE BYE"  
(2:54)**

**JESSE CRAWFORD**  
(RCA Victor 21-0454; 48-0454)

● A tune that's currently big in the pop field gets a going over from Jesse Crawford and his 49ers. Jesse sings it in a very pleasant voice as the boys come in for some good backing. The bottom half too is a listenable item done with a good steady beat. Ops will want to listen in.

**"I'M GONNA SING SING SING"  
(2:20)**

**"GOLD STAR MOTHER" (2:40)**

**CHARLIE MONROE**  
(RCA Victor 21-0456; 48-0456)

● Charlie Monroe and his Kentucky partners have a couple of hillbilly sounding items to offer here. The top deck is a religious song which Charlie sings with the group joining in. The lower half is a crying vocal of a sad story which Charlie and the boys do with skill. Ops with the right spots will want this.

**"SICK, SOBER AND SORRY" (2:50)**

**"MISSISSIPPI RIVER BLUES"  
(3:11)**

**TOMMY DUNCAN**  
(Intró 6013)

● Some very good lyrics are the feature of the top deck. Tommy Duncan sings this steady paced number as if he means it and his western all stars provide the music. The second side is a slow thing with a deliberate beat into which Tommy gets a touch of a yodel. Ops oughta hear this.

**"MY SWEETHEART, MY DARLING,  
MY OWN" (2:32)**

**"I'M THE OLD FRIEND" (2:30)**

**EDDIE DEAN**  
(Capitol 1497; F-1497)

● Two very slow numbers are turned out on this platter by Eddie Dean. Eddie puts his good voice to work on these two ballads both of which are done in slow dreamy fashion. Ops who are looking for good filler material, oughta take a listen to this one.

**"WHAT'VE YOU GOT" (2:08)**

**"YOU'RE GETTING A GOOD GIRL"  
(2:50)**

**SUE THOMPSON**  
(Mercury 6325)

● Sue Thompson who has a very appealing baby voice runs through a couple of tunes here which are just right for her type of delivery. Both have a good set of lyrics and on both she gets a grand assist from Dude Martin's Roundup Gang. Ops won't want to pass this little girl up.

**"PLANEY JANE" (2:43)**  
**"BALDKNOB ARKANSAS" (2:29)**

**ROY ACUFF**  
(Columbia 20804)

● Roy Acuff races through the tune on the upper half in the manner he's so well noted for. With his Smoky Mountain boys providing some fast instrumentals, Roy takes good care of the vocal. The second half is a going home song which also is good to listen to. Ops should tune in.

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

Every Week In

**THE CASH BOX**

**ALL FOR ONLY \$15. PER YEAR**

(52 ISSUES)

THE CASH BOX  
Empire State Bldg., New York 1, N. Y.

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

FIRM NAME .....

ADDRESS .....

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

Individual's Name .....

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



# Patti Page Day At Redd's



ALLSTON, MASS.—The Redd Distributing Co. put out the welcome sign for Patti Page last week and dedicated a day to her. Patti went through all the departments of Redd and of course made her headquarters in the record section where her best selling disks were being featured. Her "Tennessee Waltz" is still on all the best seller lists as well as "Would I Love You." Now Patti has a new contender in "Down The Trail Of Aching Hearts." Left to right are Si Redd, owner of the firm, Patti, and Ray Shea, Worcester, Mass., operator.

## Victor Celebrates Vaughn Monroe Week

NEW YORK—RCA Victor celebrated last week as "Vaughn Monroe Week." Paying tribute to the singer-bandleader on his tenth anniversary as a Victor star, the firm issued four new sides at one time. They were "Sound Off," "Oh Marry Marry Me," "Shall We Dance" and "On Top Of Old Smoky."

Vaughn's first Victor disk was "If You See Margie" on the old Bluebird label. His biggest selling disk was "Ballerina." In the Cosmopolitan survey of the top 25 records of all time, he was represented with "There I've Said It Again." Besides "Ballerina" his other "million" record was "Riders In The Sky."

Altogether, during the past ten years he has sold over 25 million records and his western disks alone have gone well over the 2 million mark.

Coming up on Vaughn's schedule, beside his TV show, is a Hollywood extravaganza called "Stars And Stripes Forever" and a group of one nighters beginning in May.

## MGM Gets Dubonnett Masters

NEW YORK—MGM Records has taken over the Dubonnett Record masters, "Let's Make Up For Lost Time Baby" and "Goodnight Strange Little Girl" by the Bill Bickle Trio. These disks were cut in Pittsburgh by the Dubonnett label which also turned out the Baron Elliot master of "Shenandoah Waltz," later taken over by Decca.

## Ops Welcome Permo's MOA Graphic Souvenir



BERT DAVIDSON

CHICAGO—Bert Davidson, special representative for Permo-Point, recently returned from a trip during which he visited operators and Permo distributors in Detroit, Cleveland and New York.

Davidson found an enthusiastic welcome from everyone for the second annual MOA graphic souvenir which Permo mailed to operators all over the country immediately following the MOA convention.

The folder, which is in the form of a 17 x 22 sheet, includes more than forty photos of operators, distributors and recording artists—all visitors in Permo's convention headquarters.

It was announced by Permo that prints of the photos used in the souvenir are available to those who appeared in them.

**1** **MOCKIN' BIRD HILL**  
Pinetoppers  
(Coral 64061; 9-64061)

**2** **RHUMBA BOOGIE**  
Hank Snow  
(RCA Victor 21-0431; 48-0431)

**3** **SHOTGUN BOOGIE**  
Tennessee Ernie  
(Capitol 1295; F-1295)

**4** **THERE'S BEEN A CHANGE IN ME**  
Eddy Arnold  
(RCA Victor 21-0412; 48-0412)

**5** **BEAUTIFUL BROWN EYES**  
Jimmy Wakely  
(Capitol 1393; F-1393)

## Additional Tunes

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

**KENTUCKY WALTZ**  
Eddy Arnold  
(RCA Victor 21-0444; 48-0444)

**CHEW TOBACCO RAG**  
Zeb Turner  
(King 950)

**METRO POLKA**  
Pinetoppers  
(Coral 64074; 9-64074)

**I LOVE YOU A THOUSAND WAYS**  
Lefty Frizell  
(Columbia 20739; 8-770)

## THE BEST PHONOGRAPH FOR OPERATORS

# ROCK-OLA "ROCKET '51-50"

- ★ 50 SELECTIONS ★ 45 RPM OR 78 RPM ★
- ★ ANY TYPE OR COMBINATION COIN PLAY ★

Call Today — See It At . . .

## DAN STEWART CO.

515 EAST 7th SOUTH, SALT LAKE CITY, UTAH



best sellers **DE LUXE**

**Federal**

**★ RECORDS**

### FOLK-WESTERN

- ★ **HAWKSHAW HAWKINS**  
RATTLESHAKIN' DADDY  
I HATE MYSELF  
944 and 45-944
- ★ **COWBOY COPAS**  
THE STRANGE LITTLE GIRL  
YOU'LL NEVER EVER SEE ME CRY  
(with Kathy Copas)  
951 and 45-951
- IF YOU BUT CARE  
IF I SHOULD COME BACK  
937 and 45-937
- ★ **ZEB TURNER**  
CHEW TOBACCO RAG  
NO MORE NOTHIN' (BUT GETTIN'  
YOU OFF MY MIND)  
950 and 45-950
- ★ **SHORTY LONG**  
GOODNIGHT CINCINNATI, GOOD  
MORNING TENNESSEE  
JUST LIKE TWO DROPS OF WATER  
953 and 45-953
- ★ **BOB NEWMAN**  
LONESOME TRUCK DRIVER'S BLUES  
LEFTOVER HASH  
945 and 45-945
- ★ **MOON MULLICAN**  
I WAS SORTA WONDERIN'  
THE LEAVES MUSTN'T FALL  
917 and 45-917
- TOO MANY IRONS IN THE FIRE  
SHORT BUT SWEET  
931 and 45-931

### POPULAR

- ★ **RUBY WRIGHT**  
WALTZ OF THE WIND  
PIGTAILS ON PARADE 15106
- ★ **JOHNNY LONG**  
SOCIALITY  
NOTHIN' ELSE WILL DO 15104

### SEPIA-BLUES

- ★ **TINY BRADSHAW**  
TWO DRY BONES ON THE PANTRY  
SHELF  
BRAD'S BLUES 4447
- ★ **LUCKY MILLINDER**  
CHEW TOBACCO RAG  
GEORGIA ROSE  
4449 and 45-4449
- ★ **WYNONIE HARRIS**  
JUST LIKE TWO DROPS OF WATER  
TREMBLIN' 4448
- ★ **EARL BOSTIC**  
SLEEP  
SEPTEMBER SONG 4444

## Federal RELEASES

- ★ **THE DOMINOES**  
DO SOMETHING FOR ME  
CHICKEN BLUES  
12001 and 45-12001
- ★ **LITTLE ESTHER**  
I'M A BAD, BAD GIRL  
DON'T MAKE A FOOL OUT OF ME  
12023
- ★ **FIDDLIN' RED HERRON**  
SOLDIER'S JOY  
FIFTY YEARS AGO 10010

### DE LUXE

- ★ **ROY BROWN**  
SWEET PEACH  
GOOD MAN BLUES 3312
- ★ **LEE RICHARDSON**  
AS TIME GOES BY  
JUST CALL MY NAME 3315

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distributors

RECORDS INC.





# CUTS COPPER, STEEL, ALUMINUM, JULY 1

**Non-Essential Industries Will Have to Scramble for Whatever Copper, Steel, Aluminum Left Over After Essentials are Satisfied. When NPA Controlled Materials Plan Goes Into Effect July 1. Non-Essentials Hope NPA Will Grant Them 75% Quota of Base (Jan.-June '50) Period. Autos, Radios, TV Sets, Refrigerators Also Listed Among Non-Essentials.**

**COIN MACHINE MFRS. SEE LITTLE HOPE FOR ANY QUANTITY PRODUCTION FOR THIRD QUARTER. URGE TRADE PREPARE FOR LONG DEARTH OF NEW EQUIP'T.**

WASHINGTON, D. C.—The National Production Authority's long heralded Controlled Materials Plan will go into effect on July 1. It will completely control the three basic metals: copper, steel and aluminum.

Industries will be placed in "A" and "B" classifications as during World War II.

The end result of this plan is simply that non-essential industries will have to scramble for whatever of these three basic metals are left in the pool, after the essential industries have obtained their share from the priorities which the CMP will give them.

There is no doubt, and it has already been so noted, that the coin machine manufacturers will not have to file applications with NPA for the CMP as of May 1.

Essential industries will have to file by May 1 to get their priority share of materials direct from NPA.

Sub-contractors, who will be making parts for the larger, prime contractors, will get their metals under the prime contractor's priority.

As The Cash Box reported in both the April 14 and April 21 issues, there is sure to result a dearth of new equipment, beginning with the third quarter (July 1) and lasting thruout 1952. Of course, even whatever small quantity production will be in effect after July 1, can be entirely halted, should World War III come into being.

This is also explained by Manly Fleischmann of NPA who, in a statement issued last week, said that even this present CMP and other plans which NPA have issued, are only in effect as long as there is no shooting war.

If war does come, there is no doubt, as in World War II, everything but the absolute essential will be eliminated from obtaining the three basic metals: copper, steel and aluminum.

In the meantime, those ops who have been selling off used machines, and not covering this hole in their inventory or operation with a new machine, will find themselves caught short.

Not only has this been reported in the last two weeks' issues of The Cash Box, but, this publication also urged the trade to realize that the present business slideoff wasn't really a slide-off at all. It was the lull before the larger industrialists turned blue prints into actual production of war materials.

As these larger industrialists get into the swing of speedy war materials production, not only will their labor forces continue to tremendously increase, but, they will use so much copper, steel and aluminum that very little, if anything at all, will be left in the pool for all the nation's non-essential industries.

That means, just as many far-thinking members of the industry have foreseen, that the time will come, after July 1, now that the CMP is going into operation, when there will be so little production of new equipment that, whatever is available, will have little, if any effect, on the market.

With the larger industrialists ballooning the labor force to many, many millions of male and female workers, and with the military services adding to their needs for more and more men and women, and all this provided no shooting war comes into being, the operators will find themselves in need of equipment.

Those who aren't protecting themselves by replacing with a new machine whatever used piece they sell, will find themselves in a spot where they will be paying more, later on, for used equipment than what they would have paid for new machines today.

In fact, the average manufacturer in this, and in all the other non-essential industries, hopes that NPA will allow them a quota of 75 per cent of the base period use (January to June, 1950) so that they can have some chance in the scramble for whatever copper, steel and aluminum will be left in the pool after the essentials get thru grabbing what they need.

**STEEL PRODUCTION HIGH BUT SUPPLIES FOR NON-ESSENTIAL USE TO BE PRACTICALLY NIL**

PITTSBURGH, PA. — The New York Times, in a special survey among steel producers in this city, stated this week: "Any steel customer who had ideas last week that supplies would be easier in the coming months, was not only doomed to disappointment, he was due for a shock. Some reports had indicated that there might be an easing of steel demand, but a careful check late this week revealed just the reverse to be true."

The opinion that steel supplies for less essential uses will be tight for some time was further supported by information indicating that some steel companies were already closely approaching the point where 45 per cent of their total steel shipments were

slated for direct defense and defense-supporting agencies.

As the Controlled Materials Plan goes into effect on July 1, it is expected that strictly military orders will be on a quarterly allocation basis, with actual requirements matched against actual available supplies. It was believed here that straight military orders would be ordered in much greater quantities within the next thirty to sixty days.

The survey found that there was already evidence that the plight of the non-essential manufacturer was growing worse. While some manufacturers of less essential civilian goods were still operating at a good rate, many others were less fortunate, and were frantically searching for supplies.

**Chattanooga Op Gets Reports 10¢ Pinball Play Music & Pin Front Money Has Doubled Receipts**

CHATTANOOGA, TENN. — Music and pinball ops here are in the throes of arranging for a new union charter with AFL for their employees. They have had their present charter revoked and have had to work under the Knoxville local's charter. But, from all present indications, this will soon be changed, and ops will have their own charter again.

In the meantime past arrangements for front money guarantees to handle the taxation on both phonos and pinball games here continues.

Pinball ops are obtaining about \$6 per week front service money guarantees from locations. The total license fees on pinball games here is about \$71.50 per year.

Many phono ops have also arranged to clear licensing costs here with a \$1 per week front money arrangement. License fees total about \$31 per year on phonos.

Music ops made arrangements some-time ago to charge off expenses and license fees in advance before splitting the balance of collections on a fifty-fifty basis.

BERWYN, ILL.—Rudy Kit of Suburban Music Service, this city, reported this past week that his receipts have been more than doubled since changing over his pinball games to straight ten cent play.

Rudy is also changing over all of his music machines. He says: "I believe that 1 play 10c and 3 plays 25c is the answer to the operator's problems."

He also reports, "Since we have changed our pinballs to 10c play, we have more than doubled our receipts."

"Using this move as a yardstick," he continues, "we are hoping to accomplish the same with our music machines."

Kit does say that it is too early as yet to show any factual results on 10c music play due to the fact that the firm only has started to change its phonos to 10c play just a week ago.

They haven't enough of them changed over as yet to be able to give any definite report to the field.

Rudy promises, "I hope to have more factual information for you (on 1 play 10c and 3 plays 25c phonos) in the near future."

# READ WHY WE CALL THE ROCK-OLA

## "ROCKET '51-50" America's Finest Phonograph

● The superiority of the Rock-Ola "Rocket '51-50" has been demonstrated so thoroughly on location that operators who have purchased it from us have (every single one of them) ordered and reordered as many as we could possibly get them. This is the very first time in all our history in this industry that we have ever sold an automatic phonograph that has repeated 100% on orders each and every day for each and every operator who has already, and is, purchasing the Rock-Ola "Rocket '51-50".

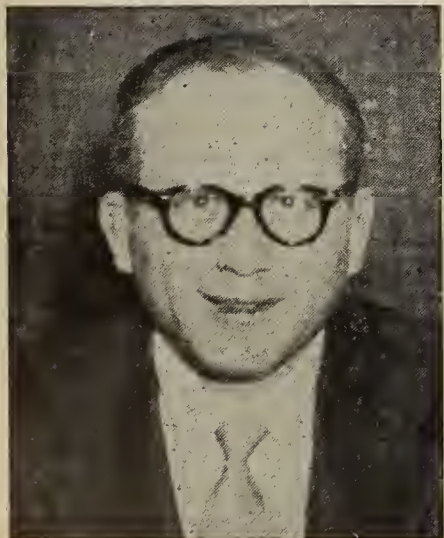
● The outstanding 50 selections plus the fact that any type coin play can be featured on the Rock-Ola "Rocket '51-50" has won tremendous praise for this great phonograph. The operator can, right on location, change over to 1 Play 10c, 3 Plays 25c; 2 Plays 10c, 5 or 6 Plays 25c; or any other coin play combination he desires. This is done without experts. Speedily, easily, simply. He can have 45 RPM or 78 RPM. He can do a thousand things with the great Rock-Ola "Rocket '51-50" that he was never able to do before with his music. The wall and bar box arrangement is absolutely unique. It just can't be beat.

● Because of the above, and because of the marvelous deal we can make the music operators, we believe we have every right to call the great Rock-Ola "Rocket '51-50"—"America's Finest Phonograph"—because that's just exactly what it is. There's never been anything like it. In the space we have here we simply can't begin to tell you all about it—call at our offices today—look over the Rock-Ola "Rocket '51-50" yourself—and then decide for yourself why you, too, should operate—"America's Finest Phonograph"—Rock-Ola "Rocket '51-50".

# WALBOX SALES CO., INC.

3909 MAIN STREET, DALLAS 1, TEXAS

## Williams "Super World Series" Opens BB Season With Big Collections For Ops



SAM STERN

CHICAGO—Altho announcement of Williams' "Super World Series" new amusement game was made a week ago, and machines were displayed at distributors this week, with deliveries made to scattered numbers of operators, Sam Stern, executive vice presi-

dent and general manager of the manufacturing firm, reports that word is reaching him that a strong demand is already in evidence, assuring him that the game will get into the "hit" category.

"Distributors are phoning in continually" stated Stern, "insisting that shipments be rushed to them. They tell me that operators went for 'Super World Series' as soon as they saw the game on display. Those operators who placed it out on location returned in a few days to place substantial orders for additional machines.

"We're rushing this great baseball game out from our factory as rapidly as they come off the line" continued Stern.

Stern explained that the 5c-10c-25c single entry slug-proof coin mechanism, plus the fact that the game is geared for super fast play and at the same time giving the player the thrill of real baseball action, is what the distributors have been telling him is making it such a favorite with the operators.

The Williams factory, at the same time, is busily engaged in turning out its other well accepted products, the "Music Mite" 45 rpm selective phono with the single entry, slug proof, 5c-10c-25c coin mechanism; and current pinball "Control Tower."

In addition to its production of equipment for the coin machine trade, Williams is also devoting part of its factory to turning out defense items.

# MOA Plans For '52 Meet; Asks For Trade Suggestions



GEORGE A. MILLER

OAKLAND, CALIF. — George A. Miller, president of MOA (Music Operators of America), now back at his office in this city, is looking ahead to the organization's 1952 meeting.

In a letter to the 1951 exhibitors, officers of MOA, and those music operators who attended, Miller thanks

all for making the meet the success it was. In addition he asks for suggestions which might make the next meeting more successful. "We would like to make every convention a more successful one, a more educational one, by improving operator attendance as well as exhibitor attendance" stated Miller. "If we have made mistakes, we would like to know it so we can correct them. If we have progressed satisfactorily, let us know. If we can add to the present program, let us know."

Miller enclosed a questionnaire which asks the following questions:

(1) Do you think that all MOA meetings and conventions should be held at the Palmer House, Chicago, Ill.?

(2) Are the meetings too long and are the hours satisfactory?

(3) Do the music operator meetings meet with your approval?

(4) Does the banquet and floor show compare with others that you have attended?

(5) Should speakers be limited to 15 or 20 minutes at the most?

(6) Do the exhibit hours meet with the approval of the exhibitors?

(7) Are the exhibitors satisfied with their attendance?

Space is provided for additional comments for those who wish to offer further criticism.

## NAMA's Nov. 12 Convention To Stress Business Efficiency

CHICAGO, ILL. — In anticipation of shortages of manpower, materials and supplies, coupled with rising costs of doing business, the program for N.A.M.A.'s sixth annual convention to be held this year in Cleveland on November 12-15 will be geared to the needs of operators and will place less emphasis on selling and more on business efficiency. This decision was made at a meeting of the 1951 convention and exhibit executive committee held in Chicago on April 11, and presided over by Thomas B. Hungerford, National Vendors, Inc., St. Louis, convention chairman.

Operator members present at the session asked for shorter speeches and more time for round table discussions. They also stressed the need for down-to-earth presentations of accounting procedures and cost study interpretations.

A further point discussed by the convention committee was that since most operators merchandise more than one product, there should be more general sessions on the program.

Plans were also made for awarding prizes for attendance at both the convention and the exhibit.

A report from Bernard N. Osmond, director of convention and exhibit activities for N.A.M.A., indicated that even with the convention eight months distant, over one half the exhibit space in the Cleveland Auditorium has already been sold.

Present tthe convention and exhibit executive committee meeting were the representatives of manufacturing, distributing and operating companies.

## Vermont Bill To Ban Pinball Up For Vote

MONTPELIER, VT. — Vermont's Senate voted (April 16) to outlaw pinball machines in the state.

Action on the pinball machines came on a reconsideration of the bill to license them which had earlier been killed by the State Senate.

The new measure struck out all the former bill and substituted a provision outlawing pinballs of any type used for any purpose.

Penalties for violation would be a fine up to \$100 or six months imprisonment.

The bill, at this writing, still had to pass another vote in the State Senate before going back to the house for consideration there.

## Chi Post Office Plans To Install 60 Drink Vendors

CHICAGO—The postoffice here in a test, sold over 800 drinks in two hours time from two SuperVend multiple drink dispensers, it was stated.

Since the results of this test, the plan is to install at least 60 of these vendors in the postoffice here.

Gordon Sutton of Sutton Sales Company, local distribs for SuperVend have this deal.

It is reported that the employees canteen in the postoffice here serves over 22,000 meals each day.

There are 14,000 employees on the daytime shift and about 16,000 on the nighttime work shift.

### BOWLING GAMES WITH FLY BACK PINS

Universal Super Twin Bowlers @ \$75 ea.  
Chicago Coin Bowling Classic @ \$75 ea.

**C. & M. Specialty Co.**  
832 Camp Street New Orleans, La.



DO TWICE THE BUSINESS...ON THE SAME LOCATIONS...WITH THESE

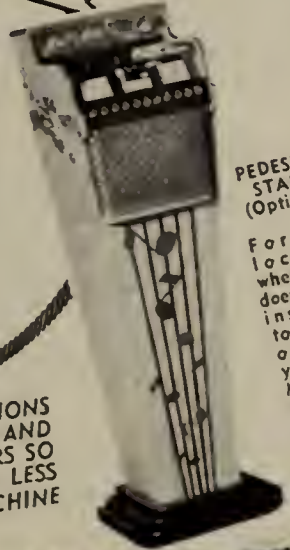
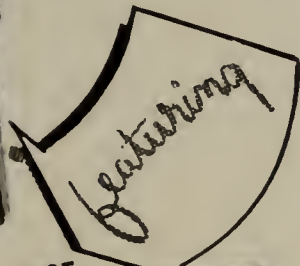
# TWO Williams WINNERS!

**Music Mite** MODEL 52  
**10 RECORD 45 RPM**  
**Selective Phonograph**

**SINGLE ENTRY-SLUG PROOF**  
**5c-10c-25c Coin Mechanism**  
 (Also available for straight 5c play)

Accepts credits up to \$2.00  
 Proved performance  
 Simple to service

MUSIC MITE DEFIES ALL IMITATIONS BECAUSE IT IS TRIED, TESTED AND PROVEN ON LOCATION—AND OFFERS SO MUCH MORE AND COSTS SO MUCH LESS THAN ANY OTHER "SMALL" MACHINE EVER BUILT!



**PEDESTAL STAND (Optional)**

For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand.

Sensational Three-Dimensional Money-Maker!

**SUPER World Series**

**FASTER ACTION!**  
**FASTER TURNOVER!**  
**FASTER PLAYING TIME!**  
 50 seconds to play

**Super World Series**  
 has a 5c-10c-25c Single Entry, Slug Proof Coin Mechanism which accepts credits in any combination of coins and is designed for convertible play!

**EITHER:**  
 1 play for 5c  
 2 plays for 10c  
 5 plays for 25c

**OR:**  
 1 play for 10c  
 3 plays for 25c

CHANGEOVER CAN BE ACCOMPLISHED IN A FEW SECONDS!



CREATORS OF DEPENDABLE PLAY APPEAL!  
 4242 W. FILLMORE STREET,  
 CHICAGO 24, ILLINOIS

SEE BOTH — PLAY BOTH —

BUY BOTH FROM YOUR WILLIAMS DISTRIBUTOR TODAY —

AND DO TWICE THE BUSINESS!

## The Armstrongs And The Wurlitzers—



INDIANAPOLIS, IND.—The Wurlitzer 1400 phonos are twins, but the men aren't—altho they're brothers. Wood (l) and Earl Armstrong (r) Indianapolis operators visit the showrooms of Cain-Cailouette, Wurlitzer distrib in this city, and get their picture "took".



We're Delivering the Sensational 50 Selection

## ROCK-OLA "ROCKET '51-50"

America's Finest Phonograph

**SOUTHERN MUSIC**  
*Distributing Company*

503 W. CENTRAL AVE, ORLANDO, FLA.

EXCLUSIVE FACTORY DISTRIBUTORS FOR ROCK-OLA

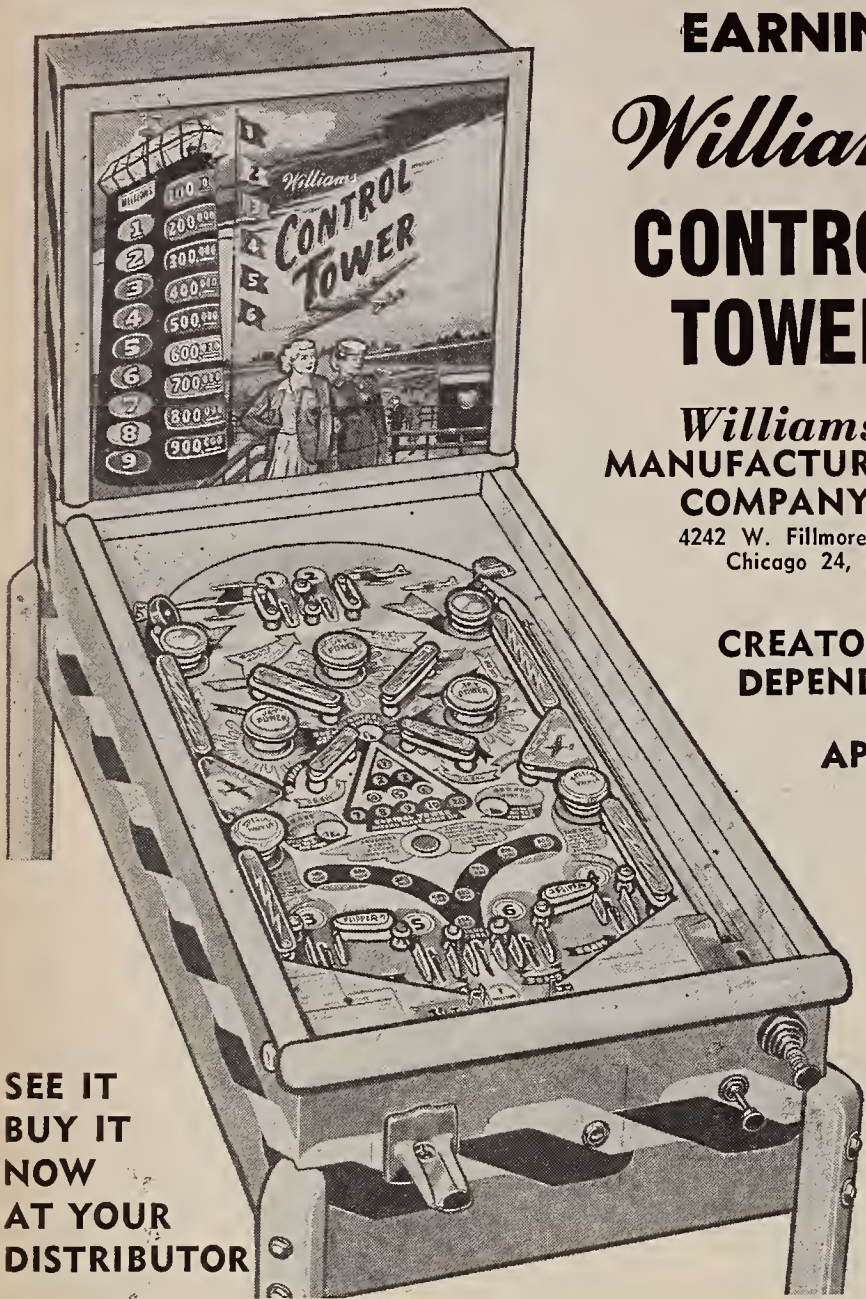
## Bill To Tax Amuse. Games In Nebraska Killed

LINCOLN, NEB.—A bill which would have imposed a state license fee of \$10 on each pinball machine, shuffleboard, and other coin-operated games of amusement or skill was

killed by the Nebraska legislature's revenue committee.

Omaha city officials opposed the bill, stating it felt that the state tax would invade a source of revenue which municipalities already are using.

**JET POWER ACTION — TOP FLIGHT EARNINGS!**



*Williams*  
**CONTROL TOWER**

*Williams*  
**MANUFACTURING COMPANY**  
4242 W. Fillmore St.  
Chicago 24, Ill.

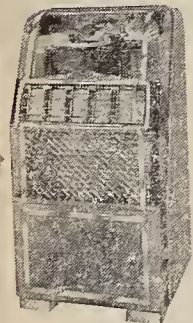
**CREATORS OF  
DEPENDABLE  
PLAY  
APPEAL!**

**SEE IT  
BUY IT  
NOW  
AT YOUR  
DISTRIBUTOR**

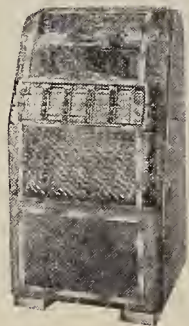
**America's Finest Phonograph**

**ROCK-OLA**

**ROCKET '51-50**



**50 SELECTIONS  
45 RPM - 78 RPM  
ANY COIN PLAY  
COMBINATION**



● The Rock-Ola "Rocket '51-50" offers every phonograph operator the utmost in reliability. Whether the operator prefers 45 RPM or 78 RPM, the "Rocket '51-50" stands ready to perfectly and efficiently serve him. Whether the operator wants to feature 1 Play 10c, 3 Plays 25c, 2 Plays 10c, 5 or 6 Plays 25c, or any other coin-play combination, the "Rocket '51-50" can be quickly, easily changed—right on location. The Rock-Ola "Rocket '51-50" is more than just another phonograph—IT IS A PROVEN, BETTER AUTOMATIC MUSICAL INSTRUMENT—that has behind it the many, many years of Rock-Ola Manufacturing Corp. phonograph production and precision construction experience. Call on us today! Look over the Rock-Ola "Rocket '51-50". Ask the men who operate them. Then decide for yourself, as an operator interested in a trouble-free long-life product, whether you, too, should operate Rock-Ola "Rocket '51-50" . . . "America's Finest Phonograph"!

• **EXCLUSIVE DIRECT FACTORY DISTRIBUTORS** •  
**MALLORY DISTRIBUTING CO.**  
630 BARONNE ST. NEW ORLEANS, LA.  
(Phone: TULANE 6531)

**MIAMI MURMURS**

We agree with the hotelmen here. There's no real season anymore. Tho the big mobs come down 'round Xmas and New Year's, plenty of people jamming the eateries every nite right this minute. And coinmen still coming down every week. . . . Walter and Shirley Simms of Panamusica, R.P. (Republic of Panama) report they just bought motorbikes and are learning how to get along speedily. Walter and Shirley were fascinated by the motorized bikes when they first saw them in Miami. . . . Willie (Little Napoleon) Blatt, just returned from an extended visit to the coincenter (Chicago) tells friends they'll see something really sensational in just about sixty days. . . . Bert Lane, who was in Chi with Willie, and who returned with him, promises the same . . . Al Denver and Sid Levine of New York's music ops assn. got themselves a rather expensive gin lesson at the hands of Willie Blatt. Said Willie, when questioned, "I'm still the champ". . . . Mr. and Mrs. Ed Levin and their son seen about Miami and thoroly enjoying their stay. . . . DeWitt "Doc" Eaton on his way to Chi for just a day. Wouldn't reveal the nature of his trip. . . . Al Simon and his very charming missus shopping Lincoln Road bump into an old time Neo Yawker (from Brklyn) and now a native, Davey Friedman, and they gas and gas. . . . George Holzman of Supreme, Brooklyn, on his way down again. Seems as if George just left. He's now bringing his daughter and her fiancé along. Could it be that George has gotten "sand in his shoes"? (A favorite expression of the natives here when someone falls in love with Miami and intends to make this his home). . . . Miltie Green in town looking over his biz here. . . . Sam Wolberg of Chicago Coin relaxing on the Beach. . . . Business has somewhat slowed up as far as sales here are concerned, but, surprisingly, collections are holding up. Looks like this'll be a very fine year for Miami's ops. . . . Sol Gottlieb visiting with Joe Mangone, All Coin Amusements Co., distributor for D. Gottlieb & Co. in this area.

**WANTED**

**BY ONE OF CHICAGO'S  
MAJOR MANUFACTURERS**

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

Give Full Details to . . .

Box No. 150

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

# Is There An Answer To TV?

AN EDITORIAL

As the months go by, operators are willing to admit, that TV has cut deep into play.

Not only has TV cut into the intake of this industry, but, into every other industry which has anything to do with public gatherings.

All know that the movie houses have been hard hit. Night spots are even harder hit. Restaurants, taverns, luncheonettes and many, many other businesses, are suffering from lack of patronage, because of TV.

All this regardless of the fact that TV urges these places to advertise with it and gain patronage so doing.

It just doesn't seem to work out that way, owners of such places who have advertised on TV, have advised.

And TV, it must be remembered, is still in its infancy as an industry.

Perhaps, as some state, once the novelty wears off, the public will return to its former gathering places. Then again, perhaps the public won't return, to its former gathering spots.

Is the answer in combating TV?

Few think so. Most believe that the intelligent merchandiser will tie in with this extremely powerful and ever growing competitor.

How can movie houses tie in with TV?

A suggestion has been made by one member of *The Cash Box* staff that the average movie house open its doors and show its pictures "free of charge," or for just a "token payment" of about 25c.

He believes that the balconies of the better movie houses can be turned into bars and cocktail lounges. He also says that national advertisers would be happy to take advantage of the nation's theatres for display of their merchandise.

The theatres have proved they can really sell merchandise. Just as they today are selling candies, popcorn and dispensing soft drinks.

Perhaps, then, here is an answer as to how the movie houses can take advantage of a competitor like TV and turn themselves into "Merchandising Theatres," either showing their pics free or for a small token payment, to attract the public in large numbers, and cash in on this great traffic.

Now comes the coin machine industry. What can this industry do to take advantage, or tie in, with this ever growing powerful competitor, TV?

Unlike the movies, the average coinman cannot turn his machines into merchandising establishments. Even if he is in the vending machine division of the industry. Vendors are still "emergency sale" merchandisers.

One noted arcade machines manufacturer proposed the opening of stores, or tying in with established merchandising emporiums, and creating a new type business. This would allow the operator of his equipment to cash in on a popular trend of the times.

As yet, until someone comes along and shows the industry the way it can tie in with TV, the only method left open to the operators is for them to insure themselves, as best they can for the future, by arranging for an entirely different and better percentage commission or play basis.

In short, go back about twenty years, and give only 20% to 25% on any type equipment to the location owner. Or change over, where possible, to higher coinage play action.

Would it sound probable (and this is an old story that was written years ago) that the time has arrived when operators will be selling direct to location owners? And, in turn, receive a set weekly service fee to take care of the machines? Would this be the future?

In the meantime, rather than dream or conjecture as to what the future may hold for this industry, the best method to adopt at this time, is for operators to re-arrange their entire commission setups. They must be assured a more equitable percentage of the gross intake to survive the TV ultra-popularity period or until someone comes along with that entirely different, new product, to again reawaken the public.

## REMOVAL NOTICE...

### SOUTHERN AUTOMATIC

now in  
new  
quarters!

• • • • •

To serve you better than ever, we now occupy a new, much larger building, and can offer a greater variety of new and used machines. We believe our new location provides the ultimate in modern distribution facilities, with increased convenience and service for operators.

- AIR CONDITIONED FOR YOUR COMFORT.
- SPACIOUS SHOWROOM AREA.
- AMPLE OFFICE SPACE.
- EXPANDED, UP TO DATE PARTS DEPARTMENT.
- MODERN SERVICE DEPARTMENT, STAFFED BY EXPERTS EMPLOYING THE LATEST IN SERVICE EQUIPMENT.
- NO PARKING PROBLEMS. Our big parking lot adjoins the building . . . step right from your car into office or shop!

**DON'T FORGET THE NEW LOCATION!**

**735 S. BROOK ST. LOUISVILLE 3, KY.**

Just a few blocks from former location, and still in downtown Louisville!

We Are Distributors of A. M. I. Juke Boxes and All Types Amusement Machines.

P. S. No formal opening! Don't send flowers or congratulatory wires. Just visit us soon, and often, for quality merchandise at reasonable prices!

WHAT HAVE YOU IN BRAND NEW CLOSEOUTS? PRICES MUST BE RIGHT. NO SLOTS OR CONSOLES. DON'T WIRE OR PHONE—STATE ALL IN LETTER.

"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. BROOK ST., LOUISVILLE 3, KY.

### Now Delivering ROCK-OLA ROCKET '51-50 PHONOGRAPH

The 50 selection phonograph operators can rely on—all-ways. Easy, speedy change-over to 45 rpm or 33 1/3 rpm right on location. Coin unit arranged for quick change to: 1 Play 10c, 3 Plays 25c, 2 Plays 10c, 5 or 6 Plays 25c, or any other coin play combination you desire. C'mon in—See the "Rock-Olo Rocket '51-50" Today!!

**Carl Trippe  
IDEAL NOVELTY CO.**

2823 LOCUST ST., ST. LOUIS 3, MO.  
(Phone: Franklin 5544)

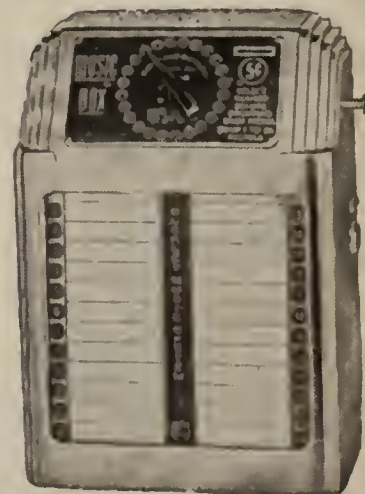
### Casola Has Dime Insert Bushing For Wall Boxes

ROCKFORD, ILL. — Progressive Lou Casola of Mid-West Distributing Company, this city, has turned up with an insert bushing for five cent wall boxes which allows for quick and easy changeover to dime play.

The bushing is extremely reasonably priced. It came about as Casola himself started changing over 5c boxes to 10c play for his many customers.

The bushing fits perfectly into all wall boxes and can be inserted by the operator or his mechanic in very quick time.

MORE IN DEMAND THAN EVER BEFORE BY MUSIC OPERATORS  
WORLD FAMOUS  
**BUCKLEY**  
WALL AND BAR BOX  
FOR 16 - 20 - 24 - 32 RECORD SELECTIONS



**ONLY \$24<sup>50</sup> EACH**  
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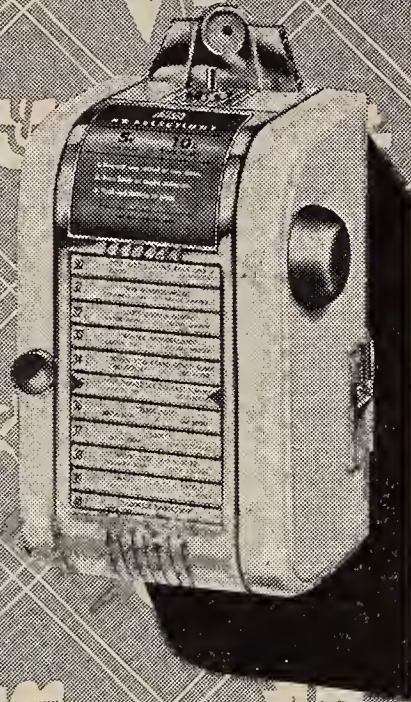
SHUFFLE - REBOUND OPERATORS  
**BUCKLEY PUCK** ORDER THEM TODAY

**BUCKLEY**  
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# AMI WALL BOX

on the Best Walls



**AMI** Incorporated

1500 Union Ave., S.E., Grand Rapids 2, Mich.

## The 50 Selection Phonograph Music Operators Can Rely On ROCK-OLA "ROCKET '51-50"

**IMPORTANT** You can change over from 78 rpm to 45 rpm or 33 1/3 rpm right on location. The Rock-Ola "Rocket '51-50" is easily and speedily convertible to 1 play 10c, 3 plays for 25c; 2 plays 10c, 5 or 6 plays 25c; or any other coin play combination you desire. C'mon over and see it TODAY!

J. E. "Eddie" Cusson  
L. "Helen" Cusson  
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**CUSSON DISTRIBUTING CO.**  
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**BIG DINER**  
Goes for

**AMI WALL BOXES**

After checking all other makes and models, The Hub Diner, Westchester's newest and largest diner, authorized Aaron Goldberg, popular Westchester operator, to install 16 new AMI Wall Boxes.

ORDER YOUR AMI WALL BOXES TODAY!

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### NOW TAKING ORDERS!

Chicago Coin's **HIT PARADE**

Remarkable 45 RPM with 5c, 10c and for 25c play. Featuring the famous RCA Music System.

**WRITE—WIRE—CALL**

**PRICES SLASHED** — Wurlitzer 1250, 1100 and 1015—Seeburg 146 & 147

**SPECIALS**—Bally Citation, Champion, Turf King, Universal Winner & Photo Finish

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**GIVE TO THE CANCER FUND**



## EASTERN FLASHES

Opening day of the baseball season here was cold and nasty, keeping attendance at the ball parks down to a minimum. However, taverns featuring television got plenty of play. Equipment during the playing time of the ball game received very little, if any, action. But, ops tell us tavern owners report that before the game got under way, and immediately following the game, both music and shuffle games were going continuously. As these were daylight games, revenue from machines lost little during these hours, but added play before and after means better take. . . . Wholesalers report sales of used machines keep getting better every week. This week saw quite some lively action in used music, particularly. Several games jobbers sold quite a few amusement machines to Fernand Laubert, of Paris, France, who was covering the Eastern area. Laubert also bought several pieces of music.

Price Lists go back to "regular numerals" this issue. We are happy to follow the dictates of our readers, who so voted by quite a large majority. However, those who asked that the "coded" lists be retained were most earnest in their requests. We want to thank all who took part in this poll, and are quite thrilled by the many compliments paid us.

Dave Stern, Seacoast Distributors, Elizabeth, N. J., tells us he's selling all the Rock-Ola "Rocket '51-50" phonos he can get from the factory. "Ops like the machine every much" states Dave, "and all we need is more deliveries." On the social side, Dave is extremely proud of his young sixteen year old daughter Suzanne, who intends to make a life work of serious music. After a few years study at the Julliard School of Music and the Cape Cod School, she now intends to study further in Italy. Dave and Mrs. Stern plan on taking Suzanne to Europe this June. They will spend several weeks seeing the sights thruout the continent. . . . Harry Brown spends a few days in the city, prior to flying down to Dallas, Texas, where he "will bask in the sun with Sam Yaras." Harry tells us his son is preparing to enter the army any day now. . . . Mike Munves, who thought he was getting out from under the avalanche of orders for arcade equipment, and would be able to make deliveries in two weeks, now is back to "no promises, but I hope to be able to make deliveries within from four to five weeks." . . . Harry Green, the demon location getter, now working with Willie Aronson, the young progressive games operator.

Joe Young, Young Distributing, (Wurlitzer distributor) preparing to host a number of his friends who will be in the big city next week. Joe and Abe Lipsky, manager of the firm, working on some real hot deals this week, which they state should be consummated in a few days. . . . Hymie Koepfel, Koepfel Distributing Co., who spent a few days in Washington, D. C. last week, and thought he'd have half a holiday, returns more tired than ever. "How can anyone take a rest when Hirsh de LaViez is your host?" asks Hymie. Brother Harry states that the sale of used music this week was the best since a month ago. . . . Is Sid Mittleman contemplating opening a jobbing firm on coinrow? . . . Dave Lowy, Dave Lowy & Company, getting to be a hard man to catch in. He's hustling around with the lines of Keeney and Evans. . . . Al Simon, Albert Simon, Inc., distributors for Chicago Coin, very happy over local acceptance of ChiCoin's "Hit Parade" 45 rpm phono. Al shows prospects how they can operate with good profit, and he's very convincing. . . . Barney (Shugy) Sugerman, Runyon Sales Company, has been working so hard these past weeks, he figures a vacation is in order. He, therefore, leaves on Friday, with his wife and children, for a week's relaxation at Virginia Beach. They're still talking about that beautiful AMI die-cut circular. Shugy tells us operators are grabbing them by the handful and using them as location getters. . . . Williams' "Super World Series" on display at Nat Cohn's, and operators buying all they can lay their hands on, Cohn tells us. . . . Si Redd, Redd Distributing Co., Boston, Mass., away on a vacation with his Missus, and expects to be back on April 23.

## DALLAS DOINGS

Mack Womack, Dallas operator for the past fifteen years, was killed instantly in an automobile accident near Carrollton, Texas. Our deepest sympathy to Mrs. Womack and family. . . . Tommy Chatten returned to Dallas and this beautiful summer weather, complaining bitterly about the snow storm in the panhandle. Tommy swears he's taking his long handles on his next trip around. . . . Bill Sheffield reports that business in the panhandle and the west is going good, despite all the concern over the current bill before the Texas Senate. . . . Bill Helm of Childress reports that the virus had him going for a week or so, but feeling mucho better. . . . Raymond Williams is traveling again, this time to San Antonio, Texas. . . . T. P. Moore of Amarillo is expanding his route with more and more Wurlitzer 1400's. . . . Hoss Robinson, Capital branch manager, off to West Texas and the panhandle. . . . Bill McCall, prexy of Four Star Sales Company, dropping by for a visit between planes.

Juanita and Dewey Parsons off for an extended vacation through the southern states. . . . Sam Maceo, one of Galveston's first operators and owner of the fabulous Balinese Room passed away in a Baltimore hospital this past week. . . . Frank Emerson returned from a business tour of the northern states. . . . Gilbert Castillga, cabinet refinisher at Walbox Sales leaves his excellent work behind him as he throws in with Uncle Sam. Gil has been with Walbox for three years and earned merit from many operators for his fine work. . . . Rock-Ola representative Lou Sebastian has been guest of Walbox Sales for several days. . . . Benny McDonald took a flying trip to Georgia despite the virus he has been trying to shake.

**IMPORTANT:** Due to the fact that Mack Womack's widow and four children were left no insurance or income, the American Distributing Company has generously started a "Mack Womack Fund". If you feel that you can donate any amount please make your checks payable to Mrs. S. A. Womack Jr. and mail to American Dist. Company, 4014 Elm St., Dallas, Texas.



# CHICAGO CHATTER

Most important news of the week is the fact that some of the manufacturers who had reported conditions worse than they had experienced in all their long history, as far as sales were concerned, since Jan. 1, '51, elatedly stated this past week that they were now enjoying the first real signs of a good business pickup and, according to all indications, the business pickup would continue, they said, for they have been receiving more orders this week than they have received in many past weeks. . . . Most important news to all concerned was NPA's announcement that the long awaited CMP (Controlled Materials Plan) would go into effect for the third quarter of this year, beginning with July 1. This will cause a scramble for whatever of the three critical metals (copper, steel and aluminum) remain (according to quotas and restrictions) among those manufacturers who have no priorities. That means, according to coinbiz experts, that there will be much fewer new products seen from now on in. . . . Harry Binnie of Binco, Fort Wayne, Ind., phones in to advise, "Business going along very well." He expects to be in our town in a few weeks. . . . Sophie Tucker, "The Last Of The Red Hot Mommas," is coming thru for the juke boxes of the nation with two platters. One is her famous rendition, "Mr. Siegel." The other is a fast spinner (2 minutes and 19 seconds) entitled, "Make 'Em Say Please." Here's hoping that great gal, Sophie Tucker, will get the support of the juke box biz. . . . Another disk that sounds like a click with tavern owners is one especially written for the taverns by Al Trace who records it, too. It's called, "Why Go Home." . . . Joe Batten, vice-prexy and treasurer of Exhibit Supply Company resigned as of April 1. Joe is on his way to Los Angeles where he will join in with his son's business enterprises. He loves California sunshine, Joe told us many times. . . . J. A. "Art" Weinand of Rock-Ola Mfg. Corp. sure was a busy man this past week as this issue will attest. Art has been going like a sonofagun. Taking care of the war work as well as the phono biz of the firm. This includes the promotion, exploitation, selling and advertising of the Rock-Ola "Rocket '51-50" phono. . . . Ben and Trudy Coven hid themselves to French Lick, Ind., and spent the week, just resting. And playing lots of golf on the famous French Lick golf course. "It was simply grand," they both chorused, "and we sure wished we could stay on and on and on." . . . Frank Mencuri, Exhibit sales manager, left for a trip thruout the deep south. First stop, New Orleans. Where Frank is probably reading this right now. He'll be gone for about a month covering the southern gentry. In the meantime, Ford Sebastian steps in to take over Frank's duties, in addition to his own work. . . . Joe Abraham of Cleveland phones to advise that he's right in the midst of moving to his new quarters. Joe also advises that the building will be only half finished when he gets in on May 1. But, he'll block off half, and let the contractors complete the job. Before taking over the entire quarters. . . . Harry Brown is liquidating his bell biz here. Firm will continue doing business in new and used machines, he advises. But, as far as bell reconstruction is concerned, "That's finished," Harry says. . . . Hymie Rosenberg speeding downtown in his Olds. . . . Don't wear out the choppers champin' on matzohs, you-all. . . . Helen and Eddie Cusson became grandparents a few weeks back, they write from Portland, Ore. Advise that their partner in Cusson Distrib. Co. (their son) Art, was responsible (in part anyway) for husky little Michael Arthur. First grandson of these two very, very swell people. . . . Rudy Kit of Suburban Music Service, Berwyn, Ill., write in to advise that since they changed all of their pinball games to 10c play, "Receipts have more than doubled." Rudy is now changing all his phonos to 1 play 10c, 3 plays 25c. . . . It'll be a lot easier readin' The Confidential Price Lists this issue. But, we want to take this opportunity to most sincerely thank everyone of those many, many coinmen who wrote in while voting, complimenting and acclaiming The Cash Box for: "The great work you have done for this industry. You're the 'bible' of this business." We saw the letters, which were sent to us from our New York office. All we can say is: "It was one of the most thrilling moments of our life to read them." . . . Always remember: "It's what's in The Cash Box that counts." . . . Cee Davidson, ork pilot of The Chez Paree, has some very swell three dimensional pics of Lyn Durant and all the boys gathered about the famed United circular bar at the factory. Pics are so lifelike in three dimensional viewer that the boys actually seem to breathe. . . . Mac Brier, Lee Taylor and Harold Saul over at Coven's advise that they are working as fast as they can helping music ops convert their phonos to dime play. . . . Carl Christiansen, out on the road for Coven, reports in each day that the firm being commended for its stand on dime play. . . . Herb Jones of Bally one of the busiest guys in town. Administering the allocation of materials necessary to continued production under the quota restrictions. Trying with all might and main to satisfy all those ordering Bally products. It's a big time job to utilize whatever materials the firm can obtain carefully into production lines. . . . Georgie "The 'G'" Jenkins has joined the Art Garvey club—"Seven Up only." . . . Tom Callaghan still relaxing at home and hoping to be back at his desk very, very soon. . . . Jack Nelson on the road covering the south-central distribs for the firm and, at the same time, making contact with the big prime war work contractors for sub-contract work. . . . Ben Becker doing the "Nelson-job" in the eastern states. . . . Where's Johnny Casola? . . . The way Bill DeSelm is rushing thru orders for United's "Five Player Shuffle Alley" seems that this game will never end its production run. . . . Herb Oettinger wondering about the Cubs. . . . Ed Levin visiting down in Miami with Sam Wolberg and Mrs. Levin and his son. . . . Sam Lewis says, "Business perked up very fine." Nate Gottlieb hard to reach these days as long distance calls block off his phone from Gottlieb distribs asking for more of the firm's games. . . . Sam Stern of Williams thrilled with the instant reaction to the firm's new "Super World Series" that features all types of coinplay combos. Sure to click because of the 50 second playing time feature. Those are the two features pinball game ops have demanded. Speedier playing time. Credit coin chute action. They've got both featured on this new Williams' game. . . . Shangri-La food growing more popular with coinmen. Many to be met there any evening in the week. Max Hoffman and Frankie Harmon of Shangri-La acquainted with most of the boys. . . . Joe Brilliant of Detroit tells us ops thrilled with the firm's new show-rooms. (See this modernistic spot when in the Motor City.) . . . Leo Dixon working harder than ever he tells us over the phone from Youngstown. . . . Happy Birthday This Week To: Joe Ash and Jack Mitnick, and Al Siegel of Toronto.

## USED FIVE BALL GAMES

ALI BABA	\$45.00
ALICE IN WONDERLAND	55.00
BARNACLE BILL	55.00
BUCCANEER	69.50
BLUE SKIES	54.50
CINDERELLA	49.50
FLOATING POWER	85.00
GRAND AWARD	55.00
PUDDIN' HEAD	59.50
RAMONA	55.00
RANCHO	39.50
SCREWBALL	54.50
SHARPSHOOTER	89.50
TRIPLE ACTION	44.50

MANY MORE

## USED JUMBO PIN GAMES

SPECIAL ENTRY	\$79.50
JOCKEY SPECIAL	89.50
CITATION	249.50
CHAMPION	349.50
WINNER	375.00
PHOTO FINISH	225.00

## ARCADE

BALLY HEAVY HITTER	\$49.50
WILLIAMS ALL STARS	89.50
EXHIBIT DALE GUN	79.50

## USED PHONOS

WURLITZER 1100	\$445.00
1080	279.50
1015	279.50
850	99.50
780E	99.50
750	114.50
700	89.50
SEEBURG MAYFAIR	59.50
COLONEL	59.50
146S	239.50
AMI MODEL "A"	399.50

## USED SHUFFLE GAMES

BALLY SHUFFLE BOWLER	\$59.50
BALLY SPEED BOWLER	119.50
BALLY SHUFFLE CHAMP	179.50
UNITED SHUFFLE ALLEY	
W/CONV.	89.50
UNITED SUPER SHUFFLE	
ALLEY	59.50

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Serviced or Reconditioned  
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BALLY PRODUCTS - PERMO POINT NEEDLES  
CHICAGO COIN "BAND BOX" and "HIT PARADE"

WE DON'T LIKE TO BRAG  
**BUT CALL TODAY AND LET  
US SHOW YOU WHY THE . .  
ROCK-OLA "ROCKET '51-50"  
IS America's Finest Phonograph**

50 SELECTIONS—45 RPM OR 78 RPM—ALL  
COMBINATIONS COIN PLAY—QUICKLY—SIMPLY

Exclusive Direct Factory Distributors

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

**BRAND NEW-RED HOT-WHIRLWIND**



**ACTION!**

**HAPPY  
GO  
LUCKY**

with

**CYCLONIC BUMPERS!**

**D. GOTTLIEB  
& CO.**

1140-50 N. Kostner Ave.  
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**SEE YOUR  
DISTRIBUTOR  
NOW!**

"There is  
no  
substitute  
for  
Quality!"

THE MOST PROFITABLE, ECONOMICAL & BEAUTIFUL PHONO EVER DESIGNED

*Chicago Coin's*  
**"HIT PARADE"**

THE ONLY "45" PHONOGRAPH

**WITH EVERY PROFIT-MAKING  
FEATURE! SEE FOR YOURSELF!**

**LA BEAU NOV. SALES CO.**

1946-48 UNIVERSITY AVENUE

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**Exclusive -ROCK-OLA- Distributor**

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**-NEW-COIN MACH. OF ALL TYPES-USED-  
— PREMIUMS — RECORDS — PARTS —**

**INSERT BUSHING  
Converts**

**5c Wall Boxes to 10c  
FITS ALL 5c BOXES**

**Only 25c Each**

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

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208 N. Madison St., Rockford, Ill.

**We're Delivering**

**ROCK-OLA**

**"ROCKET '51-50"**

**WRITE OR WIRE**

**DIXON DISTRIBUTORS**

3808 Southern Blvd.  
Youngstown, Ohio



**CALIFORNIA CLIPPINGS**

Very much the topic of the week, night and day along the L. A. Coin Row and wherever in this town music operators meet is the ten cent play that has been adopted by San Diego. According to all reports reaching this area, the new setup is working out very successfully for all concerned. As we gathered in discussing this with Stan Turner and a few of the boys over at Paul Laymon's, the San Diego ops have been a cooperative group of fellows for some time, even without any formal organization to bind them together. It was also generally felt that it wouldn't be that easy to establish ten cent play in the L. A. area, what with the number of spare time operators who have shown indication in the past of valuing four bits on the side in a hurry than a steady buck over a period of time. . . . While we were at Laymon's, Capitol Records distrib men Paul Featherstone and Joe Matthews dropped in to make sure the Wurlitzer floor model had its fair share of the latest Capitol recordings. It did, what with the Laymon crew being so appreciative of the cooperation shown by the Capitol staff in bringing out the live name talent for the Wurlitzer 1400 showing.

That's an interesting specimen of quartz brought in by Lancaster operator Frank Roberts to Laymon's. Don't know whether it contains gold, uranium or just plain rock, but it's colorful enough to have all the customers asking questions about it, and leave it to Paul Laymon and Charlie Daniels to come up with some weird answers. . . . Paul and Lucille were all set to take off for the Pasadena Flower Show although from what we hear tell of the Laymon garden, Paul should be able to give the experts a few pointers on planting petunias. . . . Spent a few spare minutes trying our skill on several new 5-balls, including Gottlieb's "Minstrel Man" and Genco's "Stop and Go". The latter is a lively number while the Gottlieb game is also one of the most intriguing yet, with the little minstrels popping up all over the place and the protective gate dropping down just when you least expect it, all adding up to some choice fun and excitement that can't be bought at the price in any other amusement field that comes to mind.

Off to Chicago was F. W. Bergen, local office manager of the International Forwarding Company, to attend the funeral of company president W. A. Bade, who died in Panama while on a world cruise. The outfit, we understand, hauls games, music and equipment for most of the firms in the industry. . . . Phil Robinson all aglow over the reception given Chicago Coin's "Hit Parade" and modestly admitting that the box deserves such reception. . . . Jack Simon still doing a nice steady arcade business and looking over a few pieces for studio rental while we were in.

Joe Peskin at the office just checking over the situation and finding it going along nicely in the dainty but capable hands of Phyllis and Dolores. . . . Fred Gaunt still waiting for that terrific new game he says the business needs and meanwhile selling everything that will sell in the game field and doing his share with Bud Parr on Rock-Ola music. . . . On the Row: Santa Maria's Al Cicero. . . . Fred White of Sanger. . . . C. C. Ellison and Frank Roberts of Lancaster. Southgate's Pete Shupp. . . . Johnny Ketchersid from Artesia. . . . S. L. Griffin of Pomona. . . . Riverside's Jack Neal. . . . Ray Hernandez from Puente. . . . Clyde Denlinger of Balboa. . . . Barstow's Lela Smith. . . . Dick Harrison of Bloomington. . . . Colton's Milton Noriega. . . . Jack Myers of Maywood. . . . Santa Ana's Bert Hammond. . . . Al Bringas of L. A. . . . Lompoc's Norman Christ. . . . Charlie Gauger from Ventura.

**MINNEAPOLIS, MINN.**

The South Dakota State Operators Assn. held its regular state meeting at Watertown, South Dakota, and Mike Imig, president presided. The members present were: Harold Scott, Secretary-Treasurer, from Mobridge; Norman Gefke of Sioux Falls; Herman Fischer of Aberdeen; Bob Shay of Wessington; Darlow Maxwell of Huron; Ted Salverson and Earl Porter of Huron; Gordon Stout of Pierre; Roy Foster of Sioux Falls; and Jack Bailey of Twin Brooks. Hosts for the meeting were Arnold Brevik, Al Reese and Burrel Brown of Watertown, South Dakota. Distributors present were La Beau Novelty and Sales Co. represented by Ray Selmann; Automatic Games by Irv Lindeholm; and the Lieberman Music Company represented by Hy Sandler and Les Rogstad. The Lieberman Music Company showed the new 1400 Wurlitzer to the operators. Ike Pearson of Bridgewater was not present due to the fact that he is vacationing in Florida.

After the meeting Darlow Maxwell and his wife drove into the Twin Cities to pick up supplies and machines for their route. . . . Walt Schmidt of the Red Wing Novelty Company was in town, as was Amos Miller of Spooner, Wis. to pick up supplies. . . . Lyle Kesting of Appleton was in town for a quick trip. . . . The Lieberman Music Co. was showing the new Chicago Coin "Hit Parade" 45 R. P. M. phonograph and it has been receiving acclaim from the operators who have seen it. . . . Other Wisconsin operators in town were John Galep of Menominee, and Leo Demars of Ashland. . . . Ben Jahnke of Hutchinson made a quick trip into town to pick up equipment for his route. . . . The Minneapolis operators mourn the passing of Frank Kolar, veteran coin machine operator in this area.

**ST. PAUL, MINN.**

There is one operator in the State of Minnesota, who feels like Noah in the ark, and he is Kelly Diedrick of Chaska, who joined in with several towns people to help evacuate refugees from their flood stricken town. Boats were manned in an effort to get most of the people to a safe place. . . . The nearby town of Shakopee found itself in the same predicament. . . . St. Paul also has had its share, when the Mississippi river reached the highest peak it has been since 1881, causing the shut down of the Armour meat packing company, and many business establishments located along the river. Approximately 1,500 people have been evacuated so far. . . . Bob O'Brien, Concord Novelty, So. St. Paul, says that three of his locations are under water, and is wondering "if the water will affect the shufflebowlers."

Visitors included Jim Lucking, Benson; Wally Fischer, Pipestone; Ike Black, Springfield; Mrs. Terveer, Winona; and Fred and Stan Maytas, Moose Lake. Ray Thraen reports another snow storm in his town of Tracy. . . . Norm Hanson of Osakis calling on several of the distributors. . . . Mr. and Mrs. Darlow Maxwell of Huron, S. D., were the only visitors from the Dakotas this past week. . . . I. F. LaFleur's son from Devils Lake, N. D. is down in Pittsburg, visiting with relatives for a few weeks. . . . John Kalasardo is up and around again, after having a siege of long illnesses. He and his wife are completing plans for the selling of their coin machine route in Ladysmith, Wis.





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## An Operator And Amusement Assn. Official Boosts "Public Relations"

NEW YORK—"Good public relations and good press relations are vital necessities for all operators" writes one of the country's most experienced operators and an amusement association official. "It is especially important to have good press relations. We are passing on several interesting points which may help to maintain a tranquil and understanding relationship between the operator, the press, and the public." (Ed note: At the request of this coinman, his name is omitted from this story).

Here are the four points stressed:

(1) Every operator and distributor should, in himself, be a public relations director. He should make every possible attempt to be a good citizen and a credit to his community. He should not assume the attitude that, because he is an operator, he cannot partake in any civic affairs. An operator should sell himself and his personality to the public. He should make every possible attempt to be a good citizen. He should positively take part in as many civic and community affairs as possible. He should partake in, and contribute to, as many worthy charity

drives as he can afford. It is not only bad public relationship, but, it is bad judgment for operators to wear flashy clothes; drive expensive, ornate cars; wear flashy jewelry; or do anything else that would cause undue criticism.

(2) If your business is experiencing bad press notices, it would be wise for someone from your association, who is experienced in such matters, to contact the editors of the various papers and talk the situation over with these gentlemen. It can do no harm. Most of the time, a great deal of good can be accomplished from these meetings. It would do well to point out to the papers that you are like any other businessman, with the same high licenses, taxes and expenses that they have. It is always a good policy to be frank and truthful to newspapermen. If they want a story, give it to them. But, be truthful. You have nothing to hide. Then, maybe they will write their story in such a way that it will give you a break. If you say nothing, and refuse to talk to them, they will slant their stories with exaggerations and innuendos. And then a great deal of harm has

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been done. It is always best to point out to the newspapers that you are providing amusement, and that anything that so many people derive such a great deal of fun from cannot be too bad. If the papers have some kind of pet peeve, such as minors playing the games, assure them that this situation will be remedied immediately.

(3) The hundreds of location owners in a city have a very large voice in the government. Your tavern owner is friendly with a great deal of people. Most of the time, he is an advertiser in the newspapers, and sometimes exerts a great deal of influence in his community. Let him know what it will mean to him to be deprived of the revenue from his coin-operated equipment.

(4) It is always best for operators and associations to advocate an ordinance or law providing for a fair

license on equipment. Naturally, not an exorbitant license that would tax you out of business, but, a fair license that would give the city and the state a part of the revenue from your games. When the city and state get such revenue, and make good use of it, it helps you a great deal in your relations with the press and public. There is no reason why coin-operated equipment shouldn't carry its fair share of the burden of taxation. With the socialized trend in government, cities and states need more revenue as time goes on. Coin-operated equipment is always a good source for such revenue. Many operators and associations fight even a small license. This is a very big mistake. They should do everything in their power to see that there is a fair license put on their equipment.

## CLASSIFIED ADVERTISING SECTION

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## WANT

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

WANT—Voice-O-Graph; Photomatic (post-war); Chicago Coin Basketball; Chicago Coin Goalee; Popcorn Vendors; Coke Vendors. LIEBERMAN MUSIC CO., 257 PLYMOUTH AVE., N., MINNEAPOLIS 11, MINN.

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

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

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

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

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; Vocallion; Decca; Q. R. S. JACOB S. SCHNEIDER, 128 W. 66th ST., NEW YORK 23, N. Y.

WANT—Top prices paid for all original flipper Five-Balls, Dale Guns, Arcade Equipment, Diggers, One-Balls, Late Model Photomatics. Tell us exactly what you have, give condition, price wanted, and when ready to ship. EMPIRE COIN MACHINE EXCHANGE, 1012 MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: EVERglade 4-2600.

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

WANT—Used Juke Box records, popular, hillbillies and polkas. Any quantity. Will pay highest prices. Give full details in first letter. F. A. WIEDEL, 536 GRANT PL., CHICAGO 14, ILL.

WANT—Bally's Eureka; Hot Rods and Attentions. Quote lowest price and condition of machines. Will sell or trade 3 Solotone nits, like new, 4 radio stations each, 40 wall boxes, 25 Victory Stamp Vendors. AMERICAN AMUSEMENT CO., 628 MONTGOMERY ST., SYRACUSE, N. Y.

WANT—Slots and consoles for legalized state. Cash ready. 300 or more Golden Falls 5c-10c-25c only. Jennings: Derby Sun Chief Consoles, Super DeLuxe console lite-up, Club Consoles, Sun Chief Consoles, Super DeLuxe Sun Chief, Sun Chief lite-up, Standard Chief, Club Chief lite-up, Standard Chief lite-up, Standard Sun Chief, Sun Chief DeLuxe lite-up, Prospectors. What else have you in late machines Will buy up to 1,000 slots and consoles. Not interested in lots less than 25. Send list and lowest prices in first letter. A. M. C. AMUSEMENTS CO., 1534 S. SIXTH AVE., TUCSON, ARIZ. Tel.: 3-2311.

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

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

WANT—Your used or surplus records. We buy all year round and pay top prices. No blues or race. No 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: RITWAY SALES & MFG. CO., INC., 615 10th AVE., NEW YORK, N. Y. Tel.: JUDson 6-1865.

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WANT—United Twin Shuffle Rebound; Bally Hook Bowler; United 4 and 5 Player Rebound Shuffle Game; Late 5 Ball free play. TAYLOR SALES CO., 120 WEST MAIN ST., BELLEVILLE, ILL.

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FOR SALE—250 Roll Downs: Total Rolls; Advance Rolls; A.B.C. Roll Down; 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—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—Thrillwood Records, non-breakable, mail orders filled, boxes of 25 \$14 postpaid tax incl. Singles \$1. Alpha Distributing Co., 10th Ave., N. Y. C. "My Singar Lump"—"My World Is Made Of Music" 104. "A Merry Bachelor"—"Mary (A Ball Of Fire)" 106. THRILLWOOD RECORDS, BOX 286, NORTH BERGEN, N. J.

FOR SALE—40 Selection AMI Model "C"; 100 Selection Seeburg 1949 or 1950 Model. Write. Dale Guss, 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.: CHickering 4-5050.

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

FOR SALE—All types of new and used Games and Phonographs. We are Michigan Distributors for AMI; Williams; Keeney; Genco; Permo Point Needles; Wax-Ola Wax. Wire, phone, write: 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—2 Seeburg Selectomatic 100, 78 RPM; 3 Wurlitzer 1015's; 1 Wurlitzer 1100; Packard Hideaway and 6 Packard Bar Boxes. Above equipment clean and ready for location. What do you offer? MITCH GOLISH MUSIC CO., 20 W. POPLAR ST., HARRISBURG, ILL. Tel.: 700.

FOR SALE—Large stock used Bally One-Balls. First come, first served. Call, wire or write: REDD DISTRIBUTING COMPANY, 298 LINCOLN ST., ALLSTON, MASS. (Branch Office: 811 Union St., W. Springfield, Mass.)

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

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

FOR SALE—Panorams rebuilt special prices. Write about our guaranteed rebuilt projection service and exchange. 18 ft. and 22 ft. Shuffleboards and scoring units, special prices. MONARCH COIN MACHINE CO., 1545 N. FAIRFIELD AVENUE, CHICAGO, ILL. Tel.: Armitage 6-1434.

FOR SALE—Star Series \$100; Quarterback \$65; Dallas \$65; Camel Caravan \$100; Rip Snorter \$125; CC Bowling Alley, CC Shuffle Baseball and Bowlettes \$50 ea.; Shuffle Alley with U/c \$65. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

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.

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FOR SALE—Photo Finish \$249.50; Champions \$295; Citations \$199.50; new American Scales \$95; new Pin Game Lifts \$49.50; 1080 Wurlitzer \$195; 5 Wurlitzer Colonial \$100; National Cigarette Machine 15 column \$59.50. Will buy or trade any of the above merchandise for Hot Rods or 100 record Seeburgs. 1/3 down. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3967.

FOR SALE—Seeburg '46 Hideaway \$225; Seeburg Bar Boxes (5c) \$9.50; Envoy (Remote) \$59.50; Rock-Ola Standards \$50; Wurlitzer 1015 \$225; South Pacific \$129.50; Old Faithful \$129.50; Just 21 \$99.50. Plus a huge assortment of nationally advertised premiums at lowest prices. DAN SAVAGE NOVELTY CO., 940 ELM ST., БЕЛОIT, WIS. Tel.: College 2599-W.

FOR SALE—5 Winners (like new) \$469.50 ea.; 5 Photo Finish \$365 ea.; 5 Bally Champions (very clean) \$365 ea.; 5 Bally Citations \$249 ea.; 4 Gold Cups \$129.50 ea.; 6 Jockey Specials \$95 ea.; 3 Bally Big Innings \$195 ea.; 1 Chicago Coin Goalee \$125 ea.; 4 Dale Guns \$79.50 ea.; Seeburg 147 M \$325; Seeburg 148 M blond \$395; 4 Seeburg 148 Hideaway \$329.50 ea.; 2 Wurlitzer 1080 \$285 ea.; 25 Seeburg Tear Drop Speakers \$15 ea.; 15 5c Seeburg Wallomatics Wireless \$19.50 ea.; 10 National 9-18 Candy Vendors \$89.50 ea.; 10 R.C.A. Coin Radios \$24.50 ea.; 6 Gottlieb Bowlettes \$62.50 ea. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

FOR SALE—Clean—ready for location. Seeburgs: Model M-100 write; Model 147 \$295; Model 146 \$195. Wurlitzers: Model 1100 \$425; Model 1080 \$265. CAIN-CAILLOUETTE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

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

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FOR SALE—3 Wurlitzer 1250's like new, write; 1 Wurlitzer 750-E \$95; 2 Wurlitzer 700's \$80 ea.; 6 Wurlitzer Twin 12 Hideaway's \$30 ea.; 2 Packard Manhattan's \$150 ea.; 10 Aircon 1947 Supers \$50 ea.; 3 Aircon Fiesta's \$95 ea.; 4 Encore Wall Boxes \$12 ea.; 8 WS2Z Seeburg Wall Boxes \$4 ea.; 25 Packard Wall Boxes \$12 ea. 1/3 deposit, balance C.O.D. DIXON DISTRIBUTORS, 3808 SOUTHERN BLVD., YOUNGSTOWN, O. Tel: 87515.

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—Select-A-Card \$95; Carolina \$75; Playtime \$95; Saratoga \$75; Tucson \$95; Cinderella \$65; Crown Jewels \$65; Coney Island \$65; El Paso \$65; Rockette \$165; Georgia \$165; 4 Horsemen \$165; Triplets \$165; Freshie \$135; King Arthur \$135; New Play Ball, write; New Things, write. Wire your order. LEHIGH SPECIALTY CO., 826 N. BROAD ST., PHILADELPHIA 30, PA. Tel.: PO 5-3299.

FOR SALE—1 Packard Manhattan \$195; 1 Wurlitzer 1100, like new, \$450; 1 Set Exhibit Love Meters with base \$65; 2 Wisconsin, clean, \$25 ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND. Tel.: 3-4508.

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

FOR SALE—Photo Studio Booth with two cameras \$350; 5 Bally Entries \$65; 1 Gottlieb Daily Races \$45; 7 Victory Derbies \$35; 2 Yankee Traveling Cranes on wheels \$45; 1 Liberator \$85; 1 Play Ball. Will Trade for Turf Kings, etc. STANLEY AMUSEMENT CO., 5225 SO. TACOMA WAY, TACOMA, WASH. Tel.: HI 5110.

FOR SALE—1000 used Victor, Decca, Capitol, London and Columbia popular records. Just off our juke boxes. \$8.50 per 100. F. O. B. HUGHES ELECTRIC CO., LA-DOGA, IND.

FOR SALE—Ready for location, like new: Bally Hot Rods; Playland \$145; Judy \$135; South Pacific \$135; Select-A-Card \$135; Sweetheart \$145; Harvest Time \$145; Pin Bowler \$145; Exhibit Lite-A-Line \$155 (arcade piece); National Shuffleboards, all sizes \$59.50 and up, plus crating. MERIT INDUSTRIES, 542 WEST 63rd STREET, CHICAGO 21, ILL. Tels.: ENglewood 4-4144, ENglewood 4-9204, and STate 2-5600.

FOR SALE—AMI Juke Boxes, taken off location. All in good working condition—Model A \$325; Model B \$425. Inspection invited. Write: LOUIS SKLAR, c/o GENERAL DELIVERY, PEORIA, ILL.

FOR SALE—For good clean, used re-conditioned five balls, phonographs, arcades and shuffle alleys, see us before you buy. Write or phone: Jack Gorelick or Ed Randolph for prices. J. ROSENFELD CO., 3220 OLIVE ST., ST. LOUIS 3, MO. Tel.: OLIVE 2800.

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

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

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

FOR SALE—Reg. Draw Bells \$120; Bally Clover Bells 5c/5c play \$450; United Shuffle Alley \$20; Seeburg 9800 \$25; Mills Empress \$25; new original Blue Bells in original crates 5c, 10c, 25c play \$325. Used Black Cherry Bells \$125. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel.: 750.

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

FOR SALE—Used Phonograph Records taken from our routes. BIRMIINGHAM VENDING COMPANY, 540 2nd AVENUE, NORTH, BIRMIINGHAM 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—Fighting Irish \$185; 4 Horsemen \$185; Sharp Shooter \$125; Select-A-Card \$150; Telecard \$125; Colledge Daze \$125; Sweetheart \$175; Pin Bowler \$175; One-Two-Three \$95; Tahiti \$95; Nifty \$185; Just 21 \$100; Wisconsin \$65; South Pacific \$125; Trade Winds \$60; Mardi Gras \$50; Williams Quarterback \$100. A. P. SAUYE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYLER 4-3810.

FOR SALE—Seeburg 146 \$210 ea.; Packard Manhattans \$150 ea.; Wurlitzer 1250, write; Seeburg 100 Record # 78 \$875; Packard # 7 \$99. AMERICAN VENDING CO., 2359 CONEY ISLAND AVENUE, BROOKLYN 23, N. Y.

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

FOR SALE—Or Exchange for non-coin operated items: 10 Bowling, 5 Pinball, 1 Shuffle-Skill, 1 Shuffle-Mite; 1 Shuffle-Baschall, 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—Back Glasses for Jockey Special and Special Entry \$8.95 ea.; Back Glasses for Victory Special, Victory Derby, '41 Derby and many others \$4.95 ea.; Personal Music Boxes (like new) \$1 ea. JACK R. MOORE CO., 1615 S.W. 14th AVE., PORTLAND, ORE.

FOR SALE—Wurlitzer 3031 Boxes \$14.50; Model 850's \$65; 2 Exhibit Strikes, like new, \$165 ea.; Exhibit Bowl Lane \$195; Bally Champions \$395; Citations \$275; Model 120 and 125 Wall Boxes \$2.50 ea.; Model 320 Sweet Music \$5. 1/3 cash. CENTRAL MUSIC DISTRIBUTING CO., 1523 GRAND AVE., KANSAS CITY, MO.

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—Completely reconditioned with used parts replaced by new: 4 147 Seeburgs \$325 ea.; 20 New 5c Seeburg W1L56 Wall-O-Matics \$35 ea.; 1 1015 Wurlitzer \$300; 6 W4L56 Wall-O-Matics \$50 ea.; 5 W1L56 used \$25 ea.; 5 W3L56 used \$23 ea. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3992.

FOR SALE—Call or write Davis Distributing Corp. for phonographs with the Davis Six Point Guarantee: \*mechanism overhauled \*worn parts replaced \*amplifier reconditioned \*speaker inspected \*tone head renewed \*cabinet professionally re-finished. DAVIS DISTRIBUTING CORP., 738 E. ERIE BLVD., SYRACUSE, N. Y. Tel: 5-5194.

FOR SALE—8 Brand New Double Column Kleenex Vendors with stands \$40 ea.; 6 Ristaurat Music Boxes \$95 ea. Arcade Equipment: Batting Practice \$75; Boomerang \$45; Chi-Coin Hockey \$95; Goalee \$125; Heavy Blitter \$65; Keeney Air Raider \$125; Panorams \$250; Pitchem & Battem \$225; Quizzers with Film \$125; Recordio \$175; Siros Brush Up \$75; Periscope \$125; Edelco Pool Table \$75; Exhibit Dale Gun \$95; Seeburg Bear Gun \$375; Atomic Bomber \$150; Silver Bullets \$195; Voice-O-Graph \$395; Standard Metal Typer \$295. CLEVELAND COIN, 2021 PROSPECT, CLEVELAND, O. Tel.: Tower 1-6715.

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

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

FOR SALE—Needles. All type needles for juke boxes and home machines. Test our new Classic Point Home Needle with precious metals point, 10c in orders of 500 or more. Write: ELDEEN MANUFACTURING COMPANY, 612 WEST NATIONAL AVE., MILWAUKEE 4, WIS.

FOR SALE—Business Opportunities in Music, Amusement and Gaming Routes! Several coin machine routes for sale. Money makers. Most of them situated in recreational and resort areas in Sportsman's Paradise, with far better than average year round climatic conditions. Routes to be sold separately—ranging in values from \$17,500 to \$94,000 per route. All types of equipment in operation, consisting of all post-war machines, nothing on any route older than 1946 models, with major locations on all routes filled with 1950 and 1951 models. All machines are clean and mechanically right. Cash down payments ranging from \$7,500 to \$33,000. Balance on terms that can easily be handled through operation of the business. Please state in first letter value of route you are interested in, and the amount of cash available for down payment. Curious, and nosy window shoppers needn't waste a stamp, as your business status must be considered before any deal can be made. Reason for selling: Owner is retiring from business. BOX # 102, % THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y.

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

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

FOR SALE—One-Ball Specials, A-1 condition inside and out; Universal Photo Finish \$279.50; Universal Winners \$469.50; Bally Citations \$179.50; Bally Champions \$279.50; Bally Turf Kings, write. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, O. Tel.: MAin 8751.

FOR SALE—Special—Chicago Coin Majors '49 \$42.50; Gottlieb Jokers \$159.50; Knoekonts \$169.50; Genco Tri-Scores, brand new in original crates \$185; Genco Tri-Scores, used as floor samples only, \$165; Photo Finishes, guaranteed to be worth \$100 more, \$249.50; Turf Kings, write; United Team Hockey's, floor samples, \$100. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel: CANal 5306.

FOR SALE—We are making a splendid 3 1/2 x 7 coin-operated or plain Pool Table. Write for picture and information. Distributors wanted. SPARKS SPECIALTY COMPANY, SOPERTON, GA. Tel.: 33.

FOR SALE—Emperresses; Thrones; '39 and '40 Standards and DeLuxe's; 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.

(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 JOBBER City Address Firm Name State

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—We have in stock for trade new and used five-balls, new and used one-balls, large assortment of used Shuffle Machines. WANT—We want to buy or will accept in trade Wurlitzer 3020's, Seeburg Bear Guns, Seeburg 100A, 3W1's, Packard Hi Chrome Wall Boxes, Chicago Coin Band Boxes. REDD DISTRIBUTING CO., 298 LINCOLN ST., BOSTON 34, MASS. Tel.: AL 4-4040 and 811 UNION ST., W. SPRINGFIELD, MASS. Tel.: 6-5418.

FOR SALE—Best Bargains In Town. Flipper Tables: Gottlieb Just 21 \$60. Following at \$35 ea.: United Wisconsin; United Carolina; United Baby Face; United Serenade; United Manhattan; United Moon Glow; United Paradise; Gottlieb Humpty Dumpty; Gottlieb Select-A-Card; Williams Boston. Asst. (No Flipper Tables): Following at \$15 ea.: United Rio; 4 United Tropicana; 2 United Nevada; United Cyclone; 4 United Havana; United Caribbean; 3 Bally Surf Queens; Bally Home Run; Genco Jungle; 3 Williams Ginger; 2 Williams Smarty; Williams Tornado; Williams Yanks; Williams Bonanza; Williams Amber; Exhibit Knock Out; Exhibit Big Parade; Exhibit Fast Ball; Exhibit Big Hit; Exhibit Mystery; Chicago Coin Play Boy; Chicago Coin Killoroy; Chicago Coin Sea Hawk. Seeburg Pre-war Remote Control Boxes \$5 ea.; 2 Rock-Ola Super, plastic good \$75 ea.; Rock-Ola Commando (for parts) \$25; 2 Wurlitzer 600, good condition, \$100 ea.; Rock-Ola '46, like new, \$250 ea. LEE NOVELTY CO., 1004 SPRING STREET, SHREVEPORT, LA. Tel.: 2-4545 and 3-3625.

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.

MISCELLANEOUS

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

NOTICE—Connect 30 wire boxes to Seeburg 100 in a jiffy. Hawley Adaptor connects to best side of first 24 records. Precision made. No working parts. Easy to install. Price \$39.95. 1/3 deposit. J. R. HAWLEY DISTRIBUTING CO., 2845 W. PICO BLVD., LOS ANGELES 6, CALIF.

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—Operators in Louisiana, Mississippi and Alabama—our new address is 122 North Broad St., New Orleans, La., with phone remaining the same. DIXIE COIN MACHINE CO., 122 NORTH BROAD ST., NEW ORLEANS, LA. Tel: MAGnolia 3931.

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

Table listing Wurlitzer models and prices: 2. 24 (29.50, 49.50), 1\* 600R (45.00, 79.50), 3\* 600K (45.00, 79.50), 2. 500A (40.00, 69.50), 2. 500K (42.50, 69.50), 4. 41 (Counter) (49.50, 65.00), 6. 51 (Counter) (30.00, 45.00), 2. 61 (Counter) (39.50, 75.00), 4. 71 (Counter) (49.50, 85.00), 6. 81 (Counter) (49.50, 75.00), 1\* 700 (69.50, 119.50), 4. 750M (89.50, 109.50), 1\* 750E (89.50, 149.50), 4. 780M Colonial (95.00, 129.50), 4. 780E (85.00, 129.50), 4. 800 (75.00, 124.50), 2\* 850 (55.00, 119.50), 2. 950 (79.50, 125.00), 4. 1015 (225.00, 319.50), 1. 1017 Hideaway (225.00, 259.50), 2\* 1100 (350.00, 475.00), 4\* 1080 (195.00, 319.50), 6. 300 Adapter (10.00, 15.00), 4. 320 Wireless Wall Box (3.50, 5.00), 4. 310 Wall Box 30 Wire (4.50, 5.00), 4. 320 2 Wire Wall Box (3.50, 5.00), 6. 332 2 Wire Bar Box (5.00, 9.50), 6. 331 2 Wire Bar Box (5.00, 10.00), 4. 304 2 Wire Stepper (3.50, 5.00), 4. Wireless Strollers (19.50, 25.00), 6. 430 Speaker Club with 10, 25c Box (69.50, 75.00), 6. 420 Speaker Cabinet (40.00, 49.50), 3. 3031 Wall Box (12.50, 19.50), 2. 3045 Wall Box (12.50, 20.00), 2. 3020 Wall Box (29.50, 49.50), 4. 219 Stepper (19.50, 29.50), 4. 100 Wall Box 5c 30 Wire (3.50, 5.00), 6. 100 Wall Box 10c 30 Wire (12.50, 17.50), 6. 111 Bar Box (3.00, 10.00), 4. 120 Wall Box 5c Wire (2.00, 3.50), 6. 305 Impulse Rec. (2.50, 10.00), 6. 350 WIs Speaker (17.50, 29.50), 4. 115 Wall Box Wire 5c Wireless (5.00, 7.50), 6. 135 Step Receiver (14.50, 19.50), 4. 145 Imp. Step Fast (4.50, 7.50), 6. 306 Music Transmit (7.50, 9.50), 6. 130 Adapter (15.00, 19.50), 4. 580 Speaker (25.00, 49.50), 6. 123 Wall Box 5/10/25 Wireless (9.00, 15.00), 4. 125 Wall Box 5/10/25 Wire (2.50, 6.00)

SEEBURG

Table listing Seeburg models and prices: 1. Plaza (29.50, 69.00), 1. Royale (25.00, 49.50), 4. Regal (35.00, 59.00), 4. Regal RC (39.50, 59.50), 1. Gem (35.00, 69.00), 2. Classic (35.00, 69.00), 2. Classic RC (39.50, 79.00), 2. Maestro (39.50, 65.00), 2. Mayfair (39.50, 89.50), 2. Mayfair RC (49.50, 39.00), 6. Melody King (49.50, 79.50), 4. Crown (39.50, 59.50), 6. Crown RC (49.50, 79.50), 1. Concert Grand (39.50, 59.50), 4\* Colonel (45.00, 69.50), 2. Colonel RC (49.50, 79.50), 4. Concert Master (49.50, 69.50), 2. Concert Master RC (59.50, 89.00), 4. Cadet (50.00, 65.00), 6. Cadet RC (59.50, 65.00), 4. Major (49.50, 79.00), 4. Major RC (50.00, 79.50), 4. Envoy (49.50, 79.50), 4. Envoy RC (59.50, 89.50), 2. Vogue (39.50, 79.50), 2. Vogue RC (49.50, 79.50), 2. Casino (39.50, 65.00), 6. Casino RC (49.50, 79.50), 2. Commander (39.50, 59.50), 4. Commander RC (50.00, 69.00), 4. Hi Tone 9800 (25.00, 110.00), 1. Hi Tone 9800 RC (45.00, 99.00), 1. Hi Tone 8800 (35.00, 69.50), 1. Hi Tone 8800 RC (35.00, 99.00), 3. Hi Tone 8200 (35.00, 69.50), 3. Hi Tone 8200 RC (35.00, 99.00), 4\* 146S ('46) (175.00, 275.00), 2\* 146M (195.00, 275.00), 4\* 147S (249.50, 325.00), 4\* 147M (249.50, 349.00), 4. 148S (325.00, 375.00), 2. 148M (349.50, 395.00), 4. 148ML (409.50, 439.00), 6. Remote Speak Organ (10.00, 17.50), 6. Multi Selector 12 Rec. (12.50, 35.00), 6. Melody Parade Bar (4.50, 6.00), 6. 5c Wallomatic Wireless (3.00, 8.50), 6. 5c Baromatic Wireless (4.50, 5.00), 6. 5c Wallomatic 3 Wire (2.00, 8.00), 4. 30 Wire Wall Box (2.00, 9.50), 4. 5, 10, 25c Baromatic Wire (3.00, 6.95)

Table listing electronic equipment like Wallomatic, Baromatic, and various speaker models with prices.

ROCK-OLA

Table listing Rock-Ola recorders and speakers such as Imperial 20, Windsor, and various bar boxes with prices.

PACKARD

Table listing Packard recorders and speakers like Pla Mor Wall & Bar, Manhattan, and various adaptor models.

MILLS

Table listing Mills recorders and speakers such as Do Ri Mi, Panoram, and various wall boxes.

AMI

Table listing AMI recorders and speakers like Hi-Boy, Singing Towers, and various phono models.

BUCKLEY

Table listing Buckley recorders and speakers such as Wall & Bar Box O.S. and Wall Bar Box N.S.

AIREON

Table listing Aireon recorders and speakers like Super DeLuxe, Blonde Bomber, and various phono models.

Table listing recorders and speakers from the middle section, including Flamingo, Floating Power, and Flying Saucers.

Table listing recorders and speakers from the middle section, including Havana, Hawaii, Hi Ride, and Hit Parade.

Table listing recorders and speakers from the middle section, including King Arthur, King Cole, and Knockout.

Table listing recorders and speakers from the middle section, including Marjorie, Maryland, Merry Widow, and Mercury.

Table listing recorders and speakers from the right section, including Rocket, Rockettes, Rondevo, and Round Up.

Table listing recorders and speakers from the right section, including St. Louis, Sally, Samba, and Saratoga.

Table listing recorders and speakers from the right section, including Score-A-Line, Screwball, Sea Hawk, and Sea Isle.

Table listing recorders and speakers from the right section, including Select-A-Card, Serenade, Shanghai, and Shantytown.



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 such as ABC Bowler, Ali Baba, Alice, and Amber.

Table listing pinball games such as Canasta, Caribbean, Carnival, and Carolina.



UNITED'S

# 5 Player Shuffle-Alley



**1 to 5 Players Can Play**

10¢ PER GAME...EACH PLAYER

(ROLL-OVER SWITCH REBOUND)

**Complete  
Bowling-Team  
Competition**

**Greater Appeal...  
Increased Earnings**

SIZES: 8 FT. x 2 FT.  
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**FEATURES INCLUDE  
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FAST REBOUND ACTION  
EASY TO SERVICE  
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 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS  
 SEE YOUR DISTRIBUTOR



# 10 MONTHS

OF CONTINUOUS PRODUCTION...  
 STILL AMERICA'S FAVORITE PINBALL GAME



Bally TURF KING has been doing a big job for a l-o-n-g time. For 10 solid months TURF KING has been entertaining the public. And for 10 solid months operators have been doing a booming business. Made by the makers of the most successful pin games ever produced, TURF KING is the No. 1 hit in the pinball field today. Order from your Bally distributor now.

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