

THE CASH BOX

THE
CONFIDENTIAL WEEKLY
OF THE
COIN MACHINE INDUSTRY

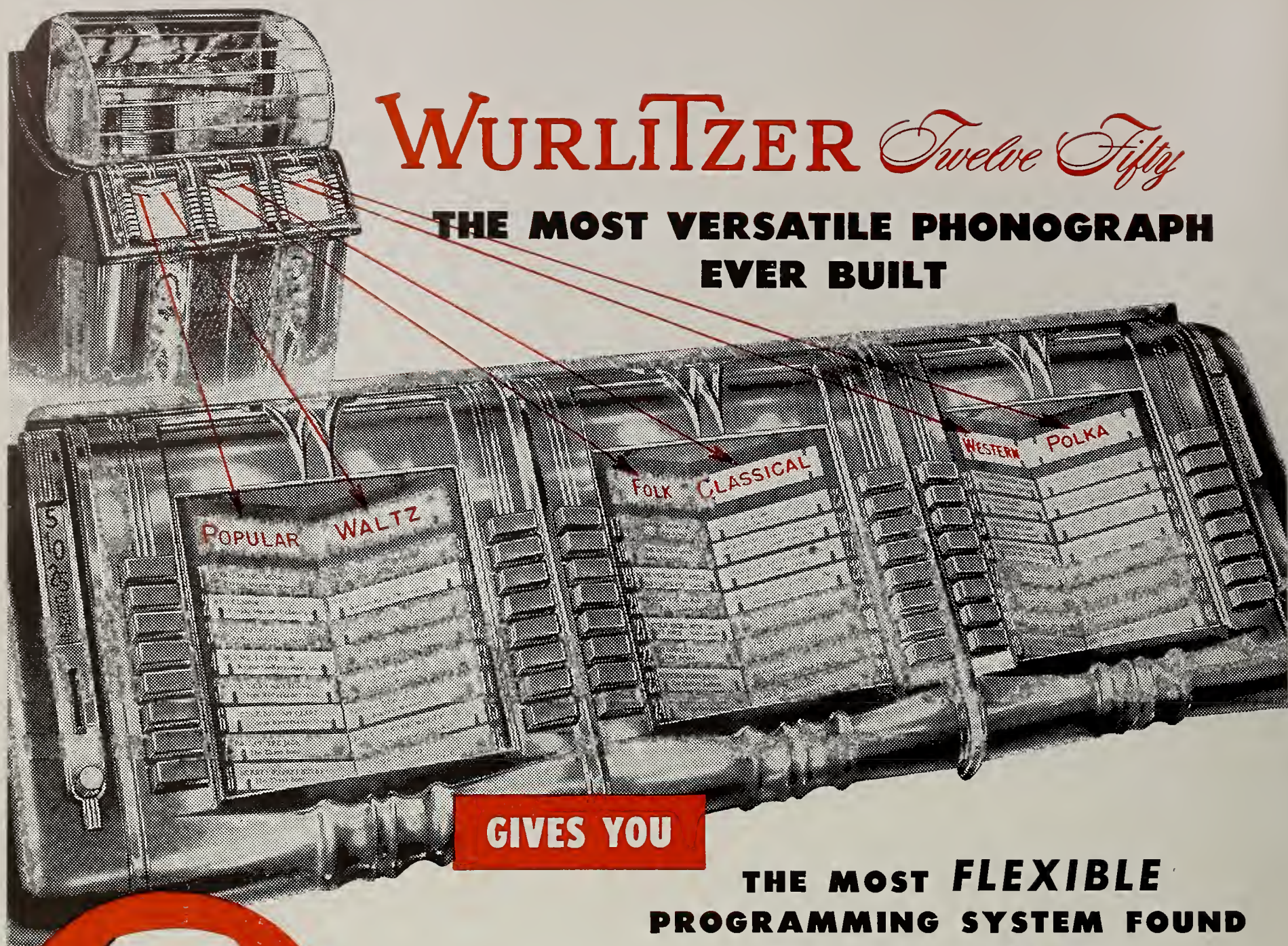
VOL. 11, NO. 43
JULY 22, 1950



Flanked by a bevy of admiring fans, songstar Vic Damone prepares to leave for Hollywood, and the fulfillment of his MGM motion picture commitments. Vic recently completed a sock engagement at the Starlight Roof, Hotel Waldorf-Astoria, New York. His etching of "Vagabond Shoes" is steadily rising in popularity, with his latest "Tzena, Tzena, Tzena" and "I Love The Girl" causing a ton of excitement among music operators throughout the nation. Vic Damone is exclusively featured on Mercury Records.

WURLITZER *Twelve Fifty*

**THE MOST VERSATILE PHONOGRAPH
EVER BUILT**



GIVES YOU

**THE MOST FLEXIBLE
PROGRAMMING SYSTEM FOUND
ON ANY JUKE BOX**

**6
PROGRAM
CLASSIFICATIONS**

48 tunes on 24 records...enough to stimulate all-time high play and keep record costs low.

The Wurlitzer 1250 proved THAT!

In addition, the 1250 offers another great play-stimulating feature.

All 1250 record selectors will play the top and bottom of each record in sequence, if desired. And that means—the MOST FLEXIBLE PROFIT-STIMULATING PROGRAM SYSTEM EVER OFFERED!

You can classify the 48 tunes on a Wurlitzer 1250 in up to SIX SECTIONS for quick, easy selection from a program "custom-built" for any location.

Standard sections for which classification cards can be provided are POPULAR TUNES, WALTZES, FOLK NUMBERS, CLASSICS, WESTERNS and POLKAS. You can have eight tunes under each heading or you can tailor your program to location requirements, devoting any multiple of eight to any type of music, such as 16 Popular Tunes, 16 Westerns, 8 Polkas and 8 Waltzes.

This programming on the Wurlitzer 1250 makes it more than ever the *feature phonograph* of the year—engineered in every way to attract the most play.

See it in action at your Wurlitzer Distributors now. Get it in action on location and watch it "go to town" for you.

**WURLITZER
MODEL 4820**

5¢ 10¢ 25¢

Enables patrons to play both sides of each of the 24 records on the 1250.



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Higher Labor Costs Plus Material Shortage Means Price Increase

This publication was the very first in the industry to warn the trade that higher prices for equipment were on their way. This was due, in great measure, to the close contact which the staff of this publication has with all in the field.

As the manufacturers began to find skilled labor more and more scarce, even though they were paying higher prices than comparable factories, the first signs of possible price rises began to be sighted by those who kept their fingers on the pulse beat of the industry.

In addition to the fact that skilled labor was becoming more scarce, and that higher wages were being paid, along with bonuses, the problem of raw materials began to also grip the manufacturing, as this situation was grabbing at other industries.

First lumber, and then steel, became short in supply. Steel and lumber suppliers to manufacturers in the field began to advise that they were being allocated only a percentage of their needs. Those manufacturers who could, and who had confidence in the continuance of high produc-

tion, placed orders as far in advance as they possibly could.

Just a few weeks ago, steel suppliers began to phone manufacturers that they had already sold everything they would receive under their allocations, even for the fourth quarter (the months of October, November and December), and this meant that steel was so scarce now that intensive search for requirements was necessary. It also meant that competition would be bidding up the price of raw steel.

As the furniture shows opened, and furniture makers reported the biggest sales boom they've yet enjoyed, in fact, many stopped taking orders for delivery after October 1, there was no doubt that competitive bidding for whatever lumber was available would hike prices of this very important raw material, too.

The average coin machine manufacturer was very much perturbed. Right during the summer months, with business better than during any previous summer season, he was faced with skilled labor and raw materials shortages which were causing constant price raises.

The manufacturer continued to absorb the price hikes in an effort not to boost prices, especially during the summer season. But, as was noted some weeks back, this was forced to end. The manufacturers are now contemplating meeting market conditions with price raises which will allow them to continue in business.

What is most important to this publication is the fact that it was the very first to bring this situation to light. It advised all in the trade to buy, and buy quickly, whatever the needs, for prices were sure to zoom, as labor became scarcer and raw materials prices went sky-high.

THE CASH BOX

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COIN MACHINE MAGAZINE

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

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

"THE CONFIDENTIAL PRICE LISTS"

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

What Counts MOST — The Location or — The Machine?

Has Greatly Diversified Operating Made Locations or Machines Most Important When Routes Are Evaluated?

A new era has been dawning in the coin machine industry.

No longer do the majority of the nation's operators consider the "machine" as important as "the location."

And the reason? Because widely diversified operating has changed valuations to a tremendous extent.

Routes today are valued on "income" from the locations, and not based so much on the value of the machines contained in the locations.

This was brought about by the bankers and finance firms who entered into this business to make ops loans.

They did not just consider the cost of the new machine, as much as they did the income from the location. This, then, changed tactics, as well as values, for the average operator everywhere in the country.

The operator began to concentrate on locations. He soon learned that "it paid" to have every type, not just one kind of machine, in any good spot, or to just scatter one specialized type machine all about the territory.

As an adjunct to this move *The Cash Box* proposed that ops sign legal location agreements with the location owners, to assure them the locations remaining their locations for a definite period of time.

This has become general practice in all divisions of the business. And even tho there are still some persons who are specializing in certain types of machines, the greater majority are buying and operating every conceivable type of machine which will bring income, and protect their "advantage," in any good location.

Of course there is a bit of business selfishness here. But, without that sort of selfish desire for protection, many ops would have lost good locations by the dozens to competitors.

Today, when an operator finds he has developed a fine location, he buys every type of machine the

location wants and needs. In this way he assures himself that location remaining his very own.

He will not let someone else enter into the spot with some other type machine and, eventually, learn what his machines are earning in the same spot, and then find he has encouraged competition to try to drive him out of the location.

Routes are so diversified today that the sale of a route is based on its locations, or rather, the income from its locations, than on the value of the machines in those locations.

When a route is sold today, the buyer finds himself in a tremendously diversified business.

He may specialize in music, or vending machines, or amusement games, yet, he has every type of coin operated product in his locations. And maintains those products so that he can protect his locations from being entered into by other operators who may, as they become better acquainted with the location owner, gradually spread out into other equipment and, eventually, take the location away.

It has been found that operators of music equipment own cigarette machines, candy bar vendors, soft drink dispensers, peanut and bulk candy vendors, as well as amusement games of all types, and even non-coin operated equipment, so that they absolutely and completely dominate the location.

They serve the location. Not just the machine. They bring the location owner whatever he needs and wants. They find that the same service call can handle more than one type of coin operated product just as quickly and efficiently, in the same location.

This alone, this efficiency, has brought about diversification of operating equipment in the field. Cigarette machine ops long ago discovered that attaching other vendors to their cig machines brought sufficient income to cover servicing overhead.

The average amusement game or music machine ops learned the very same thing when they developed a good location. They found that their men could, while servicing the amusement machine or phonograph, take care of other equipment in the

spot in just a few more moments to help defray the servicing overhead cost and, in most cases, even show a profit while, what is most important, protect the location from being trespassed by someone who would enter with one machine and spread into all other lines quickly.

The average operator will go to great length to see to it that no one inches into any one of his good locations. He'll buy stamp and peanut machines, even if no profit exists. He'll buy dispensers of every nature. He'll even arrange for sales of merchandise thru the spot to keep out any other ops who may, very quickly, learn the value of the location by watching what the other machines therein earn.

Today—what counts most—is the location.

Because of this many ops have condensed their operating area. They have found it to be more profitable to concentrate on the locations, giving the locations all the equipment it can use, rather than spread themselves over a tremendous territory with just one kind of machine, and earn only a very small part of what the locations actually take in with all equipment.

This fact has been recognized by everyone in the coin operated machines industry today. These men know that when they enter into an operator's headquarters they will find vending, amusement, music and service machines of all kinds.

They know that when buyers for any route appear—that the route is sold on "income from the locations," and not just the type and kind of machines that are in the location.

It's the location that counts. Ops continue to work hard to satisfy the location owner. They diversify their operating. They spread the various types equipment they buy into more efficient, smaller operating area, and cover the location completely, so that they enjoy undivided profits from each and every location and, thereby, have a better business for themselves with a higher valuation placed on their businesses at time of sale.

It's the location that counts.

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.

* Denotes Most Popular Recording.
Record Companies Listed Alphabetically

CODE		
AB—Abbey	DE—Decca	RE—Regent
AL—Aladdin	UV—Delvar	RO—Rondo
AP—Apollo	HT—Hi-Tone	5A—Savoy
BB—Bluebird	K—King	5IT—Sittin' In
BU—Bullet	LO—London	5P—Specialty
CA—Capitol	ME—Mercury	TE—Tempo
CM—Commodore	MG—MGM	TW—Tower
CO—Columbia	MO—Modern	VI—Victor
CR—Coral	NA—National	
DA—Dana	RA—Rainbow	

Pos. Last Week

1 I WANNA BE LOVED 2

* **ANDREWS SISTERS**

CO-38491—Buddy Clark	MG-10716—Billy Eckstine
CO-38825—Tony Bennett	VI-20-3772—Fontaine Sisters
DE-27007—Andrews Sisters	

2 BEWITCHED 1

* **BILL SNYDER**

CA-1000—Mel Torme	MG-30120—David Rose O.
CO-38821—Benny Goodman O.	TW-1473—Bill Snyder
CO-38821—Doris Day	VI-20-3726—Larry Green
DE-24983—Gordon Jenkins O.	VI-20-3617—Andre Previn
ME-5399—Jan August & Harmonicats	

3 MY FOOLISH HEART 3

* **GORDON JENKINS—BILLY ECKSTINE**

CA-934—Margaret Whiting	MG-10623—Billy Eckstine
CO-38697—Hugo Winterhalter O.	TE-470—Franz Lehar
DE-24830—Gordon Jenkins O.	VI-20-3681—Mindy Carson
ME-5362—Richard Hayes	

4 MONA LISA 7

* **KING COLE**

CA-1104—Eddie Grant	LO-619—Charlie Spivak O.
CA-1010—King Cole	ME-5447—Alexander Bros.
CO-38768—Harry James O.	MG-10689—Art Lund
CR-60250—Leighton Noble O.	VI-20-3753—Dennis Day
DE-27048—Victor Young O.	

5 HOOP-DEE-DOO 5

* **PERRY COMO—KAY STARR**

CA-980—Kay Starr	DE-24986—Russ Morgan O.
CO-38799—Frankie Yankovic	ME-5419—Lawrence Welk O.
CO-38771—Doris Day	MG-10702—Lynn Duddy Singers
CR-60209—Ames Bros.	VI-20-3747—Perry Como
DA-2077—Paulette Sisters	

6 THE THIRD MAN THEME 4

* **ANTON KARAS—GUY LOMBARDO**

CA-820—Alvine Rey O.	LO-536—Anton Karas
CO-38706—Hugo Winterhalter O.	ME-5373—Herman Stachow
CO-38665—Cafe Vienna Quartet	MG-10593—Franz Dietschmann
CR-60159—Owen Bradley	NA-9104—Dave Apollon
DE-24908—Ethel Smith	VI-20-3698—Irving Fields Trio
DE-46218—Hank Garland	VI-20-3611—Irving Fields Trio
DE-24839—Guy Lombardo O.	VI-20-3707—Ray McKinley O.
DE-24916—Ernst Nasar	VI-20-3797—Freddy Martin O.
DE-27048—Victor Young O.	

7 ROSES 6

* **SAMMY KAYE ORCH.**

CA-1001—Ray Anthony O.	LO-682—Snooky Lanson
CO-38826—Ken Griffin	MG-10684—Billy Eckstine
CO-38816—Gene Autry	VI-20-3754—Sammy Kaye O.
DE-46240—Stubby & The Buccaneers	VI-21-0306—Sons Of The Pioneers
DE-27008—Dick Haymes	

8 SENTIMENTAL ME 8

* **RUSS MORGAN—AMES BROS.**

CA-923—Ray Anthony O.	DE-48141—Ray-O-Vacs
CR-60140—Ames Bros.	DE-24904—Russ Morgan
CR-60173—Ames Bros.	ME-8174—Steve Gibson
DA-2074—Billy Mayo Quartet	VI-20-3793—Rudy Vallee

9 IT ISN'T FAIR —

* **SAMMY KAYE O.**

CA-860—Benny Goodman O.	KI-15034—Freddy Miller O.
CO-38735—Les Brown O.	ME-5382—Richard Hayes
CR-60156—Bill Harrington	ME-6290—Dinah Washington
DE-24895—Joe Marine	MG-10637—Bill Farrell
GM-943—Ray Dorey	VI-20-3609—Sammy Kaye
HAP-105—Joey Nash	

10 COUNT EVERY STAR 10

* **HUGO WINTERHALTER ORCH.**

CA-979—Ray Anthony O.	DE-48158—The Blenders
CA-859—Ray Anthony O.	DE-27042—Dick Haymes
CO-38732—Herb Jeffries	NA-9111—The Ravens
CR-60142—Harry Babbitt	VI-20-3697—Hugo Winterhalter O.

11) WANDERIN'. 12) TZENA, TZENA, TZENA. 13) BONAPARTE'S RETREAT. 14) I DIDN'T SLIP. 15) OLD PIANO ROLL BLUES. 16) STARS AND STRIPES FOREVER. 17) I CROSS MY FINGERS. 18) SAM'S SONG. 19) LA VIE EN ROSE. 20) VALENCIA.

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

RELEASE 50-29

POPULAR

PHIL REGAN
Three Little Words
You Are My Lucky Star...20-3833 (47-3833)

Here come the
DANCE BANDS again!

CLAUDE THORNHILL
Sweet and Lovely
Honolulu 20-3842 (47-3842)

Here come the
DANCE BANDS again!

RALPH FLANAGAN
Tzena Tzena Tzena
Pink Champagne 20-3847 (47-3847)

FRAN WARREN
I Love The Guy
Let's Make Love 20-3818 (47-3818)

RAY MCKINLEY
Rockabye The Boogie
Boogie Woogie Washerwoman
20-3849 (47-3849)

WESTERN

DALE EVANS
Hawaii-Na
A Two-Seated Saddle And A One-Gaited Horse 21-0360 (48-0360)

COUNTRY

CHARLIE MONROE and his KENTUCKY PARTNERS
So Blue
Without Me Are You Blue
21-0361 (48-0361)

BLUES

ARBEE STIDHAM
Squeeze Me Baby
Feel Like I'm Losing You
22-0093 (50-0093)

NEW ALBUMS

"Musical Smart Set"
ANDRE PREVIN
Three Little Words.....P-291 (WP-291)

NOTE: All records in this panel are listed alphabetically by song title.



\$. . . 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.

7 . . . designates that record is one of RCA Victor's "Certain Seven"—among the leading numbers on the trade paper best selling retail sales charts. Obviously, sure things

WEEK OF JULY 15

BEWITCHED 7
20-3776 (47-3776)
Larry Green & The Honey Dreamers

BONAPARTE'S RETREAT 7
20-3766 (47-3766)
Gene Krupa & Orch.
21-0111 (47-0114)
Pee Wee King

COUNT EVERY STAR 7
20-3697 (47-3221)
Hugo Winterhalter

CUDDLE BUGGIN' BABY 7
21-0342 (48-0342)
Eddy Arnold

HOOP DEE DOO 7
20-3747 (47-3747)
Perry Como

I'M MOVING ON 7
21-0328 (48-0328)
Hank Snow

I WANNA BE LOVED 7
20-3772 (48-3772)
Fontaine Sisters

LA VIE EN ROSE 7
20-3819 (47-3819)
Tony Martin
20-3739 (47-3739)
Melachrino Strings

MY FOOLISH HEART 7
20-3681 (47-3204)
Mindy Carson

ROSE5 7
20-3754 (47-3754)
Sammy Kaye

WHY SHOULD I CRY? 7
21-0300 (48-0360)
Eddy Arnold

VALENCIA 7
20-3755 (47-3755)
Tony Martin

The stars who make the hits are on **RCA VICTOR Records**
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

JAN FEB MAR *The* APRIL MAY JUNE *Swing's* JULY AUG SEPT to OCT NOV DEC '45'

THE CASH BOX

Record Reviews

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

"IN THE VALLEY OF GOLDEN DREAMS" (2:30)

"MAMA MIA" (3:04)

LENNY HERMAN QUINTET
(Coral 60252)

● Upper deck is a waltz which airs a competent vocal by the Hermanaires. Disk sounds like a natural for tavern spots with all the requisites: smooth, well aged, choral effect with the blending of male and female voices—to make it a nickel nabber in these spots. Back is in "Santa Lucia" tempo with an accordion solo, effective vocal and occasional ork touches to paint in color. Ops who have the spots can't miss with this platter—it's a money-in-the-bank selection.

"HERE PRETTY KITTY" (2:56)

"OUR LITTLE RANCH HOUSE"
(2:48)

GUY LOMBARDO ORCH.
(Decca 27092)

● "Kitty" slice is set in a near-waltz vein with Kenny Gardner doing an excellent job on the wordage and getting able assistance from the Lombardo Trio. Number has a pleasant enough tang to it and should move. "Ranch House" twirling discloses cute twists on the beauties of moving out of the city and into the country. It's a satisfactory novelty with a slightly Western ring. Kenny Gardner's pipes pitch the patter prettily.

"THE TUNNEL OF LOVE" (2:35)

"WITH THE WIND AND THE RAIN"
(3:00)

DINAH SHORE and JACK SMITH
(Columbia 38893)

● The Harry Zimmerman Ork frames the cute and bouncy boy-girl novelty duet of Dinah Shore and Jack Smith that has all the earmarks of another smash hot on the heels of the chirp's "1812" and "Cotton Candy." The clever lyric describes the kicks to be had in an amusement park. Turnabout has the thrush aided by the Choir on an eery entrance to an unusual sort of tune with bizarre shrieking in the background. It is the "Tunnel" side all the way for our money.

"DREAM A LITTLE DREAM OF ME"
(3:05)

"IT COULDN'T HAPPEN TO A SWEETER GIRL" (3:08)

JACK OWENS
(Decca 27096)

● "Dream" is a ballad spotlighting Jack Owens and the Male Trio in a nice, easy pace and pleasant mood. The fox trot tempo is perfect for dancing and airs like strong juke box material. Flip features Jack Owens coming through on another ballad this time with a syrupy lyric. Orking is good on both faces. "Dream" rates ops' close attention.

"DON'T BE AFRAID" (2:49)

"THERE ISN'T VERY MUCH TO DO NOW" (2:40)

GLORIA DE HAVEN and 4 HITS & A MISS
(Decca 27086)

● Paced by the fine arrangement of the Sonny Burke Ork, lovely screen star Gloria De Haven proves that she has a voice to match her looks. Taking over on the torchy, ballad, "Don't Be Afraid," the actress' purring shows a husky quality that lends a depth usually achieved only from echo chamber effects. Flip side is set in the same mood but doesn't come through as strong as the upper wax. Ops will definitely want to grab this first side and spot it in every location for a solid juke box take.

DISK OF THE WEEK

"JUST SAY I LOVE HER" (2:25)

"IF ANYBODY DOES, YOU DO" (2:20)

JOHNNY DESMOND
(MGM 10758)



JOHNNY DESMOND

● Tony Mottola's orchestration sets off the throbbing, pash vocal of Johnny Desmond as he steps into the balladeering duties on "Just Say I Love Her" and comes out covered with the plaudits of all who will hear him in the months

to come. Without a doubt, this powerful thrushing effort on the part of Johnny Desmond is the marriage of artist and song that this beautiful ballad has been waiting for. With "C'est Si Bon," "Pigalle" and "The Picnic Song" still in the big money Johnny Desmond appears to be supplying himself with his own heaviest singing competition as a result of the sure-fire smash hit that he has turned out on this side. This is the type of ballad that lasts and can be heard over and over again. The use of English and Italian adds further dash to the lyrics. Flip is also a ballad and airs the singer aided by a mixed chorus. Ops will see "Just Say I Love Her" set up a steady flow of coin. No juke box can afford to be without this disk. It's headed for the big time.

"BLUE LIGHT BOOGIE" II (2:50)

"BLUE LIGHT BOOGIE" I (2:36)

LOUIS JORDAN and HIS TYMPANY FIVE
(Decca 27114)

● Louis Jordan & the Tympany Five beat out the slow boogie rhythm while Louis and the Trio turn in the vocal chorus on this shellac. The vocal is a blues shouting effort that has an extremely strong blues flavoring for the average pop location. Flip is the first part of the wax ring with the instrumental pace slow again. As a "pop" release the biscuit is one that will certainly require close attention.

"BASIN STREET BLUES" (2:27)

"OH SUSSANA" (2:28)

UKULELE JO and SID BASS ORCH.
(Jubilee 4000)

● Two ukulele sides set to show the popular instrument in all its range might well attract attention from the many new ukulele players, and teevee fans. The Sid Bass backing frames the efforts of Ukulele Jo allowing him free range on the standard oldies. Top shellac seems to show just a little better. All ops will want to listen closely to these contenders; they could easily become location favorites.

"CLEOPATRA RHUMBA" (2:45)

"EL SOPON" (2:48)

MACHITO ORCH.
(Mercury 5443)

● Top deck is an out-of-the-ordinary rhumba number with a snake charming fluting woven into the music to give it an oddly Eastern flavor along

with the standard Spanish rhumba tempo. The overall effect of the Machito platter is arresting. "El Sopon" is a colorful Mexican rhumba with a Spanish vocal and a join in from the chorus. Ops with spots which normally like "South Of The Border" material have a winner in "Cleopatra."

"DIDN'T WE" (2:42)

"BIRMINGHAM BOUNCE" (2:43)

TED HEATH ORCH.
(London 726)

● Lita Roza and Jack Parnell are teamed on this boy-girl ballad. The piping is satisfactory and the pace and chatter move in a pleasant vein throughout. "Birmingham Bounce" has Jack all alone on the thrushing in an adequate fashion but doesn't offer him quite enough support to get the full flavor of the Western rhythm in the tune. "Didn't We" might get attention.

"GOODNIGHT, IRENE" (2:42)

"MY BLUE HEAVEN" (2:30)

FRANK SINATRA
(Columbia 38892)

● Frank Sinatra's offering of "Goodnight Irene." Backed by the Mitch Miller Ork, is a fine job that shapes up as a long-range hit. The flip is a standard oldie treated in good fashion here and able to grab the coin on its own merits. Ops have a safe bet in latching on to this platter as a hot possibility for top honors.

"I DO BETTER UP IN THE MOUNTAINS" (2:40)

"MY HEART ISN'T IN IT" (2:45)

EDDY HOWARD ORCH.
(Mercury 5453)

● Eddy Howard wrings real possibilities from the novelty top face. With the orking cutting the pace to his familiar, shmaltzy, two-beat pace and Eddy Howard's soft, purposeful voice purring the cute wordage the disk rates attention. Flip is a ballad done in a satisfactory fashion by the ork and with another good Eddy Howard chanting. Ops will want to check the top deck closely for summer spins.

"I'M BASHFUL" (2:40)

"I LIKE THAT" (2:20)

ARTHUR GODFREY and JEANETTE DAVIS
(Columbia 38894)

● Archie Bleyer's Orking background the tonsiling of video stars Arthur Godfrey and Janette Davis on a boy-girl novelty duet. The wordage is very cute, the ditty is already getting plays in other versions and this rendition will land a part of the loot. "I Like That" is another boy-girl novelty, this time extolling the joys of smooching. Ops should load up on these very cute circles—particularly where there is a young crowd.

"ON THE BEACH" (2:09)

"BASEBALL POLKA" (2:36)

GEORGE CATES ORCH.
(Coral 60249)

● "On The Beach" is a lilting waltz-time production number with a rickety vocal by the Heartbeats. The tune is a sing-along ditty set in the sweet, straw hat style of the '20's. Flip is a polka with group singing by the Buccaneers. The reverse number is rollicking and topical but somewhat in the "special material" classification. Ops should listen closely and make their decisions based on location preferences for this type of wax.

"BLACK BOTTOM" (2:32)

"CHARLESTON" (2:16)

EDDIE CONDON ORCH.
(Decca 27095)

● Peggy Ann Ellis does the tonsiling of this "flapper era" oldie that is roaring back on the heels of the ever-growing revival list of the tunes of the twenties. Eddie Condon's Dixieland production and the quality of his sidemen leave nothing to be desired. Reverse ditty "Charleston" has another good singing effort from Peggy Ann Ellis and once again is an oldie return as a result of the West Coast dancing rage. Ops will find that these sides will earn their share of whirls in every juke box.

"HAPPY MUSIC" (2:30)

"SHOW ME THE WAY TO GET OUT OF THIS WORLD" (2:05)

PEGGY LEE—DAVE BARBOUR ORCH.
(Capitol 1105)

● On a sprightly tune with an interesting lyric Peggy Lee turns in the kind of a thrushing that spells another big hit from the versatile chirp. Dave Barbour's Ork is up to its highest standards in framing Peggy Lee's excellent piping and Barbour himself turns in a strong job on the electric guitar. Reverse is an unusual bit of novelty material that sounds potent on its own and gains once again from the vocalizing of Peggy Lee and playing of Dave Barbour. Ops look to have a smash attraction with that "Happy Music" in their juke boxes.

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.

- ★ YOU WONDERFUL YOU..... Alan Dale..... Columbia 38874
- ★ "HAPPY MUSIC"..... Peggy Lee..... Capitol 1105
- ★ "GOODNIGHT, IRENE"..... Frank Sinatra..... Columbia 38892
- ★ "I WAS DANCING WITH SOMEONE"..... Percy Faith Orch.—Toni Arden..... Columbia 38880

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"Mercury Operator's Bonus Plan"

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**PLAN "C" } 10 FREE Mercury Records
OF YOUR OWN CHOICE
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DURING THE PERIOD FROM JULY 15 TO AUGUST 15, 1950

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WITH EVERY 1000 PURCHASED**

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WITH EVERY 500 PURCHASED**

DURING THE PERIOD FROM JULY 15 TO AUGUST 15, 1950

**➔ Contact Your Nearest Mercury Record
Distributor TODAY! Participate
in these Great Money-Saving Mercury Bonus Plans**

MERCURY RECORD CORPORATION

CHICAGO, ILLINOIS

THE CASH BOX

Record Reviews

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

"YOU WONDERFUL YOU" (3:10)

"OF ALL THINGS" (2:05)

ALAN DALE—PERCY FAITH ORCH.
(Columbia 38874)

Alan Dale lends his rich, vibrant baritone to a beautiful ballad that breaks out with all the earmarks of a big, big hit for the young singer. The vocalizing has sincerity and depth, the lyric is meaningful and the Percy Faith Ork parlays the mixture into a rich production. Flip is another ballad, this time in a faster mood and once again sparked by Alan Dale's singing. "You Wonderful You" is the side that sends us and should send you down to the nearest distrib to load up each and every one of your juke boxes.

"BLACK BOTTOM" (2:30)

"CHARLESTON" (2:28)

BOB CROSBY and his BOB CATS
(Coral 60254)

Bob Crosby takes a bow here on the instrumental and vocal presentation of a commercialized Dixieland rendition of the popular new-old dance the "Black Bottom". On the "Charleston" turning Bob's resemblance to brother Bing is extremely striking and that certainly shouldn't hurt any in insuring replays. Both rings are more in the commercial groove than the usual Dixieland releases and for that reason might garner a heavier loot load than most.

"TZENA, TZENA, TZENA" (2:27)

"MY BONNIE WENT OVER THE OCEAN" (2:29)

WALT SOLEK ORCH.
(Columbia 12473 F)

An international release by Walt Solek should cut a good part of the take on the smash "Tzena" with his particularized audience. Walt Solek takes the vocal on the top which is converted into a pure polka replete with cat calls from the ork. Bottom is penned by Solek and features his vocal on a polka take-off of "My Body Lies Over The Ocean". Ops with polka locations have a sure money maker in this platter.

"MILES STANDISH" (3:03)

"THE MAJOR AND THE MINOR" (3:00)

TONY PASTOR ORCH.
(Columbia 38871)

"Miles Standish" engraving leads off with an instrumental intro in a fox trot tempo set for dancing. The "Robin Hood" style of narration follows for a middle chorus with the wordage advanced by Tony Pastor. Bottom is a swing instrumental that shows well with strong orchestral blending. "Standish" etching is strictly for Pastor fans while the bottom may snag spins in dance locations.

"I'M IN LOVE WITH THE MOTHER" (2:33)

"STEVEN GOT EVEN" (2:45)

ROBERT Q. LEWIS
(Columbia 38877)

Television comic Robert Q. Lewis teams up with Archie Bleyer's Ork and Quartet to turn in some half-serious crooning on this cute novelty biscuit. Lewis' natural resonance stands him in good stead on the vocals. Bottom is a humorous monologue aided by dubbing in a playback of Lewis' voice with the chatter so that he does a duet with himself. Both ends are good for giggles and the maternal edge might have potential as a juke box ditty.

SLEEPER OF THE WEEK

"LA VIE EN ROSE" (3:20)

"C'EST SI BON" (2:59)

LOUIS ARMSTRONG

(Decca 27113)



LOUIS ARMSTRONG

The new Mack David lyrics to the French pop classic receive here the most stirring and heart gripping interpretation they have ever had. For sheer feeling, mood, sincerity and depth of emotion in a vocal the young singers could do well to play this one over and over again as gravelly old Louis Arm-

strong follows up a breathtakingly beautiful entrance and then tears his listeners into a stunned silence with the treatment that he gives to the wonderful love lyrics. Nothing since "Bewitched" first started climbing the charts is going to effect listeners quite as profoundly as Louis Armstrong's show-stopping rendition of "La Vie En Rose". The balladizing of "C'est Si Bon" is highly moving but lacks the powerful emotional impact of "La Vie En Rose." The effect of piano fingering racing lightly up and down the scale, the superb horn work on the theme and the perfect feeling for the melody that Louis Armstrong puts into his voice makes his version a sure standard. Ops will hear this tune not more than half way through before they order a supply for every juke box they have.

"DRIFTING AND DREAMING" (3:13)

"A FOGGY DAY" (3:12)

LES BROWN ORCH.
(Columbia 38878)

"Drifting" is an instrumental dance tune with enough of a familiar flavoring to invite humming along with the sweet presentation. "A Foggy Day" is zingy and swingy, faster than the above and holds more listening than hoofing attraction. Ops looking for something light should get with this cookie.

"BLUEBEARD BLUES" (3:00)

"THE GOLDEN BULLET" (2:50)

COUNT BASIE ORCH.
(Columbia 38888)

Two new jazz instrumental pressings by Count Basie will ring merrily for fans of the Count's famous stylings. "Bluebeard Blues" is highlighted by outstanding piano work and particularly good use of the brass sections. "The Golden Bullet" is not quite as strong but can still take a bow for the top-notch horn solo. Ops with spots that go for instrumental jazz disks will lend an ear.

"I WAS DANCING WITH SOMEONE" (3:09)

"FRIENDLY STAR" (3:05)

TONI ARDEN—PERCY FAITH ORCH.
(Columbia 38880)

Chirp Toni Arden harvests her share of a fruitful session here with two sides that vie with each other for highest honors. Both edges are ballads with the "Dancing" ditty aptly named for the dreamy eyed shufflers and still plenty listenable as a result of the lilting spooning of thrush Arden. "Friendly Star" boasts the orchestral and choral blend that stamps Percy Faith arrangements plus a ballad vocal assumed once again by capable Toni Arden. Both these tunes are musts for the juke box op who wants consistent heavy play from his disks.

"BONAPARTE'S RETREAT" (2:30)

"FIDGETY FEET" (3:08)

PHIL NAPOLEON and HIS MEMPHIS FIVE
(Columbia 38891)

Phil Napoleon doing "Bonaparte's Retreat" seems highly appropriate. Betty Ann Grove rides the vocal on this tune that is presently running right into the "Top Ten" list. The interpretation is pure Dixieland that almost overpowers the chirping. Flip is an instrumental Dixie rendition with a catchy, stirring tempo. Ops may want to consider the top deck.

"THE OBJECT OF MY AFFECTION" (2:26)

"SAM, THE ACCORDION MAN" (2:30)

RUBY WRIGHT
(King 15053)

"Object" slice is a standard that gets a fine treatment here as the thrush's cute pipes polish the ditty off in fine style. The orchestral framing is excellent and the use of the strings tends to add force to the vocal. Over airs a swingy tune once again aided by some fine singing from Ruby Wright. Ops should listen closely to the top cutting—it's a solid juke box offering.

"I GOT TOOKIN'" (2:36)

"IF YOU SMILE AT THE SUN" (2:32)

KITTY KALLEN
(Mercury 5452)

Kitty Kallen wraps this novelty up and sells "I Got Tookin'" with all the polish and appeal that the sprightly tune and clever, cute lyrics have to offer. The Kallen voice never sounded better and every indication is that she will hold her own against all comers on this version. Reverse ditty is light and feathery and again set in the novelty vein. Harry Geller's Ork gives the assist on both engravings. Ops should listen.

"HERE PRETTY KITTY" (2:40)

"BUONA SERA" (2:50)

LOUIS PRIMA
(Mercury 5451)

Keely Smith adds her chirping to Louis Prima's pipes and orking on the top deck. The gal singer is in excellent voice for these chores and we wish we could have heard even more from her. Prima's instrumental work on the side is first rate. Flip is Italian for "Good Night" and is sung in both languages by Prima. Top deck is the one that is more suited to general juke box requirements but ops would do well to listen to both before making up their minds.

"CHOOGA-CHOO" (2:47)

"SUSAN, NANCY" (2:40)

LENNY HERMAN and QUINTET
(Coral 60183)

Lenny Herman turns in a very fine vocal on the cute lyric of the excellent novelty upper circle. The Swedish motif to the counting and the music box tinkle add up to solid appeal and are aided and abetted by the best piping to date from Lenny and the Hermanaires. Under ring is another novelty this time kidding the difficulty of telling twins apart. Ops in the market for novelty sides should find two of them here that fit the bill exactly.

"SOME DAYS THERE JUST AIN'T NO FISH" (2:32)

"CONEY ISLAND WASHBOARD" (2:35)

HOAGY CARMICHAEL
(Decca 27093)

Matty Matlock's fine orking and the group chanting of the 4 Hits And A Miss add onto Hoagy Carmichael's familiar singing style, to result in a contender for the already climbing "Gone Fishin'" song. Hoagy Carmichael does without his piano on this and turns in a fairly creditable vocal. "Coney Island Washboard" is the familiar novelty side that has been receiving a great deal of attention lately and is more perfectly suited to Hoagy's voice range.

"GOLDEN SAILS" (2:55)

"WHY DID YOU BREAK MY HEART?" (2:40)

KEN GRIFFIN ORGAN—JERRY WAYNE
(Columbia 38895)

Both ends of this disk are set in the semi-folk pop tempo that made "You Can't Be True, Dear" the juke box sensation of a few years back. Jerry Wayne handles his vocalizing with a great deal of schmaltz and the cornball melody contains the sort of appeal that pulls hard with the public. Ops should listen to these edges a few times before coming to a conclusion about the material.

"I AIN'T GOT NOBODY" (3:07)

"WAGON WHEELS" (3:19)

SY OLIVER ORCH.
(Decca 27094)

"I Ain't Got Nobody" is an oldie fox trot that gets a jazz blending from Sy Oliver's Ork and then has Sy's voice pitched low taking the center chorus. Backing is an instrumental, slow-moving oldie that gets a rich, full treatment from the Sy Oliver Orking. The maestra has long been a favorite with music fans who like a little jazz mixed in with their musical menu and don't care for numbers that are completely in that idiom.

ROUND THE WAX CIRCLE

NEW YORK:

Word seeps thru the pipeline that the Chi NAMM show was going great guns at this writing. Representatives from every field of the music business were on hand for the annual meet. One of the bigger bombs to explode at the show, was of course, Decca's news that they too are going into the three-speed biz, with the addition of 45 rpm.'s to their line. Just what the position of Columbia will be after this is anybody's guess, altho we're willing to bet that they'll go 45 also within time. Mebbe when they get the cross word puzzle straightened out a bit, they'll get down to selling records, the reason they're around to begin with anyway. . . . Joe Delaney, assistant general sales manager of Coral Records, will follow up his NAMM jaunt with a five-week trip thru the northwest on a personal contact tour of distribs, operators, dealers and dee-jays. . . . Irv Berman has a winner in the Savannah Churchill recording of Laurel Music's new tune, "Can Anyone Explain." . . . Teddy Powell's opening at the Roosevelt last week really caught on. The band brought the dancers out on the floor en masse. . . . Despite many con-



TOMMY DORSEY

flicting observations concerning the sheet music slump, several of the music pubs agreed that a good solid song will still sell big. Consensus of opinion seems to be, "give 'em a simple ballad and they'll buy it." Many agreed that business at this time isn't too far off '46 or before the war year. . . . Tommy Dorsey, who's been knocking himself out waxing some potent Dixie wax for RCA Victor, off on a summer vacation on his 96-foot yacht. . . . Judy Johnson is the new thrush with the Sammy Kaye crew. Judy appeared in the hit musical "High Button Shoes" last. . . . And speaking of Sammy, he continues on his merry way, making hit recordings. Keep your eyes peeled for his last one, "I Thought She Was A Local" and "The Object Of My Affections." "Elephant Boy" Henry Okun vacationing at Atlantic City. . . . Like the way the town has suddenly gone mambo crazy. Credit Dave Barbour for it, his Cap recording of "El Mambo" is going crazy too. . . . Ralph Flanagan ork signed Penny Smith of Dayton, Ohio (hello Earl Wilson) as fem chirp.

CHICAGO:

While most music folk in town convened at the NAMM Trade Show and Convention, Chicago's personality parade continued to play to peak show capacities. Seems as if the hot weather hasn't bothered the fans at all. . . . Margaret Whiting and Bill Snyder's trick at the Chicago Theatre racked up heavy grosses. And speaking of this latter bill, don't forget the comic country team of Homer & Jethro, who'll wow 'em any day. . . . The Ames Brothers at the Oriental have come up with another hot winner, following their "Rap Mop" and "Sentimental Me" boffo's. Ditty is "Can Anyone Explain," and is rapidly catching on in popularity. . . . We hear tell that Teddy Powell's opening in New York at the Hotel Roosevelt Grille vowed Gotham just as Teddy did during his stay here. . . . We like the way Xavier Cugat handles "El Mambo" over at the Edgewater Beach Hotel. Ditty is fast becoming a hot hit. . . . Music ops in Chi town taking fast advantage of Mercury Records bonus deal. Ops hail the "quantity-purchase-plan" as the best thing that's come out of the record business in years. . . . Victor Borge headlines the Chicago Theatre bill come August 11. . . . Jimmy Dorsey ork is set to follow Frankie Carle into the Beachwalk come September 7. Jimmy has a real cute one in his "Tipperary" biscuit. . . . Chubby Jackson and a new unit are booked into the Blue Note for two weeks, starting August 4. . . . Lawrence Welk nabs the big run at the Trianon. Engagement is set from July 22 thru September 10. . . . Dick Jurgens bows at the Aragon July 18th for a month's run. . . . Many Chicago veteran music men stunned by the sudden death of Buddy DeSylva. Buddy was one of the nation's top songwriters. . . . What will they think of next dept. Columbia's polka version of "Tzena, Tzena, Tzena." Almost like playing "Mule Train" in waltz time. . . . Korean situation has some local diskers worried about the availability of shellac. Bulk of it comes from the Far East.



JIMMY DORSEY

LOS ANGELES:

Long as television appears to be here to stay in the home, where it belongs, we might as well recognize it, at least from the angle of what it's done for the dee-jays—or what the platter-chatter boys are doing to it. . . . On the local front, the tele-jockey thing at the outset consisted chiefly of Al Jarvis interviewing housewives and recording artists, soaking his tootsies and eating lunch regular, Hawthorne making faces, noises and wobbling his camera Eggbert at the audience, Bill Anson coming along with a fairly lively live talent show, freely interspersed with commercial pitches and Don Otis, another late entry, with a celebrity-talent show of quite solid format. . . . It was up to KFWB dee-jay Peter Potter to hop over to KTSL for an application of the jockey's inimitable art to the visual medium. . . . Pete's nightly amateur song-writers' competition in front of several publishers' contact men on the "Platter Parade" and, particularly, the Friday night teen-age "Juke Box Jury" stack up, even unto their rapid-fire commercials, as the closest thing to a perpetuation of the species Americanus



DORIS DAY

discus-jockey on video and prove that the boys can make an entertaining transition to the new field, for the benefit of the music business as well as their audiences, without going out in the field. . . . Doris Day's "I Didn't Slip" climbing fast and furious. . . . It was a nice lunch and interesting report from Irving Fogel of Tempo Records on his three-month tour of Europe. . . . Among the fine collection of souvenirs he brought back with him are a moustache spoon from Scotland, a huge book of rare Hogarth prints from England, a beautifully carved king-size pipe and his prize object, still en route, an Italian music box dating back to 1810.

AT LAST! The Juke Box Operator's Own Records!

PRODUCED BY OPERATORS FOR OPERATORS



FIRST RELEASE SOLD OVER 10,000
THE FIRST WEEK

DANNY O'NEIL

(WITH NOOK SCHREIER ORCH.)

SINGING

"Emma Lou"

BACKED WITH

"When Lola Plays The Pianola"

(ORIOLE 101)



RELEASED JULY 5th

DANNY O'NEIL

(WITH NOOK SCHREIER ORCH.)

SINGING

"Dublin Rose"

BACKED WITH

"Sticks And Stones"

(ORIOLE 102)



Attention! Juke Box Operators!!

More BIG STARS To Be Released Soon . . . Singing The Tunes That STAY PUT IN YOUR BOXES!! Operators—This Is What You've Always Wanted—Records Produced For You By Operators Who KNOW What Operators NEED! "ORIOLE RECORDS" Are YOUR BEST MONEYMAKERS! Write! Wire! Phone TODAY!!



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MERCURY DISTRIBS VOTE MORE BONUS

Smaller Juke Box Ops Voted 10 Mercury Records of Own Choice Free With Every 100 Purchased. New Plan Smashes NAMM Show Rumors That Mercury Distribs Were Against Free Records to Juke Box Ops on Mercury Bonus Plans.



WE'VE GOT THE HITS

RAINBOW RECORDS

New Releases
ALL SPEEDS 78 - 45 - 33-1/3

<p>LARRY NEWTON</p> <p>DICK TODD Daddy's Little Boy Red Apple Cheeks # 40055</p>	<p>EDDIE HELLER</p> <p>BUDDY WILLIAMS and his Golden Echo Music On The Mall # 40088 Spring Made A Fool Of Me</p>
<p>EDDIE "PIANO" MILLER</p> <p>Waitin' For The Robt. E. Lee # 90011 Who By The Light Of The Silvery Moon # 60044 Me And My Shadow Carolina In The Morning # 60022 Hot Time In The Old Town</p>	

RIVIERA RECORDS

New Releases

<p>BOB EBERLY No Greater Love Sunrise Follows Sunset No. 112</p>	<p>ROGER COLEMAN Everything I Love Too Marvelous For Words No. 114</p>
<p>AL BLANK HARMONICA TRIO I Still Get A Thrill Lazy River No. 116</p>	

DERBY RECORDS

New Releases

FREDDIE MITCHELL ORCH.
Fish Market Boogie
Till Tom Boogie No. 739

Summertime Boogie
Music Makers Boogie No. 741

STAR OF DAVID RECORDS

CANTOR SAMUEL MALAVSKY
and Family Choir
Tzena Tzena Tzena

The Singers of Israel
No. 1505

MAIN } New York City
OFFICE } 767 Tenth Ave.

BRANCH } Los Angeles, Cal.
OFFICE } 4852 W. Jefferson Blvd.



IRVING GREEN
President, Mercury Records

CHICAGO—Squashing the rumors that had persisted since the opening day of the NAMM (National Association of Music Merchants) convention (Monday, July 10) that Mercury Record distributors were "absolutely against the free records bonus plans which the firm had sensationally announced for the first time in the last issue (July 15, 1950) of *The Cash Box*, came the stirring announcement, after a special long session meeting of all Mercury distributs at the Palmer House (Tuesday, July 11) wherein these distributs not only agreed to feature Plans "A" and "B" which Mercury Record Corp. had already presented, but, also urged that a new plan (Plan "C") be adopted, whereby the smaller juke box op, who could purchase no more than 100 records during July 15 and August 15, would receive 10 free Mercury Records of his own choice.

When Irv Green, President of Mercury Record Corporation officially made the announcement, he was greeted with much commendation. Not only did his statements smash all rumors, but, it won for him the complete approval and compliment of everyone connected with the automatic music industry.

Green stated, "We have just come thru a long meeting with all of our distributors and we have found that not only are they in full agreement with our new 'Mercury Records Operator's Bonus Plans' but, they want another plan added to the two which we already announced and which have created such a sensation in the record world.

"The new plan," he continued, "will be known as 'Plan C'. It will allow for the smaller, hard hitting juke box ops to obtain 10 free Mercury Records of their own choice from the entire Mercury Catalog with the purchase of 100 Mercury Records during the period of July 15 to August 15, 1950.

"We feel that everyone of our distributors is to be commended for this grand and liberal gesture. They came

thru with this plan of their own volition.

"No one in the firm suggested it. In fact," he said, "they showed their enthusiasm for our operator's bonus plans in such fine fashion that we feel we have the grandest distributing organization in the entire history of the record manufacturing industry.

"I want to go on record," he concluded, "to thank each and every one of our distributors for their grand generosity and for their intelligent merchandising as well as their enthusiasm for our organization and the plans which we have presented to benefit the nation's juke box operators."

Action on all plans is reported under way. Mercury's Chicago distrib, Milt Salstone, stated, "This is something that my salesmen can get their teeth into. Already operators have phoned us and told us to start charging their purchases against these plans. We believe that Mercury has done something of tremendously outstanding value for everyone of the nation's juke box operators."

Other distribts also reported that reaction was already being felt to the three different bonus plans now in effect for juke box ops.

Music operators attending the NAMM convention here were emphatic in their approval of the Mercury bonus plan. Ops pointed out that Mercury, in allotting music operators free amounts of recordings on quantity purchases, was the first recording company to give them a deal similar to that of the record dealers.

Mercury's bonus plan was one of the highlights of the NAMM convention, causing much comment and excitement among the many record distributors and manufacturers represented.

It was further pointed out by the music operators, many of whom are large record dealers in their respective territories, that Mercury was also the first recording organization to take care of "all segments of the trade—the dealer and the operator."

One well known midwestern music operator was prolific in his wholehearted approval of the Mercury plan. "The record manufacturers have been trying to satisfy the dealers for a long time with summer slump deals," he stated, "and at long last here comes an outfit, that realizes that the juke box business has no slump. Instead of battling with other companies, Mercury seems to have come up with a deal that'll help 'em sell more records, and likewise help the music operator do more business."

**3 HITS
IN A ROW!**

LITTLE ESTHER
1 COAST-TO-COAST!
Savoy # 750

CUPID'S BOOGIE
with MEL WALKER
backed by . . .
Savoy # 735

JUST CAN'T GET FREE
— STILL GOING STRONG —
Savoy # 731

MISTRUSTIN' BLUES
LITTLE ESTHER with MEL WALKER
MISERY

DOUBLE CROSSIN' BLUES
BACK ALLEY BLUES
Savoy outselling all competitive labels 5-to-1

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58 Market St., Newark 1, N. J.

THE CASH BOX

Disk Jockeys' REGIONAL RECORD REPORTS

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending July 15.

Al Ross

WBAL—Baltimore, Md.

1. BEWITCHED (Larry Green)
2. HOME COOKIN' (Hope-Whiting)
3. MONA LISA (King Cole)
4. I STILL GET A THRILL (Dick Haymes)
5. IF YOU WERE ONLY MINE (Perry Como)
6. I'M BASHFUL (Mindy Carson)
7. STARS ARE THE WINDOWS OF HEAVEN (Ames Bros.)
8. LA VIE EN ROSE (Bing Crosby)
9. MY FOOLISH HEART (Mindy Carson)
10. SOMETIME (The Mariners)

SHERM FELLER

WCOP—Boston, Mass.

1. GOODNIGHT, IRENE (Gordon Jenkins)
2. TZENA, TZENA, TZENA (Mitch Miller)
3. SNOOKY OOKUMS (Joe Carr)
4. I'M IN LOVE WITH THE MOTHER, ETC. (Robert Q. Lewis)
5. CHOC'LATE ICE CREAM CONE (Judy Valentine)
6. CONEY ISLAND WASHBOARD (Freddie Hall)
7. PEDDLER'S SERENADE (Johnny Corvo)
8. I DIDN'T SLIP (Lisa Kirk)
9. ME AND MY IMAGINATION (Guy Mitchell)
10. I THOUGHT SHE WAS A LOCAL (S. Koye)

Rudy Heath

WAVZ—New Haven, Conn.

1. I WANNA BE LOVED (Dinah Washington)
2. SENTIMENTAL ME (Roy-O-Vacs)
3. HARD LUCK BLUES (Roy Brown)
4. I'LL NEVER BE FREE (Lionel Hampton)
5. I ONLY KNOW (Dinah Washington)
6. SUMMERTIME (Sarah Vaughan)
7. JUST CAN'T GET FREE FROM YOU (Little Esther)
8. WELL, OH WELL (Tiny Bradshaw)
9. STARDUST (Billy Eckstine)
10. OH LITTLE GIRL (Chuck Morris)

Ray Perkins

KFEL—Denver, Colo.

1. SENTIMENTAL ME (Russ Morgan)
2. BEWITCHED (Doris Day)
3. MY FOOLISH HEART (Gordon Jenkins)
4. COUNT EVERY STAR (Hugo Winterhalter)
5. HOOP DEE DOO (Perry Como)
6. OLD PIANO ROLL BLUES (Jan Garber)
7. THIRD MAN THEME (Anton Karas)
8. I WANNA BE LOVED (Tony Bennett)
9. ROSES (Sons Of The Pioneers)
10. MONA LISA (Art Lund)

Bob Murphy

WONE—Dayton, O.

1. I WANNA BE LOVED (Andrews Sisters)
2. GONE FISHIN' (Arthur Godfrey)
3. MISSISSIPPI (Bill Darnel)
4. FRIED CHICKEN RAG (Olson Bros.)
5. BONAPARTE'S RETREAT (Kay Starr)
6. HOME COOKIN' (Whiting-Hope)
7. WHERE IN THE WORLD (Guy Mitchell)
8. THIRD MAN THEME (Anton Karas)
9. CLOUDY MORNING (Anton Karas)
10. COUNT EVERY STAR (Hugo Winterhalter)

Eddie Gallaher

WTOP—Washington, D. C.

1. THIRD MAN THEME (Guy Lombardo)
2. I WANNA BE LOVED (Andrews Sisters)
3. BEWITCHED (Bill Snyder)
4. SENTIMENTAL ME (Ames Bros.)
5. HOOP DEE DOO (Perry Como)
6. MONA LISA (King Cole)
7. I DON'T CARE IF THE SUN DON'T SHINE (Patti Page)
8. MY FOOLISH HEART (Gordon Jenkins)
9. OLD PIANO ROLL BLUES (Lawrence Cook)
10. COUNT EVERY STAR (Hugo Winterhalter)

Pete Ebbecke

WDAS—Philadelphia, Pa.

1. I WANNA BE LOVED (Andrews Sisters)
2. MY FOOLISH HEART (Gordon Jenkins)
3. I NEVER KNEW I LOVED YOU (Vera Lynn)
4. I CROSS MY FINGERS (Percy Faith)
5. SIMPLE MELODY (Dinah Shore)
6. VAGABOND SHOES (Vic Damone)
7. IF YOU WERE ONLY MINE (Perry Como)
8. ARE YOU LONESOME TONIGHT? (Blue Barron)
9. MISSISSIPPI (Bill Darnel)
10. BOULEVARD OF BROKEN DREAMS (Tony Bennett)

Gene Rousseau

WWON—Woonsocket, R. I.

1. COUNT EVERY STAR (Herb Jeffries)
2. I CROSS MY FINGERS (Percy Faith)
3. MY FOOLISH HEART (Billy Eckstine)
4. AMERICAN BEAUTY ROSE (Frank Sinatra)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. PIGALLE (Johnny Desmond)
7. THIRD MAN THEME (Guy Lombardo)
8. OLD PIANO ROLL BLUES (Lawrence Cook)
9. BEWITCHED (Doris Day)
10. SAM'S SONG (Victor Young)

Bob Earle

KSO—Des Moines, Iowa

1. MONA LISA (King Cole)
2. BUFFALO BILLY (Evelyn Knight)
3. RAIN (Honeydewers)
4. HOOP DEE DOO (Kay Starr)
5. I STILL GET A THRILL (Tony Martin)
6. STARS AND STRIPES FOREVER (R. Flanagan)
7. COUNT EVERY STAR (Dick Haymes)
8. BEWITCHED (Gordon Jenkins)
9. AMERICAN BEAUTY ROSE (Eddy Howard)
10. IT ISN'T FAIR (Sammy Kaye)

Sid Dickler

WHOD—Pittsburgh, Pa.

1. MONA LISA (Charlie Spivak)
2. ROSES (Snoaky Lanson)
3. BLIND DATE (Knight-Haymes)
4. COUNT EVERY STAR (Hugo Winterhalter)
5. WAITING (Keltton-Pallen)
6. I WANNA BE LOVED (Andrews Sisters)
7. MY FOOLISH HEART (Gordon Jenkins)
8. SAM'S SONG (Hogan-Wayne)
9. AT SUNDOWN (Frank Petty)
10. SOUTHERN COOKIN' (Hank Fort)

Gene Whitaker

WSSB—Durham, N. C.

1. BEWITCHED (Mel Torme)
2. SOMETIME (The Mariners)
3. I WANNA BE LOVED (Andrews Sisters)
4. ROSES (Dick Haymes)
5. MY FOOLISH HEART (Gordon Jenkins)
6. I STILL GET A THRILL (Dick Haymes)
7. THE BREEZE IS MY SWEETHEART (A. Mooney)
8. THE PICNIC SONG (Johnny Desmond)
9. VAGABOND SHOES (Vic Damone)
10. I CROSS MY FINGERS (Perry Como)

Dave Rodman

WEIM—Fitchburg, Mass.

1. GOODNIGHT, IRENE (Gordon Jenkins)
2. TZENA, TZENA, TZENA (Mitch Miller)
3. I WANNA BE LOVED (Andrews Sisters)
4. MONA LISA (King Cole)
5. VAGABOND SHOES (Vic Damone)
6. COUNT EVERY STAR (Dick Haymes)
7. A LITTLE BIT INDEPENDENT (Bob Crosby)
8. THIRD MAN THEME (Anton Karas)
9. BLIND DATE (Whiting-Hope)
10. BEWITCHED (Bill Snyder)

Myron Barg

WMOR—Chicago, Ill.

1. MONA LISA (King Cole)
2. PICNIC SONG (Johnny Desmond)
3. I WANNA BE LOVED (Andrews Sisters)
4. TZENA, TZENA, TZENA (Gordon Jenkins)
5. BEWITCHED (Bill Snyder)
6. I'M BASHFUL (Mindy Carson)
7. TONIGHT (Toni Arden)
8. I COULD WRITE A BOOK (Vic Schoen)
9. THE OLD NICKELDIAN (Ewing Sisters)
10. OUR VERY OWN (Victor Young)

Roger Clark

WFGN—Coffney, S. C.

1. MONA LISA (King Cole)
2. BONAPARTE'S RETREAT (Kay Starr)
3. GOODNIGHT, IRENE (Gordon Jenkins)
4. BEWITCHED (Doris Day)
5. I WANNA BE LOVED (Andrews Sisters)
6. I'M IN LOVE WITH THE MOTHER, ETC. (Jock Owens)
7. PIGALLE (Johnny Desmond)
8. SENTIMENTAL ME (Ames Bros.)
9. COUNT EVERY STAR (Roy Anthony)
10. SAM'S SONG (Joe Carr)

Graham Archer

KGW—Portland, Ore.

1. CLOUDY MORNING (Fran Warren)
2. I WANNA BE LOVED (Andrews Sisters)
3. BEWITCHED (Gordon Jenkins)
4. I STILL GET A THRILL (Tony Martin)
5. RAIN (Gene Williams)
6. THIRD MAN THEME (Anton Karas)
7. THANKS, MR. FLORIST (Vaughn Monroe)
8. LOVE LIKE OURS (Lisa Kirk)
9. TELL ME WHY (Andy Russell)
10. MY FOOLISH HEART (Gordon Jenkins)

Al Jarvis

KLAC—Hollywood, Calif.

1. BEWITCHED (Gordon Jenkins)
2. I WANNA BE LOVED (Andrews Sisters)
3. SENTIMENTAL ME (Ames Bros.)
4. MY DESTINY (Billy Eckstine)
5. LAUGH, CLOWN, LAUGH (Artie Wayne)
6. I HADN'T ANYONE TILL YOU (Tony Martin)
7. CLOUDY MORNING (Fran Warren)
8. EL MAMBO (Dave Barbour)
9. MISSISSIPPI (Kay Starr)
10. THANKS, MR. FLORIST (Vaughn Monroe)

NAMM Convention Highlights

CHICAGO—Biggest NAMM show of all time brought music merchants from all over the nation to the Palmer House. All of this city's music industry was wandering about, getting acquainted and looking things over. It was speedy and hectic. Kept bumping into one disk mfr. after the other and one publisher after the other, while distributors seemed to be all over the place. . . . Milton Rackmil, Leonard Schneider, Sidney Goldberg and others from Decca at their booth shaking hands with one and all, smiling and happy with Bing & Gary Crosby's pics featured in a big display. . . . Glenn Wallichs and Floyd Bittaker, of Capitol with many others of the firm all smiles as one distributor and one music merchant after the other walked up to shake hands and compliment the firm on their disks. . . . Irv Green, Art Talmadge and Morris Price talking, gesticulating, accepting compliments and practically stopping the show with their new Bonus Deal for juke box ops which caused talk, talk and more talk. . . . Irv Berman of Arco walking about with a brand new platter by Savannah Churchill. . . . Bess Berman of Apollo dashing about the exhibit, shaking hands, being greeted by one and all and then dashing out south to see Mahalia Jackson, her grand spiritual star who is ill, but recovering fast. . . . Leonard Chess and Phil Chess label all excited about a new Gene Ammons disking they have and letting one and all listen to Gene blowing away. . . . Herman Lubinsky of Savoy-Regent a busy, busy man at his booth with merchants dropping over to say "hello."

Al Green of National about the convention and being handsomely greeted. . . . Pete Doraine of Abbey handing out those giant-sized buttons reading, "I'm an Abbey distributor," which clicked with almost everyone and letting merchants and distributors listen to his newest elix. . . . Jimmy Martin with Dan Palaggi and others in town talking about the new Oriole label. . . . Dick Bradley of Tower with Bill ("Bewitched") Snyder at his booth and Bill advising he opens at the Chicago Theatre on Friday. . . . Eddie Heller and Larry Newton of the Rainbow—Derby diskery pleased at the way distributors and merchants called around to meet with them and say "thanks" for those grand platters they've been producing. . . . Joe DeLaney and Mike Ross with the Ames Bros in their booths and many dashing over to meet these sensational boys. . . . Art Seger of Asa disks talking about the food at the Kungsholm. . . . Mac Wolfson of Autograph label all busy with distributors who now want his line. . . . Dick Cowitt, Sol Handwerker, Charley Hassin and a crowd of MGM record men getting lots of compliments from music merchants and distributors for the grand material they've turned out and promising even greater disks for the future. . . . Dan Berne and

T. H. Toller-Bond of London Records with a very outstanding and impressive display and busy saying hello to one and all. . . . RCA-Victor booths and suites just jammed with men from here, there and everywhere and all anxious to get in a handshake with the execs who were present and the crowd growing greater by the minute. . . . Bob Ellis of King Records advising that Sid Nathan was on his way in and enjoying the popularity which this firm has from music merchants and distributors. . . . Jules and Dave Braun and Freddy Mendelson whose great Regal label has clicked and clicked being congratulated as they walk about the booths. . . . Crowded nights at the Shangri-La where music merchants go big for this Cantonese food and the very grand atmosphere.

Myron Barg did a yeoman's job by having indie record reps guest on his WMOR airshow during the entire convention. You've gotta go a long way to meet a more congenial guy. . . . Saul Bihari of Modern in from the Coast, doing a big job with records in addition to television. . . . Art Rupe of Specialty beaming widely, and with good cause too. His "Pink Champagne" disking by Joe Liggins is going bigger than ever. . . . the Jerry Blaine family; lovely twin daughters and wife beautified the Stevens Hotel. Speaking of Jerry reminds us of the splash he made via his "Ole Man Atom" disking. . . . Mannie Brookmeyer and Henry Stone represented the Florida contingent. How they keep that lovely tan. . . . Loads of talk concerning "Our Lady Of Fatima" and "Can Anyone Explain," two new tunes that seems sure-fire hits to be. . . . Jack Bergman sold a raft of phono players. . . . Joe and Milt Sinsheimer, southern drawl and all did one of the biggest buying jobs ever. . . . Morry Kaplan and the missus and son in from Detroit. . . . Harold Lane of Reinhart Brothers, Minneapolis took time out to stop by and say hello. . . . It was just a haze and a whirl with slaps on the back, "hellos," and greetings from one and all and one back-slapper dashed on, another appeared, seemingly from nowhere. . . . until names and faces faded into a blur. . . . and to those the many, many we just didn't get around to meet. . . . as we rushed this column to the presses we extend our sincerest apologies, for they know we love 'em—one and all.

"IT WOULDN'T BE THE SAME WITHOUT YOU"
Al Rogers
MGM-10709

THE LITTLE GENERAL
says . . . "it's a HIT everytime up . . ."
"THE BASEBALL POLKA"
by GEORGE CATES & The Bucconeers
on CORAL RECORD 60249
GENERAL MUSIC
400 Madison Ave., N. Y. C., PL 3-7342

A-RAZZ-A-MA-TAZZ
Kay Brown Mercury
Jimmy Duranle MGM
Georgia Gibbs Coral
Margaret Whiting Capitol
J. J. ROBBINS & SONS, Inc.
1619 Broadway N. Y. C.

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

JULY 22, 1950

New York, N. Y.

1. I WANNA BE LOVED (Andrews Sisters)
2. MONA LISA (King Cole)
3. TZENA, TZENA, TZENA (Gordon Jenkins)
4. SENTIMENTAL ME (Russ Morgan)
5. MY FOOLISH HEART (Billy Eckstine)
6. ROSES (Sammy Kaye)
7. LA VIE EN ROSE (Tony Martin)
8. BEWITCHED (Bill Snyder)
9. I DIDN'T SLIP (Doris Day)
10. SAM'S SONG (Victor Young)

Chicago, Ill.

1. I WANNA BE LOVED (Andrews Sisters)
2. BEWITCHED (Bill Snyder)
3. SENTIMENTAL ME (Russ Morgan)
4. IT ISN'T FAIR (Sammy Kaye)
5. HOOP DEE DOO (Perry Como)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. MONA LISA (King Cole)
8. I DON'T CARE IF THE SUN DON'T SHINE (Patti Page)
9. ROSES (Sammy Kaye)
10. BONAPARTE'S RETREAT (Koy Starr)

Los Angeles, Calif.

1. I WANNA BE LOVED (Andrews Sisters)
2. SENTIMENTAL ME (Ames Bros.)
3. MONA LISA (King Cole)
4. BEWITCHED (Gordon Jenkins)
5. HOOP DEE DOO (Koy Starr)
6. SAM'S SONG (Bing and Gary Crosby)
7. THIRD MAN THEME (Guy Lombardo)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. MY FOOLISH HEART (Billy Eckstine)
10. ROSES (Sammy Kaye)

Newark, N. J.

1. I WANNA BE LOVED (Andrews Sisters)
2. MY FOOLISH HEART (Billy Eckstine)
3. ROSES (Sammy Kaye)
4. SENTIMENTAL ME (Russ Morgan)
5. HOOP DEE DOO (Perry Como)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. COUNT EVERY STAR (Hugo Winterhalter)
8. BEWITCHED (Gordon Jenkins)
9. OLD PIANO ROLL BLUES (Lawrence Cook)
10. SAM'S SONG (Victor Young)

Lewiston, Me.

1. I WANNA BE LOVED (Andrews Sisters)
2. BEWITCHED (Bill Snyder)
3. THIRD MAN THEME (Guy Lombardo)
4. SENTIMENTAL ME (Russ Morgan)
5. IT ISN'T FAIR (Sammy Kaye)
6. MONA LISA (King Cole)
7. GOODNIGHT, IRENE (Gordon Jenkins)
8. BONAPARTE'S RETREAT (Koy Starr)
9. COUNT EVERY STAR (Hugo Winterhalter)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Dearborn, Mich.

1. I WANNA BE LOVED (Andrews Sisters)
2. IT ISN'T FAIR (Sammy Kaye)
3. MONA LISA (King Cole)
4. SENTIMENTAL ME (Russ Morgan)
5. HOOP DEE DOO (Perry Como)
6. MY FOOLISH HEART (Billy Eckstine)
7. THIRD MAN THEME (Anton Karas)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. WANDERIN' (Sammy Kaye)
10. ROSES (Sammy Kaye)

Minneapolis, Minn.

1. I WANNA BE LOVED (Andrews Sisters)
2. IT ISN'T FAIR (Sammy Kaye)
3. MONA LISA (King Cole)
4. THIRD MAN THEME (Anton Karas)
5. ROSES (Sammy Kaye)
6. HOOP DEE DOO (Perry Como)
7. SENTIMENTAL ME (Russ Morgan)
8. COUNT EVERY STAR (Hugo Winterhalter)
9. BEWITCHED (Gordon Jenkins)
10. STARS AND STRIPES FOREVER (Frankie Loine)

St. Louis, Mo.

1. I WANNA BE LOVED (Andrews Sisters)
2. MONA LISA (King Cole)
3. SENTIMENTAL ME (Russ Morgan)
4. BEWITCHED (Bill Snyder)
5. ROSES (Sammy Kaye)
6. MY FOOLISH HEART (Billy Eckstine)
7. IT ISN'T FAIR (Sammy Kaye)
8. THIRD MAN THEME (Anton Karas)
9. TZENA, TZENA, TZENA (Gordon Jenkins)
10. GOODNIGHT, IRENE (Gordon Jenkins)

Savannah, Ga.

1. SENTIMENTAL ME (Ames Bros.)
2. BEWITCHED (Gordon Jenkins)
3. I WANNA BE LOVED (Andrews Sisters)
4. COUNT EVERY STAR (Hugo Winterhalter)
5. ROSES (Sammy Kaye)
6. THIRD MAN THEME (Anton Karas)
7. I DON'T CARE IF THE SUN DON'T SHINE (Patti Page)
8. GOODNIGHT, IRENE (Gordon Jenkins)
9. MONA LISA (King Cole)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Montgomery, Ala.

1. BEWITCHED (Bill Snyder)
2. I WANNA BE LOVED (Andrews Sisters)
3. THIRD MAN THEME (Anton Karas)
4. SENTIMENTAL ME (Russ Morgan)
5. MY FOOLISH HEART (Billy Eckstine)
6. HOOP DEE DOO (Perry Como)
7. TZENA, TZENA, TZENA (Gordon Jenkins)
8. MONA LISA (King Cole)
9. COUNT EVERY STAR (Hugo Winterhalter)
10. ROSES (Sammy Kaye)

Yuma, Ariz.

1. I WANNA BE LOVED (Andrews Sisters)
2. SENTIMENTAL ME (Russ Morgan)
3. MONA LISA (King Cole)
4. COUNT EVERY STAR (Hugo Winterhalter)
5. BEWITCHED (Gordon Jenkins)
6. MY FOOLISH HEART (Billy Eckstine)
7. BONAPARTE'S RETREAT (Koy Starr)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. ROSES (Sammy Kaye)
10. GOODNIGHT, IRENE (Gordon Jenkins)

Hot Springs, Ark.

1. SENTIMENTAL ME (Russ Morgan)
2. MONA LISA (King Cole)
3. BEWITCHED (Bill Snyder)
4. I WANNA BE LOVED (Andrews Sisters)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. ROSES (Sammy Kaye)
7. IT ISN'T FAIR (Sammy Kaye)
8. MONA LISA (King Cole)
9. WANDERIN' (Sammy Kaye)
10. I DIDN'T SLIP (Doris Day)

Pueblo, Colo.

1. I WANNA BE LOVED (Andrews Sisters)
2. BEWITCHED (Gordon Jenkins)
3. MONA LISA (King Cole)
4. OLD PIANO ROLL BLUES (Lawrence Cook)
5. ROSES (Sammy Kaye)
6. THIRD MAN THEME (Anton Karas)
7. HOOP DEE DOO (Perry Como)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. MY FOOLISH HEART (Billy Eckstine)
10. IT ISN'T FAIR (Sammy Kaye)

Bristol, Conn.

1. MONA LISA (King Cole)
2. BEWITCHED (Bill Snyder)
3. I WANNA BE LOVED (Andrews Sisters)
4. HOOP DEE DOO (Perry Como)
5. BONAPARTE'S RETREAT (Koy Starr)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. MY FOOLISH HEART (Billy Eckstine)
8. SENTIMENTAL ME (Russ Morgan)
9. SIMPLE MELODY (Jo Stafford)
10. SAM'S SONG (Victor Young)

Wilmington, Del.

1. I WANNA BE LOVED (Andrews Sisters)
2. HOOP DEE DOO (Perry Como)
3. MONA LISA (King Cole)
4. MY FOOLISH HEART (Billy Eckstine)
5. SENTIMENTAL ME (Ames Bros.)
6. COUNT EVERY STAR (Hugo Winterhalter)
7. SAM'S SONG (Victor Young)
8. OLD PIANO ROLL BLUES (Lawrence Cook)
9. THIRD MAN THEME (Anton Karas)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Tampa, Fla.

1. I WANNA BE LOVED (Andrews Sisters)
2. HOOP DEE DOO (Perry Como)
3. ROSES (Sammy Kaye)
4. MONA LISA (King Cole)
5. SENTIMENTAL ME (Russ Morgan)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. OLD PIANO ROLL BLUES (Lawrence Cook)
8. MY FOOLISH HEART (Billy Eckstine)
9. HOOP DEE DOO (Perry Como)
10. IT ISN'T FAIR (Sammy Kaye)

Idaho Falls, Idaho

1. BEWITCHED (Gordon Jenkins)
2. I WANNA BE LOVED (Andrews Sisters)
3. THIRD MAN THEME (Anton Karas)
4. SENTIMENTAL ME (Russ Morgan)
5. MY FOOLISH HEART (Billy Eckstine)
6. HOOP DEE DOO (Koy Starr)
7. OLD PIANO ROLL BLUES (Lawrence Cook)
8. MONA LISA (King Cole)
9. COUNT EVERY STAR (Hugo Winterhalter)
10. IT ISN'T FAIR (Sammy Kaye)

Muncie, Ind.

1. MY FOOLISH HEART (Billy Eckstine)
2. I WANNA BE LOVED (Andrews Sisters)
3. COUNT EVERY STAR (Hugo Winterhalter)
4. BEWITCHED (Bill Snyder)
5. THIRD MAN THEME (Anton Karas)
6. BONAPARTE'S RETREAT (Koy Starr)
7. MONA LISA (King Cole)
8. GOODNIGHT, IRENE (Gordon Jenkins)
9. ROSES (Sammy Kaye)
10. I DON'T CARE IF THE SUN DON'T SHINE (Patti Page)

Great Bend, Kans.

1. I WANNA BE LOVED (Andrews Sisters)
2. MONA LISA (King Cole)
3. THIRD MAN THEME (Anton Karas)
4. ROSES (Sammy Kaye)
5. IT ISN'T FAIR (Sammy Kaye)
6. MY FOOLISH HEART (Billy Eckstine)
7. I DIDN'T SLIP (Doris Day)
8. SIMPLE MELODY (Jo Stafford)
9. SAM'S SONG (Victor Young)
10. THE PICNIC SONG (Johnny Desmond)

New Orleans, La.

1. I WANNA BE LOVED (Andrews Sisters)
2. MONA LISA (King Cole)
3. ROSES (Sammy Kaye)
4. BEWITCHED (Gordon Jenkins)
5. SENTIMENTAL ME (Russ Morgan)
6. IT ISN'T FAIR (Sammy Kaye)
7. OLD PIANO ROLL BLUES (Lawrence Cook)
8. HOOP DEE DOO (Perry Como)
9. MY FOOLISH HEART (Billy Eckstine)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Houston, Tex.

1. I DON'T CARE IF THE SUN DON'T SHINE (Patti Page)
2. BEWITCHED (Jan August)
3. MONA LISA (King Cole)
4. VAGABOND SHOES (Vic Damone)
5. OLD PIANO ROLL BLUES (Lawrence Cook)
6. MY FOOLISH HEART (Billy Eckstine)
7. TZENA, TZENA, TZENA (Gordon Jenkins)
8. ROSES (Sammy Kaye)
9. SAM'S SONG (Joe Carr)
10. EL MAMBO (Dave Barbour)

Chattanooga, Tenn.

1. BEWITCHED (Gordon Jenkins)
2. MY FOOLISH HEART (Gordon Jenkins)
3. THIRD MAN THEME (Guy Lombardo)
4. ROSES (Dick Haymes)
5. HOOP DEE DOO (Perry Como)
6. SENTIMENTAL ME (Russ Morgan)
7. IT ISN'T FAIR (Sammy Kaye)
8. COUNT EVERY STAR (Hugo Winterhalter)
9. MONA LISA (King Cole)
10. GOODNIGHT, IRENE (Gordon Jenkins)

Lawton, Okla.

1. MONA LISA (King Cole)
2. HOOP DEE DOO (Koy Starr)
3. SENTIMENTAL ME (Russ Morgan)
4. IT ISN'T FAIR (Sammy Kaye)
5. I WANNA BE LOVED (Andrews Sisters)
6. MY FOOLISH HEART (Billy Eckstine)
7. OLD PIANO ROLL BLUES (Lawrence Cook)
8. MISSISSIPPI (Bill Darnel)
9. BEWITCHED (Doris Day)
10. THIRD MAN THEME (Guy Lombardo)

Biloxi, Miss.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. ROSES (Sammy Kaye)
4. THANKS, MR. FLORIST (Vaughn Monroe)
5. BELOVED BE FAITHFUL (Russ Morgan)
6. YOU DREAMER, YOU (Russ Morgan)
7. MISSISSIPPI (Bill Dornel)
8. SAM'S SONG (Victor Young)
9. STARS AND STRIPES FOREVER (Frankie Loine)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

2 NEW PEACOCK RECORD RELEASES



No. 1.
Clarence "Gatemouth" Brown
 with
"2 O'CLOCK IN THE MORNING"
"BOOGIE RAMBLER" PEACOCK # 1505
—Get Them NOW!—

No. 2. **Elmore Nixon**
 singing
"MY WISH FOR YOU"
"ALABAMA BLUES" PEACOCK # 1537
 Definite Money Maker!

Coming Releases on PEACOCK Label

"SAD JOURNEY BLUES"		Floyd Dixon
"SHE'S UNDERSTANDING"	Peacock 1544	
"MEAN LITTLE WOMAN"		Memphis Slim
"THE GIRL I LOVE"	Peacock 1517	
"YOU LOVE SO GOOD"		R. B. Thibadeaux
"BLUES AT DAY BREAK"	Peacock 1524	
"JESUS GAVE ME WATER"		5 Blind Boys
"AMAZING GRACE"	Peacock 1536	Jackson Hormoneers

Still Going Strong!

"I'VE BEEN MISTREATED"		Clorence "Gatemouth" Brown
"IT CAN NEVER BE THAT WAY"	Peacock 1508	
"TAKE MY NUMBER BABY"		Iona Wade
"COME ON IN DRINK SOME GIN"	Peacock 1526	
"MY WOMAN PUT ME DOWN"		Willie Holiday
"I'VE PLAYED THIS TOWN"	Peacock 1531	
"SOMETHIN' WITHIN ME"		5 Blind Boys
"ONE OF THESE DAYS"	Peacock 1535	Jackson Harmoners

Peacock Records Co. 4104 LYONS AVENUE HOUSTON 10, TEXAS

2 RECORDS 2 HITS

I'LL NEVER BE FREE
YOU OUGHT TO KNOW
 REGAL 3258



ANNIE LAURIE

I AIN'T GONNA
LET YOU IN



PAUL GAYTEN

I NEED YOUR LOVE
 REGAL 3273



Regal

RECORD CORP.

linden, n.j.

NEW SELL-SATIONAL Summer Releases!

ROY MILTON PLAYBOY BLUES CRYIN & SINGIN' THE BLUES SP 366

SOUL STIRRERS I HAVE A RIGHT TO THE TREE OF LIFE IN THAT AWFUL HOUR SP 365

KING PERRY EVERYTHING'S GONNA BE ALL RIGHT TONIGHT MELLOW GAL BLUES SP 367

Still Minting Money!

PINK CHAMPAGNE

JOE LIGGINS SP 355

Specialty records



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 **I WANNA BE LOVED**
 Dinah Washington (Mercury 8181)

2 **MONA LISA**
 King Cole (Capitol 1010)

3 **WELL, OH WELL**
 Tiny Bradshaw (King 4357)

4 **EVERY DAY I HAVE THE BLUES**
 Lowell Fulson (Swingtime 196)

5 **EVERYTHING THEY SAID CAME TRUE**
 The Orioles (Jubilee 5028)

6 **CUPID'S BOOGIE**
 Little Esther (Savoy 750)

7 **PINK CHAMPAGNE**
 Joe Liggins (Specialty 355)

8 **DANNY BOY**
 Al Hibbler (Atlantic)

9 **AFTERNOON OF A DREAM**
 Joe Medlin (Asa 1003)

10 **MY FOOLISH HEART**
 Billy Eckstine (MGM 10623)
 Gene Ammons (Chess 1425)

MY FOOLISH HEART
 Billy Eckstine (MGM 10623)
 Gene Ammons (Chess 1425)

EVERY DAY I HAVE THE BLUES
 Lowell Fulson (Swingtime 196)

I WANNA BE LOVED
 Dinah Washington (Mercury 8181)

MONA LISA
 King Cole (Capitol 1010)

PINK CHAMPAGNE
 Joe Liggins (Specialty 355)

LATE IN THE EVENING BLUES
 Ray Charles (Swingtime 228)

CUPID'S BOOGIE
 Little Esther (Savoy 750)

WELL, OH WELL
 Tiny Bradshaw (King 4357)

I'LL NEVER BE FREE
 Annie Laurie-Paul Gayten (Regal 3258)

TWO YEARS OF TORTURE
 Amos Milburn (Aladdin)

MONA LISA
 King Cole (Capitol 1010)

EVERY DAY I HAVE THE BLUES
 Lowell Fulson (Swingtime 196)

PINK CHAMPAGNE
 Joe Liggins (Specialty 355)

LET ME DREAM
 Ivory Joe Hunter (MGM)

HARD LUCK BLUES
 Roy Brown (DeLuxe 3304)

CUPID'S BOOGIE
 Little Esther (Savoy 750)

HIDE AWAY BLUES
 Fats Domino (Imperial)

I WANNA BE LOVED
 Dinah Washington (Mercury 8181)

LEAVING ON THE MID-NIGHT TRAIN
 Helen Marina (Decca)

SHAKE, BABY, SHAKE
 Archibald (Imperial)

HOT

in **DETROIT** 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 Detroit, Los Angeles and Other Cities Listed.

1 **PINK CHAMPAGNE**
Joe Liggins
(Specialty 355)

2 **CUPID'S BOOGIE**
Little Esther
(Savoy 750)

3 **I WANNA BE LOVED**
Dinah Washington
(Mercury 8181)

4 **WELL, OH WELL**
Tiny Bradshaw
(King 4357)

5 **EVERY DAY I HAVE THE BLUES**
Lowell Fulson
(Swingtime 196)

6 **HARD LUCK BLUES**
Roy Brown
(DeLuxe 3304)

7 **I AIN'T GONNA LET YOU GO**
Paul Gayten-
Annie Laurie
(Regal 3273)

8 **MY FOOLISH HEART**
Gene Ammons
(Chess 1425)
Billy Eckstine
(MGM 10623)

9 **EVERYTHING THEY SAID CAME TRUE**
The Orioles
(Jubilee 5208)

10 **I NEED YOU SO**
Ivory Joe Hunter
(MGM 10663)

I WANNA BE LOVED
Dinah Washington
(Mercury 8181)

HARD LUCK BLUES
Roy Brown
(DeLuxe 3304)

WELL, OH WELL
Tiny Bradshaw
(King 4357)

PINK CHAMPAGNE
Joe Liggins
(Specialty 355)

TWO YEARS OF TORTURE
Percy Mayfield
(Recorded in Hollywood 111)

CUPID'S BOOGIE
Little Esther
(Savoy 750)

GOOD MORNING, JUDGE
Wynonie Harris
(King)

EVERY DAY I HAVE THE BLUES
Lowell Fulson
(Swingtime 196)

STACK O' LEE
Archibald
(Imperial 5068)

MONA LISA
King Cole
(Capitol 1010)

SAN FRANCISCO, CAL.

1. I Wanna Be Loved (Dinah Washington)
2. I'll Never Be Free (Annie Laurie)
3. Hard Luck Blues (Roy Brown)
4. Cupid's Boogie (Little Esther)
5. Every Day I Have The Blues (Lowell Fulson)
6. 1950 Blues (Tampa Red)
7. Good Morning, Judge (Wynonie Harris)
8. Danny Boy (Al Hibbler)
9. Mona Lisa (King Cole)
10. Adam Bit The Apple (Joe Turner)

HOUSTON, TEX.

1. I Wanna Be Loved (Dinah Washington)
2. Danny Boy (Al Hibbler)
3. Hard Luck Blues (Roy Brown)
4. Pink Champagne (Joe Liggins)
5. I Need You So (Ivory Joe Hunter)
6. It Isn't Fair (Dinah Washington)
7. Every Day I Have The Blues (Lowell Fulson)
8. Cupid's Boogie (Little Esther)
9. I Only Know (Dinah Washington)
10. Mona Lisa (King Cole)

SAVANNAH, GA.

1. Pink Champagne (Joe Liggins)
2. Cupid's Boogie (Little Esther)
3. Count Every Star (The Ravens)
4. Well, Oh Well (Tiny Bradshaw)
5. Mona Lisa (King Cole)
6. Stack O' Lee (Archibald)
7. I Wanna Be Loved (Dinah Washington)
8. Danny Boy (Al Hibbler)
9. Cupid's Boogie (Little Esther)
10. Every Day I Have The Blues (Lowell Fulson)

INDIANAPOLIS, IND.

1. Pink Champagne (Joe Liggins)
2. Cupid's Boogie (Little Esther)
3. I Wanna Be Loved (Dinah Washington)
4. Mona Lisa (King Cole)
5. Well, Oh Well (Tiny Bradshaw)
6. Every Day I Have The Blues (Lowell Fulson)
7. My Foolish Heart (Billy Eckstine)
8. Hard Luck Blues (Roy Brown)
9. It Isn't Fair (Dinah Washington)
10. Stack O' Lee (Archibald)

GULFPORT, MISS.

1. Cupid's Boogie (Little Esther)
2. Hard Luck Blues (Roy Brown)
3. Every Day I Have The Blues (Lowell Fulson)
4. I Love You Baby (Smoky Hogg)
5. Well, Oh Well (Tiny Bradshaw)
6. Boogie Chillen No. 2 (John Lee Hooker)
7. Pink Champagne (Joe Liggins)
8. I Need You So (Ivory Joe Hunter)
9. I Love You, My Darling (Joe Fritz)
10. I Wanna Be Loved (Dinah Washington)

HOT

across the Nation!

★ **EARL BOSTIC**
Serenade
King 4369

★ **ARNETT COBB**
Go, Red, Go
Apollo 778

★ **JOE THOMAS**
Wham-A-Lam
King 4339

★ **THE RAVENS**
Count Every Star
National 9111

★ **DINAH WASHINGTON**
I Wanna Be Loved
Mercury 8181

(Listed Alphabetically)

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THE BILLBOARD GIVES
"Pie In The Basket"
an "Excellent"-83 Rating
by FLORENCE WRIGHT on
NATIONAL RECORD 9118
FLIP

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with ERROL GARNER
The "Hottest" Platter in the Country
EILEEN BARTON'S
"STILL COOKING"
ON
NATIONAL 9112

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TED STRAETER—Decca

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MUSIC PUBLISHERS HOLDING CORP.
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The Original and TERRIFIC SMASH HIT!

"TWO YEARS OF TORTURE"

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Vocal by PERCY MAYFIELD
MONROE TUCKER ORCHESTRA

flip "HALF-AWOKE"
Recorded in Hollywood

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Savoy 738

"THERE AIN'T NO USE BEGGIN'"
Backed By
"OUR ROMANCE" IS GONE"

Savoy 752

"I'M LIVING O. K."
Backed By
"THERE'S RAIN IN MY EYES"

SAVOY OUTSELLING ALL COMPETITIVE LABELS 5-TO-1

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

Oriole Records Click With First Disk. Juke Box Ops Start Big With Own Label. Over 10,000 Sold First Week's Release In Chicago

CHICAGO — Noted juke box ops here got together and started a record manufacturing organization of their own in an effort, they report, to bring other operators, as well as themselves, "the kind of records we know that the juke box operators need."

Vince Brandom has been named President of the organization, which is called Oriole Records Corporation with headquarters in this city.

The first release of the firm was a test to see whether other juke box operators in this area would work along with the ideas which they have in music and, which they claim, "are the result of our many years of experience in the juke box operating business."

The first disk released is by Danny O'Neil, well known TV star, and he sings, on the topside of the platter, "Emma Lou" an old, old tune from the days of Honeyboy Evans which was never previously recorded. On the flip of this platter, O'Neil sings, "When Lola Plays The Pianola."

Jimmy Martin is distributor here for Oriole Records, and reported that, within less than a week's time, "We sold over 10,000 of this first Oriole Records release and believe that we will far surpass the 50,000 mark before we are finished with this recording in our territory."

To keep ops here satisfied as to this unprecedented and unexpected demand, Brandom quickly released another platter by Danny O'Neil, "Dublin Rose," backed with, "Sticks And Stones."

Demand for this newest release is also reaching into the thousands and

so Oriole Records believe that the operators are 100 per cent for a disk manufactured by operators with operator know-how.

Other platters are already in the works and will be released just as soon as possible.

Vince Brandom stated, "We are going to have some of the most outstanding stars featured on Oriole Records. We believe that every juke box operator, everywhere in the country, will agree that when records are produced by operators for operators they are getting the kind of records that they have always wanted."

Distribution is being arranged as fast as possible with Brandom already contacting some of the nation's well known distributors to get them to start the new Oriole label moving in other areas.



best sellers

POPULAR

- ★ **JOHNNY LONG**
15051 HELLO SHORTY'S GOT TO GO
- ★ **TERRY SHAND**
15052 MISTER HONKY-TONK
(From Christopher Street)
DREAM STREET
- ★ **SISTER SLOCUM**
15050 CHARLESTON
VARSITY DRAG
- ★ **FRIELING SISTERS**
15057 OUR LADY OF FATIMA
THE STORY OF OUR LADY OF FATIMA
(Narration by Nelson King)

FOLK • WESTERN

- ★ **MOON MULLICAN**
830 I'LL SAIL MY SHIP ALONE
MOON'S TUNE
868 YOU DON'T HAVE TO BE A BABY TO CRY
SOUTHERN HOSPITALITY
- ★ **HANK PENNY**
869 WHAM! BAM! THANK YOU MA'AM
JERSEY BOUNCE
- ★ **COWBOY COPAS**
870 THE POSTMAN JUST PASSES ME BY
THE ROAD OF BROKEN HEARTS
- ★ **HAWKSHAW HAWKINS**
876 YESTERDAY'S KISSES
THAT'S ALL SHE WROTE
- ★ **GRANDPA JONES**
867 FIVE-STRING BANJO BOOGIE
UNCLE EPH'S GOT THE COON
- ★ **AL DEXTER**
875 I'M SETTING YOU FREE
BLOW THAT LONESOME WHISTLE,
CASEY

SEPIA • BLUES

- ★ **WYNONIE HARRIS**
4378 GOOD MORNING JUDGE
STORMY NIGHT BLUES
- ★ **TINY BRADSHAW**
4357 WELL OH WELL
I HATE YOU
- ★ **BULL MOOSE JACKSON**
4373 SOMETIMES I WONDER
TIME ALONE WILL TELL
- ★ **EARL BOSTIC**
4369 SERENADE
WRAP YOUR TROUBLES IN DREAMS
- ★ **JOE THOMAS**
4367 ROLLIN' THE BLUES
STAR MIST
- ★ **SONNY THOMPSON**
4345 SUGAR CANE
I'M COMING BACK HOME TO STAY
- ★ **THE TRUMPETEERS**
4363 LAY DOWN MY HEAVY BURDEN
THE SUN DIDN'T SHINE

It's Sensational
ROY BROWN
HARD LUCK BLUES
NEW REBECCA
DE LUXE 3304



- 1 **BIRMINGHAM BOUNCE**
Red Foley
(Decca 46234)
- 2 **M-I-S-S-I-S-S-I-P-P-I**
Red Foley
(Decca 46241)
- 3 **LONG GONE LONESOME BLUES**
Hank Williams
(MGM 10654)
- 4 **THROW YOUR LOVE MY WAY**
Ernest Tubb
(Decca 46243)
- 5 **WHY DON'T YOU LOVE ME?**
Hank Williams
(MGM 10696)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

- I LOVE YOU BECAUSE
Ernest Tubb
(Decca 46213)
- WHY SHOULD I CRY?
Eddy Arnold
(RCA Victor 21-0300)
- I'LL SAIL MY SHIP ALONE
Moon Mullican
(King 830)
- CHOCOLATE ICE CREAM CONE
Red Foley
(Decca 46234)
- THE LAST STRAW
Elton Britt
(RCA Victor 21-0339)

ABBEY RECORDS

THE HIT OF THE NAMM SHOW With These New Smash Releases

"ALIBI"
b/w "MOTHER USED TO TELL ME"
by KATHY MARCH & JERRY SHARD ORK

No. 15015

"WASTED WORDS"
b/w "I'M ALWAYS IN LOVE WITH SOMEONE"
by JERRY COOPER & Lawrence "Piano Roll" Cook

No. 15014

"THE HEAD MEMBER OF OUR FAMILY IS GONE"
b/w "BIG BLUE EYES"
by BUD MESSNER & Skyline Boys

No. 15011

"DON'T CRY DARLING"
b/w "MR. BLUES"
by THE MASTER KEYS

No. 3017

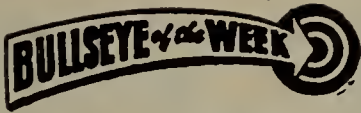
"IT'S A GREAT, GREAT PLEASURE"
b/w "I'M GOING TO LIVE FOR TODAY"
by BOBBY MARSHALL & Ray Parker Ork.

No. 3018

ABBEY RECORDS, INC.
418 West 49th Street New York, N. Y.

THE CASH BOX

"Folk" and "Western" Record Reviews



"IN THE SWEET BYE AND BYE" (2:45)
"THE OLD HYMNS" (2:46)

T. TEXAS TYLER
 (4 Star 1279)



T. TEXAS TYLER

● "T" Texas Tyler, the man with a million friends, comes up with a pair of new ones here, that have the spark and glitter of coin

play about them. Altho both sides may be off the beaten track insofar as folk music is concerned, the punch they pack should perk up juke box play immensely. Material offered is in the toned down style, with Tex delivering his vocal work in smooth style all the way. Top deck is a hymn that has Tex taking it slow and easy throughout, with the title of the tune giving off the bill of fare. It's soft, tender stuff; the sort of music that folk fans are going for more and more these days. On the other end with "The Old Hymns," Tex comes back with another sweet side, with a recitation chorus that adds to the winning potential of the side. The disk is a hot juke box item—music ops should grab it.

"I'M SENDING MY TEARS IN A BUCKET" (2:56)

"HOT DOGS AND ROSES" (2:57)

CALIFORNIA AL VICTOR
 (Jubilee 4001)

● Pair of great sides for music ops to latch onto are these by California Al Victor. Both ends are top notch for the phonos and should score heavily with music ops. Top deck has Al taking it smooth and easy on a clever lament, while the flip picks up in mood and patter. Disk is a must in your machines—ops should grab it!

"STRAWBERRY ROAN" (2:35)

"SLIPPIN' AROUND WITH JOLE BLON" (2:41)

WESLEY TUTTLE
 (Coral 64051)

● This duo by Wesley Tuttle should hold its own in the boxes. Both sides feature Wesley's vocal work in easy going pleasant manner, with some excellent string band work seeping thru in the background. Top deck has a vocal trio, while the flip has Wesley solo. Ops should listen in.

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

"BEAR CREEK BOOGIE" (2:30)

JIM BOYD
 (RCA Victor 21-0353)

● Some cute wax by Jim Boyd and his Men of the West, with a pair of tunes that make for pleasant listening. Both ends are easy to take, and feature Jim on the vocals throughout. The side to ride with for our money is the upper crust, it's got more commercial flavor to it.

"FINDERS KEEPERS, LOSERS WEEPERS" (2:43)

"SLIPPIN' AROUND WITH JOLE BLON" (2:50)

JESSE ROGERS
 (RCA Victor 21-0359)

● Jesse Rogers offers music ops some fair wax with this fresh duo. Top deck is a cute side that should hold its own in the boxes. The flip side is a current hot item and will undoubtedly catch its fair share of coin. Music ops should listen in.

"SLIPPIN' AROUND WITH JOLE BLON" (3:05)

"STEPPIN' OUT" (2:50)

MERVIN SHINER
 (Decca 46253)

● This rendition of the rising hit "Slippin' Around With Jole Blon" should win more than its fair share of juke box silver. Mervin Shiner's vocal work on the side is smooth and relaxing all the way, with instrumental accompaniment to match. Coupling is a comer too, and has Merv at his best. Disk rates a spot in ops machines.

"SOME DAY YOU'LL PAY" (3:01)

"MY HEART WILL BE CRYIN'" (2:56)

DELMORE BROS.
 (King 873)

● Pair of folk laments by the widely popular Delmore Brothers, and the set up of some good wax for music ops to listen in to. Both ends of this pair have the vocal team in fond style, with some smooth country background music seeping thru. Wax is the sort you have to listen to fully appreciate—we suggest just that.

"WALK, CHICKEN, WALK" (2:23)

"JUST WHEN I NEEDED YOU" (2:42)

LITTLE JIMMY DICKENS
 (Columbia 20722)

● Cute flavor of this pair is the sort of stuff that goes well with music ops and fans alike. The top deck, with a wonderful set of lyrics and vocal by Little Jimmy Dickens to match is a side to get with. Flip echoes the title, and is another potential winner. Ops should climb aboard the bandwagon.

"STAR SPANGLED WALTZ" (2:48)

"UNDER THE RED, WHITE AND BLUE" (2:54)

JOHNNY BOND
 (Columbia 20726)

● Wide popularity of Johnny Bond gang should account for a fair shake of coinage with this one. Both ends feature some group singing on the sides, with the titles of the songs, giving off the bill of fare. The many Johnny Bond fans will wanna gang up for this one.

Decca Records In Three Speed Biz

NEW YORK—Decca Records Inc., this city, this past week thru a bombshell into the recording industry, with the announcement by Milton Rackmil, president of the firm, that Decca would add 45 rpm recordings to their present line of 33-1/3 Long Play records and 78 rpm disks. The announcement by Rackmil was timed for the National Association of Music Merchants (NAMM) Convention, and it was known to have caused a flurry of excitement there.

Rackmil announced that the initial Decca 45 rpm release will consist of a minimum of 50 famous albums and numerous standard single records by Bing Crosby, Guy Lombardo, the Andrews Sisters, Fred Waring and other top personalities. Release is scheduled for August 15th.

"All new Decca single records will now be recorded in both 45 and 78 RPM speeds," Mr. Rackmil said. "In addition, we will make available on 45 RPM records, as soon as conversion can take place, a quantity of outstanding single recordings and albums from Decca's extensive catalog. Selected new albums will also be produced at the new speed.

"Decca is entering the 45 RPM field mindful of the needs of the record buying public and record dealers throughout the country. This will make Decca's extensive catalog available to all record users and should contribute substantially to stability within the recording industry.

"Furthermore, the move will in no way interfere with Decca's present program to convert its active album catalog to 33-1/3 Long Play," Mr. Rackmil stated. "There are also approximately 16,000,000 78 RPM phonographs still in use by the record buying public and Decca will continue to supply to these users the type of recordings for which the company is known."

New **DECCA** Star Wins Plaudits At **NAMM Show**

Lee MORSE



The Girl With the "Heart in Her Voice"

"IF YOU ONLY KNEW"
DECCA-27066

DECCA RECORDS

TONIGHT
TONI ARDEN
 with Percy Faith Orch. & Chor.
 Columbia
RUSS CASE ORCHESTRA
 with Ray Charles Vocal
 M-G-M
TONY MARTIN
 with Henri Rene Orchestra
 RCA Victor
 and more coming
MILLER MUSIC CORPORATION

APOLLO
 DESTINED FOR THE TOP!
 Lovely
LOU ELLIOT'S
 [EX DUKE ELLINGTON CHIRP]
 Torchy Version Of—
"I'LL CLOSE MY EYES"
 AND
"A BRAND NEW KIND OF LOVE"
 [Apollo 1167]
APOLLO RECORDS, INC.
 457 W. 45 St. N. Y.

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

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

CODE

AB—Abbey	ME—Mercury
AL—Aladdin	MG—MGM
AP—Apollo	MO—Modern
AR—Aristocrat	NA—National
BB—Bluebird	RA—Rainbow
BU—Bullet	RE—Regent
CA—Capitol	RO—Rondo
CM—Commodore	SA—Savoy
CO—Columbia	SIT—Sittin' In
CR—Coral	SP—Specialty
DA—Dona	SPT—Spotlite
DE—Decca	SU—Supreme
DV—Delvar	TE—Tempo
HA—Harmony	TW—Tower
HT—Hi-Tone	VI—Victor
KI—King	VO—Vocallon
LO—London	

July 15 July 8

- 1—BEWITCHED 98.4 112.9**
CA-1000—MEL TORME
The Piccolino
CR-60182—ROSS ROSS O.
Where In The World
DE-24983—GORDON JENKINS O.
Where In The World
ME-5399—JAN AUGUST & HARMONICATS
Blue Prelude
TW-1473—BILL SNYDER
VI-20-3617—ANDRE PREVIN
VI-20-3726—LARRY GREEN
If I Had You On a Desert Isle
- 2—I WANNA BE LOVED 86.6 87.5**
CO-38491—BUDDY CLARK
If You Were Only Mine
CO-38825—TONY BENNETT
Boulevard Of Broken Dreams
DE-27007—ANDREWS SISTERS
I've Just Gotta Get Outa The Habit
MG-10716—BILLY ECKSTINE
Stardust
VI-20-3772—FONTANE SISTERS
I Didn't Know What Time It Was
- 3—MONA LISA 78.2 62.8**
CA-1010—KING COLE
The Greatest Inventor
CA-1104—EDDIE GRANT
Peanut Vendor
CO-38768—HARRY JAMES O.
La Vie En Rose
CR-60250—LEIGHTON NOBLE ORCHESTRA
Sam's Song
DE-27048—VICTOR YOUNG O.
Third Man Theme
LO-619—CHARLIE SPIVAK O.
Loveless Love
MG-10689—ART LUND
When My Stage Coach Reaches Heaven
VI-20-3753—DENNIS DAY
Shawl Of Galway Grey
ME-5447—ALEXANDER BROS.
Home Cookin'
- 4—THIRD MAN THEME 75.9 82.8**
CA-820—ALVINO REY
Steel Guitar Rag
CO-38706—HUGO WINTERHALTER
Come Into My Heart
CO-38665—CAFE VIENNA QUARTET
Cafe Mozart Waltz
CR-60159—OWEN BRADLEY
Cafe Mozart Waltz
DE-24908—ETHEL SMITH
Cafe Mozart Waltz

- DE-27048—VICTOR YOUNG O.
Mona Lisa
DE-46218—HANK GARLAND
Lowdown Billy
DE-24839—GUY LOMBARDO O.
Cafe Mozart Waltz
DE-24916—ERNST NASAR
Cafe Mozart Waltz
LO-536—ANTON KARAS
Cafe Mozart Waltz
ME-5373—HERMAN STACHOW
Under The Linden Tree
MG-10593—FRANZ DIETSCHMANN
VI-20-3698—IRVING FIELDS' TRIO
Poet And Peasant Rumbature
VI-20-3611—IRVING FIELDS' TRIO
The Wedding Somba
VI-20-3709—RAY McKINLEY O.
I Don't Wanna Be Kissed
VI-20-3797—FREDDY MARTIN O.
Home Cookin'
- 5—MY FOOLISH HEART 72.1 70.6**
CA-934—MARGARET WHITING
Stay With The Happy People
CO-38697—HUGO WINTERHALTER O.
Leave It To Love
DE-24830—GORDON JENKINS
Don't Do Something, Etc.
ME-5362—RICHARD HAYES
The Flying Dutchman
MG-10623—BILLY ECKSTINE
Sure Thing
VI-20-3681—MINDY CARSON
Candy And Cake
- 6—SENTIMENTAL ME 63.9 73.6**
CA-923—RAY ANTHONY O.
Spaghetti Rag
CR-60140—AMES BROS.
Rag Mop
DA-2074—BILLY MAYO QUARTET
Hasty Heart
DE-24904—RUSS MORGAN
Copper Canyon
ME-8174—STEVE GIBSON
Are You Lonesome Tonight?
VI-20-3793—RUDY VALLEE
Niccolo And His Piccolo
- 7—HOOP-DEE-DOO 45.8 66.7**
CA-980—KAY STARR
A Woman Likes To Be Told
CO-38771—DORIS DAY
Marriage Ties
CO-38799—FRANKIE YANKOVIC
Night After Night
CR-60209—AMES BROS.
Stars Are The Windows of Heaven
DA-2077—PAULETTE SISTERS
Song Of The Wedding Day
DE-24986—RUSS MORGAN O.
Down The Lane
ME-5419—LAWRENCE WELK
If You Can't Get A Drum
MG-10702—LYN DUDDY SINGERS
Down The Lane
VI-20-3747—COMO & FONTAINE SISTERS
On The Outgoing Tide
- 8—OLD PIANO ROLL BLUES 43.5 64.5**
AB-15003—LAWRENCE COOK
Why Do They Always Say No?
CA-970—JAN GARBER O.
Clodhopper
CO-38773—BEATRICE KAY
Why Do They Always Say No?
CR-60177—CLIFF STEWARD
Why Do They Always Say No?
DE-24977—CARMICHAEL and DALEY
Stay With The Happy People
DE-27024—AL JOLSON-ANDREWS SISTERS
Way Down Yonder In New Orleans
ME-5400—FEB SEPTEMBER
Spain
VI-20-3751—CANTOR—KIRK—KAYE O.
Juke Box Annie
- 9—ROSES 38.8 39.4**
CA-1001—RAY ANTHONY O.
National Emblem March
CO-38826—KEN GRIFFIN
Little Sally One Shoe
CO-38816—GENE AUTRY
The Roses I Picked, Etc.
CR-60235—GEORGE CAPES ORCHESTRA
American Beauty Rose
DE-46240—STUBBY & THE BUCCANEERS
Little Buffalo Bill
DE-27008—DICK HAYMES
I Still Get A Thrill

- LO-682—SNOOKY LANSON
Where Are You Gonna Be, Etc.?
ME-5397—EDDY HOWARD O.
Put On An Old Pair Of Shoes
MG-10684—BILLY ECKSTINE
My Destiny
VI-20-3754—SAMMY KAYE O.
Tiddly Winkie Wood
VI-21-0306—SONS OF THE PIONEERS
Eagle's Heart
- 10—COUNT EVERY STAR 37.2 35.1**
CA-979—RAY ANTHONY O.
Darktown Strutters Ball
CA-859—RAY ANTHONY O.
Bamboo
CO-38732—HERB JEFFRIES
Our Love Story
CR-60214—HARRY BABBITT
DE-27042—DICK HAYMES
If You Were Only Mine
DE-48518—THE BLENDERS
Would I Still Be The One In Your Heart?
VI-20-3697—HUGO WINTERHALTER O.
Flying Dutchman
- 11—TZENA, TZENA, TZENA 37.1 12.9**
CO-38885—MITCH MILLER O.
The Sleigh
DE-27077—GORDON JENKINS O.
Good Night, Irene
DE-27053—THE WEAVERS
Around The World
ME-5454—VIC DAMONE
I Love The Girl
VI-20-3847—RALPH FLANAGAN ORCH.
Pink Champagne
- 12—IT ISN'T FAIR 28.3 32.1**
CA-860—BENNY GOODMAN O.
You're Always There
CO-38735—LES BROWN O.
Solid As A Rock
CR-60156—BILL HARRINGTON
High On The Eiffel Tower
DE-24895—JOE MARINE
Cry Of The Wild Goose
GM-943—RAY DOREY
Taa Many Kisses
HAP-105—JOEY NASH
If I Forget You
KI-15034—FREDDY MILLER O.
ME-5382—RICHARD HAYES
Thunder In My Heart
ME-6290—DINAH WASHINGTON
MG-10637—BILL FARRELL
Bamboo
VI-20-3609—SAMMY KAYE O.
My Lily And My Rose
- 13—WANDERIN' 24.6 20.8**
VI-10-1542—ROBERT MERRILL
Valencia
VI-20-3680—SAMMY KAYE
The Bicycle Song
- 14—SAM'S SONG 23.6 6.8**
CA-962—JOE CARR
Ivory Rag
CO-38876—TONI HARPER
Happy Feet
CR-60250—LEIGHTON NOBLE O.
Mona Lisa
DE-27033—VICTOR YOUNG O.
Dreamy Ole Ohio
DE-27112—BING and GARY CROSBY
Simple Melody
LO-693—HOGAN & WAYNE
Mississippi
ME-5450—HARRY GELLER O.
1812
MG-10743—THE MELODEONS
Tippy Canoodle Canoe
VI-20-3798—FREDDY MARTIN O.
Mambo Jambo
- 15—I DIDN'T SLIP, I WASN'T PUSHED, I FELL 19.9 14.1**
CO-38818—DORIS DAY
Before I Loved You
DE-27018—BING CROSBY
So Tall A Tree
VI-20-3823—LISA KIRK
Love Like Ours
- 16—BLIND DATE 18.6 14.3**
CA-1042—WHITING AND HOPE
Home Cookin'
DE-27076—KNIGHT AND HAYMES
Say When

- July 15 July 8
- 17—I CROSS MY FINGERS 18.5 17.6**
CO-38786—PERCY FAITH O.
Valencia
CR-60256—HARRY BABBITT
DE-27078—VIC SCHOEN O.
I Could Write A Book
DE-27111—BING CROSBY
VI-20-3846—PERRY COMO
- 18—LA VIE EN ROSE 17.8 8.5**
CA-890—PAUL WESTON O.
Les Feuilles Mortes
CO-38768—HARRY JAMES O.
Mona Lisa
DE-24816—VICTOR YOUNG O.
The River Seine
DE-27111—BING CROSBY
I Cross My Fingers
MG-30227—MACKLIN MARROW O.
When We're Dancing
VI-20-3819—TONY MARTIN
Tonight
VI-20-3739—MELACHRINO O.
Fascination
- 19—NOLA 16.2 10.7**
CA-1014—LES PAUL
Jealous
VI-20-3743—FRANKIE CARLE O.
- 20—SIMPLE MELODY 16.1 17.8**
CA-1039—JO STAFFORD
Pagan Love Song
CO-38837—DINAH SHORE
I Still Get A Thrill
CR-60227—CROSBY—GIBBS
A Little Bit Independent
VI-20-3781—PHIL HARRIS
On The Mississippi

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

- 21—BONAPARTE'S RETREAT 15.2 21.7**
- 22—STARS AND STRIPES FOREVER 14.4 12.7**
- 23—SOMETIME 13.8 5.5**
- 24—VALENCIA 13.6 5.6**
- 25—M-I-S-S-I-S-S-I-P-I 9.5 8.6**
- 26—GONE FISHIN' 9.3 —**
- 27—PICNIC SONG 9.1 3.5**
- 28—HOME COOKIN' 8.7 9.8**
- 29—DADDY'S LITTLE GIRL 8.2 9.7**
- 30—STARS ARE THE WINDOWS OF HEAVEN 7.1 10.9**
- 31—ARE YOU LONESOME TONIGHT? 6.4 2.6**
- 32—BOULEVARD OF BROKEN DREAMS 5.9 6.4**
- 33—I STILL GET A THRILL 5.5 11.3**
- 34—BUFFALO BILLY 5.4 6.7**
- 35—VAGABOND SHOES 5.1 4.3**
- 36—RAIN 4.8 9.9**
- 37—I DON'T CARE IF THE SUN DON'T SHINE 4.6 11.2**
- 38—THANKS, MR. FLORIST 4.5 6.9**
- 39—GOOD NIGHT, IRENE 4.4 —**
- 40—NO OTHER LOVE 2.4 —**

PENNY VENDOR SUCKER SEEKERS BLACKEYE INDUSTRY

More and More Unknown, Untried, Untested Penny Vendors Introduced in "Business Opportunity" Ads for Quick Grabs, Resulting in Adverse Publicity and "Better Business Bureau" Acid-Biting, Anti-Industry Press Reports

A few months back this publication published the report of the Better Business Bureau, which had issued as a "warning" to veterans who were, at that time, receiving insurance checks totalling over \$2,700,000.00.

The Better Business Bureau stated, in a national publicity release which appeared in many newspapers, magazines and even over the air waves, "Taking a walk after supper and collecting the returns from a number of vending machines on location seems like an attractive method of supplementing one's income. Thousands of young men with broken down stamp machines, peanut vending machines, etc., gathering dust in their cellars have been disillusioned. Fundamentally, the business of merchandising by machine is legitimate. Practically, the dilettante in this business has very little chance of success."

When this statement first appeared in this publication, in an editorial, "The Truth About The Vending Machine Business," it created somewhat of a sensation. Many copies were called for by merchandising machine men from all over the nation. The majority advised that this was "one of the very first editorials to ever appear to help rid the field of the penny vendor sucker seeker."

The expression, "penny vendor sucker seeker," intrigued the members of this publication. Since these men have had many, many years of experience in this field, they realize how well it had been put.

Automatic merchants asked this publication to again come to the fore, and further carry on a campaign to help rid and clear the industry of the "penny vendor sucker seeker." "Because, he only blackeyes the entire industry."

He is the man who travels about the country or, many times, remains in one location, uses only "business opportunity" advertising, wants nothing to do with the professional vending machine operator, and tries constantly for that quick grab, "for sucker money," which, after he obtains whatever he can from the "sucker" (the new blood he brings into the field), he is then completely finished with this man and, only if the buyer comes back to "buy more," is he at all interested.

The price he places on the unknown, untested, untried machines he sells, is higher, by many dollars, than he could obtain from any one of the professional vending machine operators. This places him in the position of clearing his cost as well as

enjoying a small profit margin on the "down payment" he gets from the new buyer. Time payments also give him the argument of "legitimacy," should he ever be questioned.

After the down payment he tries to get whatever he can in further payments. Sometimes, after getting a major portion of what is outstanding, he forgets about the rest. If it comes in, he considers it "found money." If it doesn't come in, he can either replevin the machines, or simply forget about the whole deal, for he realizes that, after some months, the deal has usually gone sour anyway and that this new man is, in most instances, out of business.

This sort of thing, tho it has in some instances brought many good and ambitious men into the field, has, in most cases, also brought about terrible publicity from organizations of outstanding character which have, in almost every instance, black-eyed the vending machine business.

Just as the Better Business Bureau stated, thousands of new men have machines gathering dust in cellars everywhere in the country.

It has come to the point that the average man engaged in the automatic merchandising machine industry actually winces every time he sees one of these business opportunity ads advertising for men to enter into the "lucrative vending machine business."

Everyone in the field knows what the new man is subject to. There is every reason, then, for all engaged in the industry to try in every way possible to point out such fakers, and present them in the light in which they should appear, so that no others in the field are harmed by their transgressions.

Almost every day, somewhere in the country, someone is complaining to one or another of the nation's Better Business Bureaus about having purchased penny vending machines which "didn't work" and which, at the same time, were much overpriced, were quickly placed on many locations without even permission of the location owners, and, in the end, the sellers disappeared from the community or else would not refund the purchase price.

This sort of thing has been going on for many years. It recalls the old days when such salesmen stood up to large blackboards and showed entire classes of new men how with one penny machine they could earn \$1.50 per week, with 2 machines \$3.00, etc., etc., up to 100 or more machines which,

by cold figures (on a blackboard only), would earn as much as \$150.00 per week and more, for just "some evening's work as extra income." The men who listened avidly to the speaker fully believed him, because of the fine offices, the attractive display, etc., etc., which he featured.

The speaker did not explain that, perhaps the first five or so machines, if they were entirely new and had never appeared in that community, might earn \$1.50 per week each. But, after that, the average of collections would fall, for no community in the nation can boast more than one or two per cent top locations.

With a nice, big blackboard, a piece of soft chalk, an impressive speaker, a well lighted display, busy secretaries answering lots of phony mail, big offices and showrooms, this all sounded fine.

One man after the other purchased the penny vendors to suddenly find themselves holding onto something they couldn't even locate in the first place and, if they were able to locate the machines, would never, in all their lives, ever see \$1.50 per week as an average from these machines.

When they called back to get at least part of their money, usually the offices were closed. If they weren't, the hardened sucker-seeker always had a story ready which pushed these complainers right out of the place.

If they complained to the Better Business Bureau, or some other similar organization, these people were shown charts of thousands on thousands of machines, "of a similar type," which were "on locations all over the nation."

In short, this is the most legally beautiful rape of the vending machine industry which exists in the country. It is hard to combat, because these men always can show an "honest countenance" and, most definitely can prove that their "type" vending machines are being operated successfully, and in large numbers everywhere in the country.

But, the members of the automatic merchandising machine industry know these men for what they are. It is up to them to advise all and sundry to beware the "sucker-seekers." It is up to the leaders in this field to once, and for all time, help rid the industry of the type of jackal who feeds on victims who do not, and cannot, retaliate, but, who cause blackeye publicity to appear against the industry in the nation's press so that all are engaged, seemingly, in a "racket," instead of in a fine, modern, efficient, and ever progressive merchandising business.

VENDOR MFRS. FEEL STEEL SCARCITY

Keeney Cigarette Vendor May Call 6-8 Wk. Production Halt After July 17 Steel Scarcity Limits Future Sales As Plant Asks Distribs To Rush Orders

CHICAGO — Wires were rushed from the factory of J. H. Keeney & Co., Inc., this city, to every one of their cigarette machine distributors, advising them of what materials were left on hand, of what they could expect in deliveries, and for these distributors to let the plant know before July 17, 1950, just what they wanted. All orders after that date might not be filled for from six to eight weeks. "Our factory may have to close down production of our cigarette vending machines after July 17 for from six to eight weeks," Charles Pieri, sales manager, said, "because of the scarcity of steel."

"We don't know what we will be allocated after that. We have steel up to July 17, 1950. After that, it's catch as catch can. Therefore, we wired our distributors and urged them to give us their commitments up to July 17 and we would attempt to fill these orders to the best of our ability."

It doesn't seem that the factory will be able to take care of the deluge of orders which has resulted from these wires.

They will, instead, allocate whatever production they have on an equal and fair basis, and then wait to see if steel will sufficiently loosen up to allow them to re-enter production at a later date, possibly six to eight weeks from this time, so that they can bring more cigarette vendors to their distributors.

The steel shortage is so great here that the average supplier has closed down his offices for the fourth quarter of the year. Many of these suppliers have been notifying plants in this city that they have no further steel to allocate.

Whatever steel will be forthcoming from now on in will have to be brought in from areas where it isn't being used in the quantity that this heavy industry center is now using.

Zogg Clix With "Freshway" Refrigerated Sandwich Vendor Combo Changer Gets Interest

CHICAGO—Red Zogg, well known to the coin machine field for many years, has developed one of the finest vendors here, according to many operators who have visited his firm, Freshway Automatic Vendors, 407 So. Dearborn St., this city.

This is a completely refrigerated vending machine for sandwiches. It clearly shows the buyer the sandwich. It also tempts him with a changemaker which makes these sandwiches extremely easy to buy, regardless of the combination, or single coin, he may have in his possession at the time.

The machine can handle approximately 105 conventional sandwiches. It handles over 300 half-sandwiches. It can also handle over 70 pieces of pie and cake. It keeps the merchandise perfectly fresh at all times because of the deluxe refrigeration unit which this machine features.

It is known as the "Freshway Automatic Vendor." Operators who have seen it believe that it opens an entirely new profit path. Location tests have disclosed this vendor to be among the most profitable in the field.

Whatever the price decided upon for the full or half sandwich, or for the pie and cake, the changemaker which Red Zogg developed is one of the most unique in handling transactions and giving change, even in dimes and nickels, to entice further purchases, that has ever yet been developed in the field.

As Zogg stated, "This changemaker can handle any and every combination of coin. It makes change even in one dime and one nickel which is some-

thing that has never before been accomplished.

"It is speedy. It is correct. It works like a charm in every regard. It is the only changemaker on the market whereby the vending machine operator is assured of complete satisfaction for his customers regardless of what price he decides to charge for the sandwiches."

He reported that tests with similar type machines, "not even as handsome looking nor as mechanically perfect as this one is," proved to him that sandwiches were "one of the most profitable businesses in all the field."

He stated, "The changemaker, in addition to the attraction of the vendor, has added tremendously to the moneymaking power of the machine itself. Not only can the public now obtain the sandwiches they want, really fresh, completely refrigerated fresh, but, can get these sandwiches whether they have one or any combination of coins in their pocket. This means real profits for the operator."

With his many, many years of experience in the coin machine industry, Red Zogg stated that, "I would never introduce any product unless my own complete and intensive tests proved it a moneymaker and, further, unless I knew that we had licked every argument in advance."

"It takes many years," he continued, "to know just what to bring the public and get them to spend freely and easily."

"This is one machine on which the nation's vending operators are going to be complimented wherever they place it."

Awards To Be Presented At N.A.M.A. For Best Displays

Twelve Candy Vendor Mfrs. To Exhibit

CHICAGO—Displays at the forthcoming National Automatic Merchandising Association convention will be judged by a five man committee with awards being presented for the best exhibits.

For the first time in the history of the annual N.A.M.A. show awards will be made to manufacturers and suppliers who set up the most attractive and eye-arresting displays at the exhibit. A committee of five member operators who will act as judges has been appointed by convention chairman, Ernest H. Fox. The N.A.M.A. show is being held at the Palmer House, this city, November 12-15.

The judging committee are: Chairman: Herb A. Geiger, Geiger Automatic Sales, Milwaukee; John C. Guthrie, Miller Automatic Sales Co., Louisville; Wallace T. Collett, W. W. Tibbals Co., Cincinnati; Walter Knack, Walter Knack Co., Dixon, Ill.; and M. L. Heffer, Johnson Tobacco Co., Chicago. Fox reported that two additional members may be named to the committee before the meet gets underway.

The awards will be presented to the winners at the annual banquet to be held the evening of November 15th. To date more than 105 firms have signed to exhibit at the "world's fair" of the vending machine industry.

Included among these, according to Fox, are 29 candy manufacturers and 12 candy vendor manufacturers.

On the business day that has been reserved for candy vending, merchandising techniques and problems peculiar to this phase of the business will be discussed. The names of speakers and their exact subject matter are to be announced at a later date.

Fox stated, "Candy manufacturers are able to get their products to the public in a minimum of time over wide market areas through vending. Vending of candy has made 'production line' merchandising possible. The vendors also enable the candy men to

determine public acceptance of their supplies in the fastest and most economical way possible."

Candy vendor manufacturers who will display at the N.A.M.A. convention are: Alkuno & Co., Inc., N. Y.; Belvend Mfg. Co., Inc., Chicago; Atlas Tool & Mfg. Co., St. Louis, Mo.; Coan Mfg. Co., Madison, Wis.; Arthur H. DuGrenier, Inc., Haverhill, Mass.; Mills Industries Inc., Chicago; National Vendors, Inc., St. Louis, Mo.; The Northwestern Corp., Morris, Ill.; Rowe Mfg. Co., Inc., N. Y.; Shipman Mfg. Co., Los Angeles, Calif.; Stoner Mfg. Corp., Aurora, Ill., and Vendall Co., Chicago.

Beverage Vendor Bows

BEVERLY HILLS, CALIF.—Majestic Enterprises, this city, in conjunction with Green Spot Orange-Ade, this week announced the introduction of a fully automatic, coin operated, refrigerated beverage dispenser, the Model 520.

The machine is a transparent cabinet containing two plexiglass bowls, each of which has a capacity of 5½ gallons. A stainless steel tube, in the center of each of the clearly visible bowls, sends up a continuous stream of golden Orange-Ade which showers down creating an appetizing and eye-compelling display for impulse sales.

The Model 520 handles either nickels or dimes and has a lock-operated door that opens frontwards to facilitate removal of coins and cleaning. The beverage dispenser is highlighted by built-in fluorescent lighting. The lower part of the cabinet is made of heavy-gauge steel finished in colored baked enamel and trimmed with chrome. The refrigeration unit on the 520 maintains the beverage as low as 36 degrees F. The machine is 62 inches high, 32 inches wide and 20 inches deep.

Food Vendors Hike Biz 30% In 18 Mos.



HARBORSIDE, N. J.—The above photo was taken at the Ford Motor Co. offices here where a 30 per cent business increase in cafeteria sales has been reported since the machines

were first installed 18 months ago. Behind the lunchers are sandwich, milk, ice cream, cold drink, and coffee vendors.

GOVERNMENT WAR PREPARATIONS AFFECT EQUIPMENT PRICES

Harry Williams Urges Ops To Watch For "D. H. Day"

Promises Trade Board New Idea In Amusement Games



HARRY WILLIAMS

CHICAGO—In an interview with Harry Williams, who has just returned to his big Chicago factory, it was learned that one of the major reasons for his long stay in California was due to the fact that he did not want to be hampered by routine factory and production work.

He left this entirely to Sam Stern, executive vice-president and sales manager of the firm, and the engineers here at the factory, so that he could spend his time in development and engineering, seeking new products for the nation's operators so that amusement game play action and interest would continue at high peak.

Harry Williams stated, "I feel that I owe this to the nation's operators.

"We created," he reported, "an engineering and development plant in California where three noted engineers are working with me in developing brand new and better ideas for the nation's amusement game operators."

Williams' intentions, he stated in this interview, were to bring the operators such brand new and different products that they would continue to hold the interest of the public and would always keep play at a top mark.

He needed, therefore, to be divorced from the routine work which comes about at every factory in this city. He wanted to spend his full time on engineering and development, seeking something different and better for the amusement game operators.

"That's why," he stated, "we believe that we have something so brand new and so vastly different from any-

thing that has ever appeared on the amusement game market that it will stimulate the entire nation's amusement game industry.

"This will be introduced thruout the country on 'D.H. Day'," he stated, "and we urge the nation's amusement operators to watch for 'D.H. Day' at their Williams' distributor.

Sam Stern has been handling all the sales work at the factory while Harry Williams spent his time at his engineering and development laboratories in California.

Sam is tremendously impressed with the new product which the firm will soon introduce and stated that, "In all my years in the amusement industry there has never yet been anything which has enthused me as much, nor anything which has ever yet appeared, to my way of thinking, that has the possibilities of this new first game which is the result of Harry Williams' development and engineering in California."

The entire organization here is very secretive regarding this first new product except to state, "There is no doubt that when 'D.H. Day' rolls around the nation's amusement operators are going to be very, very happy people."

Demand For Used Machines Increases. Prices Up. Factories Face Materials And Labor Problems. Games Division Absorbs Increased Costs At This Time. Some New Phonos Up — All Expected To Follow.

Munves National Distrib For New Amuse. Game

NEW YORK—Mike Munves, largest wholesaler of arcade machines in the country, announced this week the acquisition of a new amusement machine for which his firm will act as national distributors. He is now in the midst of appointing distributors thruout the country.

The machine "Air Hockey" is a competitive, two-player game, featuring the manipulation of a ping-pong ball by a player on each side thru the medium of an air pressure blower. The player directs the blower at the ball, and by squeezing a metal handle on the pointer, can direct the flight of the ping-pong ball which he tries to get into the opposing player's pocket. When a score is made, lighted numbers appear on the playing surface of the board. Nickel or dime coin chutes are optional.

Munves states deliveries will begin in from two to three weeks.

NEW YORK—With the Korean campaign becoming a serious matter, and with an eye toward an all out effort, plus the necessity now apparent for building up our national defenses, the Government appears to be on its way toward a program of large scale production of all items necessary for waging a winning war, whether it be an actual shooting war, or to back up our efforts to win the peace with a show of strength.

Coinmen, well aware of this condition, are trying to prepare for any eventuality. During the past few weeks, the demand for used machines of all kinds has increased, with the natural result of prices taking a climb. In addition, the demand for new machines from the factories is at its peak. Ordinarily buying at this time of the year slackens off, with activity starting with the opening of the fall season. However, due to conditions, distributors, because of the pressure of their operator customers, have been deluging the factories with orders for new machines in large quantities.

Factories are working full blast in an effort to satisfy these demands, but they face numerous problems, which have come about due to government activity in building war machines. Not only are materials difficult to secure, but labor has become scarce and high priced. And as coinmen are fully aware, this condition will become more and more acute as time goes on, depending, naturally on the outcome of the present situation.

Meanwhile the manufacturers are continuing to produce as much equipment as they can, with game factories developing new games, and so far absorbing any added costs necessary to build them. Phonograph manufacturers are running their production lines as usual, with some finding it necessary to increase the price, and it is expected all others will have to step up their prices thru necessity.

A study of *The Cash Box* "Price Lists" show prices of used equipment in all divisions starting to go up. This condition is caused naturally by the added demand of the trade, plus the fact that the export market has been buying additional equipment.

It is apparent to all that coin machine buyers and sellers will have to keep a careful eye on market conditions to be fully aware of the value of equipment.

United Delivering Conversion For Super Shuffle Alley



BILLY DeSELM

CHICAGO—With production of its new "Shuffle Alley DeLuxe Conversion Unit" well under way, Billy DeSelm, sales manager for United Manufacturing Co., this city, announced this past week, due to the demand, the firm has started to deliver its newest conversion for "Super Shuffle Alley."

DeSelm stated, "Our brand new 'Super Shuffle Alley DeLuxe Conversion' went on the production line this

past week and deliveries are already under way.

"This new conversion unit is one of the finest we have ever turned out. It makes a brand new game of our former Super Shuffle Alley.

"The result of the first sample deliveries," he continued, "was a jam of orders at our factory here along with reports, 'this is really a professional conversion and makes the Super Shuffle Alley look like one of the latest, brand new shuffle games.'"

United has been working at top speed to supply the market with conversion units which perfectly match the games for which they were made and which are extremely simple to install.

The average operator can install any one of these two new United conversions on his games, on location, in jig time.

The games then take on the appearance of brand new machines. The play has increased in each instance.

The firm's distributors have commended the factory on this move. They report, "operators are finding these conversions the finest way of booming the play of their old games."

DeSelm also said, "It is the policy of our factory to, at all times, help the operators to enjoy peak play and, if a conversion unit will help, we are going to build the best conversion units for the operators."

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Just 21	125.00
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Albany 4, N. Y.
Tel: S-0228

Dave Stern A Grandpop



DAVE STERN

ELIZABETH, N. J.—Dave Stern, nationally known coinman and head of Seacoast Distributing, Inc., this city, is still celebrating the arrival of a grandson on July 3. The boy, named Richard Todd Sarkin, is the son of Dave's daughter Elaine and son-in-law Dr. Stanley K. Sarkin of Newark, N. J.

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We want to buy Wurlitzer 3020's; Wurlitzer 1017; Bally One-Balls; Bally Eurekas; Photo Finish; Brand New closeout Five-Balls and Shuffle Machines.

• We have in stock for sale or will trade: United Shuffle Alleys, Bally Bowlers, Keeney Pin Boy. •
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WM. LUCKY INNING WM. SWEETHEART GOTT. MADISON SQUARE GARDEN	G. Bowling League\$139.50 C. Shuffle Pins .. \$39.50 & 69.50 Bowlette 125.00 K. ABC Bowler 169.50 R. Shuffle-Lane 84.50 U. Twin Shuffle 162.50 Wm. Twin Shuffle 149.50 Wm. DeLuxe Bowler 219.50
USED FIVE BALLS	USED ONE BALLS
Heavy Hitter \$49.50 Monterrey 39.50 Harvest Moon 79.50 Bowling Champ 87.50 Saratoga 62.50 Trinidad 39.50 Baby Face 77.50	B. Champion \$374.50 B. Citation 245.00 B. Gold Cup 95.00 B. Jockey Special 85.00
THE LEADER in ONE BALLS BALLY TURF KING	SPECIALS
	Black Cherry 5c \$85.00 10c 90.00 25c 95.00

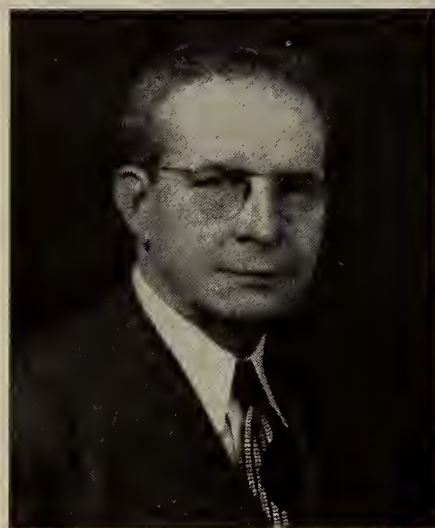
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Report Materials Becoming Scarce. May Have To Raise Price Soon



JERRY HALEY

CHICAGO — Jerry Haley, general sales manager of Buckley Manufacturing Company, this city, reported this past week that the factory is attempting to hold the present price line on its Buckley Wall & Bar Boxes, but, that they don't know when the low price established a few weeks back (\$19.50) may have to be raised. According to Haley, "All raw materials which we are using in the manu-

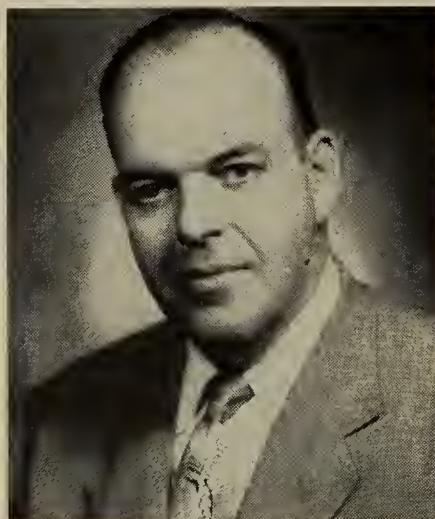
facture of our Buckley Wall & Bar Boxes are becoming scarcer. In addition, skilled labor is going 'way up in wages and, tho we are trying with all might and main to hold the present \$19.50 price on the Buckley Wall & Bar Boxes, a change may have to be placed into effect very soon."

Haley stated that since they announced the new low price on Buckley Wall & Bar Boxes business boomed. Many operators, everywhere in the country, he reported, quickly stocked up what they needed and the orders which they received forced them to go out into the open market for raw materials.

"When we learned the price of raw materials for our Buckley Wall & Bar Box," he stated, "we realized that we would have to continue to work without profit to meet commitments. Now we are trying to obtain material to fill all orders we have received." "We have been promised some new raw material very soon, and will try to hold our present price, but," he stated, "we don't know whether this will be possible much longer."

He urges everyone of the nation's music ops to get in touch with the firm immediately and advise them just what they will need and, as long as the firm can handle the business at the present price, they will do so.

Brandt Distrib Co. Extends Territory To Iowa For Wurlitzer



JOHN BALK

ST. LOUIS, MO.—Brandt Distributing Company, Inc., Wurlitzer distributor with headquarters in this city, will extend its operation to include Des Moines, Iowa and the surrounding counties. The announcement was made recently by Ed R. Wurgler, general sales manager of the Rudolph Wurlitzer Company in North Tonawanda, New York.

The new Brandt territory was formerly represented by the Iowa Music Distributors, which company has been dissolved. Actually the two territories are adjacent and the Brandt St. Louis office will furnish Wurlitzer sales and service facilities in 44 Illinois counties, 4 Kentucky counties and 75 Missouri counties. The adjacent Iowa office in Des Moines will be distributor for 4 western Missouri counties, 73 Iowa counties and 2 Illinois counties. P. O. Brandt, who is one of the earliest distributors of Wurlitzer's line of phonographs, announced that

the Iowa office will remain in its former location—764 Ninth Street, Des Moines, Iowa.

Brandt also made known the appointment of John Balk as manager of the Iowa office. Balk has been active in the phonograph business for many years, serving as sales manager for the International Phonograph Company of New Orleans and as manager for F.A.B. Distributing Company in its Alabama office, representing the Wurlitzer line. He spent three years in the southwest Pacific on Navy duty and is now back again in the phonograph business.

Brandt's Iowa office sales and service departments are open for business and John Balk reports a complete stock of new Wurlitzer 1250's on hand, as well as a supply of wall boxes, speakers, steppers, other remote equipment and parts. All the operators in the Iowa territory are cordially invited to visit the redecorated showrooms.

Cincy Phono Ops To Hold Next Meeting In Sept.

CINCINNATI, O.—The Automatic Phonograph Owners Association, this city, held its regular monthly meeting at the Hotel Gibson on July 11.

Members voted not to hold another meeting until September 12, passing up a meeting in August.

Bill Fitzpatrick has recovered sufficiently from his recent accident to return home from the St. Mary's Hospital. . . . Pete Bigner, 11 year old son of Ray Bigner, is confined in the hospital after being injured from a horseback riding fall. . . . Charley Kanter spent the week-end in Dayton and Canton, where he visited with Jan Garber, orchestra leader.



Horse Sense with H. P.

Why does the great AMI mechanism perform so brilliantly through the years, giving operators so much extra peace of mind and freedom from care? One reason is AMI'S efficient, trouble-free delivery of power. Sturdy, dependable motors put power where it is needed—directly on the job—eliminate a

roundabout of cams, gears and clutches. AMI motors are built with power to spare, won't burn out even under unfavorable conditions. Their quiet, smooth operation insures against breakdowns, accounts for the extra profits that go with continuous, uninterrupted performance.

AMI *Incorporated*

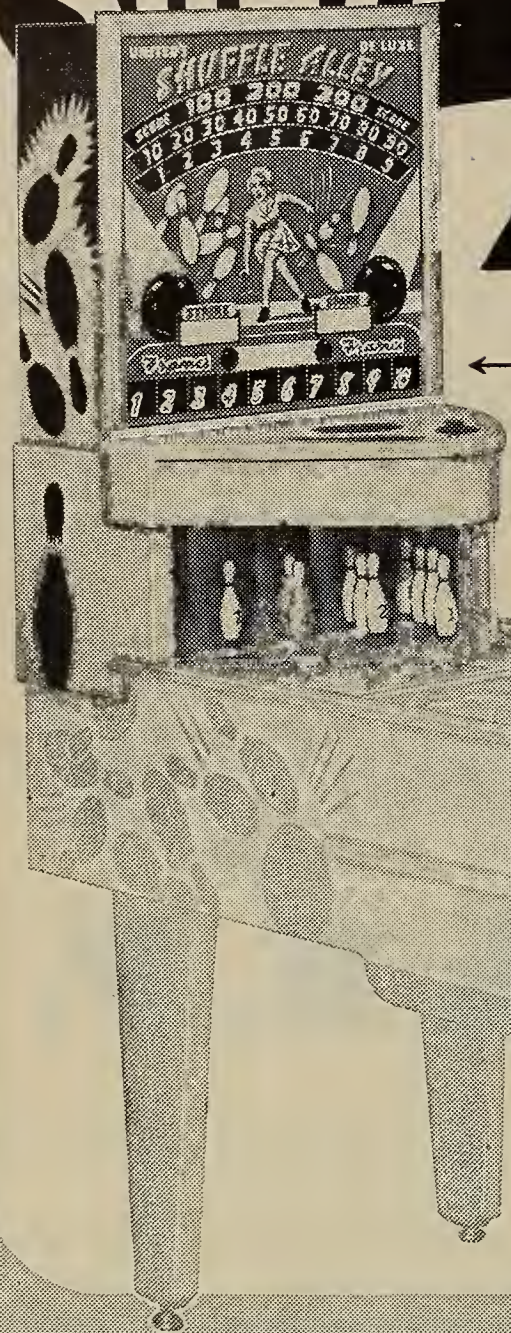
General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan • Branch Office: 134 North La Salle Street, Chicago 2, Illinois

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

Put New Life Into Your Shuffle Alleys!

UNITED'S

Shuffle Alley Deluxe



New Disappearing Pin CONVERSION UNIT

*New Flashy
Back Glass*

**Turns your original Shuffle Alley
into a
New Shuffle Alley Express.
(ALSO AVAILABLE FOR SUPER SHUFFLE ALLEY)**

- **Easily Installed on Location**
- **Takes Only 15 Minutes**
- **No Switches Added**
- **No Electrical Changes Needed**
- **Matches Cabinet Design**

Made by the Originators
of Automatic Scoring
Shuffle-Type Bowling Games

SEE YOUR DISTRIBUTOR



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

July 26th will be
D H
DAY
 At All Williams Distributors



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

J. H. Keeney & Co. Holding Present Price Line

Materials And Labor Scarce. Factory To Absorb Increase At This Time. No Assurance Against Price Rise In Near Future.



CHARLES I. PIERI

CHICAGO — With imminent increases in prices of almost all finished products soon to be announced, or already announced, it was refreshing to hear that J. H. Keeney & Co., Inc., this city, among the larger coin machine manufacturers, were still holding its present price line.

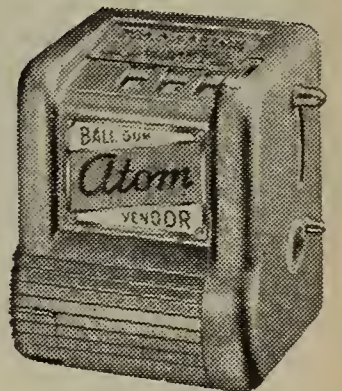
Charley Pieri, sales manager of the

firm reported, "The materials are growing scarcer and more difficult to obtain, and the fact that labor is zooming upward and hard to get, we are still maintaining our present price line and will not go up in price until we are absolutely forced to do so."

At this time the firm has going down its production lines, "Bowling Champ" conversion unit, "Double Bowler," "Duck Pins," "Penny Inserter," "Keeney Cigarette Vendor," "Criss-Cross Bell" and "Pyramid" deluxe club bell. There is no guarantee that the firm will be able to maintain its present price schedules, but, according to Pieri, it will continue to absorb as much of the price increases as it possibly can in an effort to bring their machines to the industry at the same price at which they were introduced some months ago.

"It is very difficult for any manufacturer to continue to absorb price increases," Pieri said, "but, we are doing our best. Of course, we can't guarantee that we shall be able to continue further absorption of price raises. We will try to hold the line

ATOM 10c Play CIGARETTE SALES BOOSTER



Put this Automatic Counter Salesman to work for you! Locations welcome ATOM. Now the Universal counter machine favorite sell cartons of cigarettes at a Dime a play.

Line up three of a kind—Win a carton of cigarettes for a Dime.
 Write for prices.

GROETCHEN TOOL & MFG. CO.
 126 N. UNION AVE., CHICAGO 6, ILL. (Phone: RAndolph 6-2807)

FOR A 5-BALL WITH BOWLING THRILLS

IT'S *Chicago Coin's* PIN BOWLER

while we are lucky enough to have the materials to take care of our orders. What will come tomorrow, we just don't know. However, we do want the entire industry to know that J. H. Keeney & Co., Inc. will try with all its might and main to hold the price line where it's at right now."

FREE!
 FAMOUS
 BLUE BOOK
 CATALOG



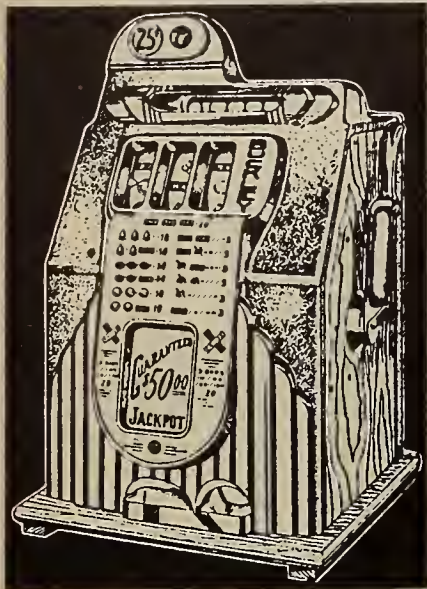
DICE • CARDS
 Perfect Dice, Magic Dice, Magic Cards—READ THE BACKS—Inks, Daubs, Poker Chips, Gaming Layouts, Dice Boxes, Counter Games, Punchboards. WRITE FOR FREE CATALOG TODAY.

K. C. CARD CO. 803 S. Wabash Ave., Chicago, Ill.

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

IMMEDIATE SHIPMENT

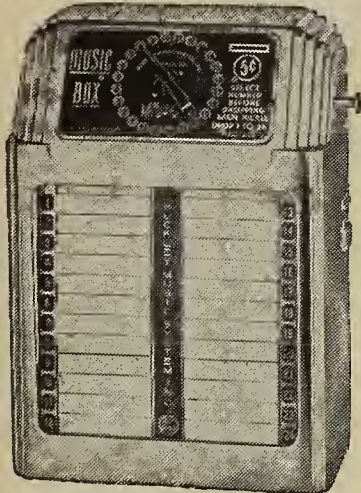
BUCKLEY
CRISS-CROSS
JACKPOT BELLE
 5c • 10c • 25c



WRITE FOR PRICE!

WORLD FAMOUS BUCKLEY WALL AND BAR BOX

FOR 16-20-24-32 RECORD SELECTIONS



NOW ONLY \$19.50
 ORDER QUICK!

BUCKLEY PUCK



PACKED 8 IN CELLULOID BOX
 WRITE FOR PRICE!

BUCKLEY MANUFACTURING CO.

4223 W. LAKE ST., CHICAGO 24, ILL.
 (All Phones: VAn Buren 6-6636)

Ristaucrat Clix With 45 RPM Juke Box At First Showing

Goes Over Big At NAMM Show. Distribs Appointed.

CHICAGO—What might be termed the first official showing of the new 45 RPM "Ristaucrat" juke box took place in this city during the four days of the NAMM (National Association of Music Merchants) convention at the Palmer House, July 10 to 14 inclusive.

Present at the booth which the firm had taken to show other of its music merchandise, not coin operated, were Joe Cohen, Edwin Marheine and Bill Karr.

All three men reported, "The interest was so great in our new music equipment we were busy every minute of the exhibit. But," they stated, "what attracted most attention was our coin operated 45 RPM 'Ristaucrat' juke box.

"This machine," Joe Cohen said, "clicked so well with everyone who saw it that we were absolutely up against it regarding choice of distributors. We believe that for the first time in juke box history people who never were in juke box distribution have shown tremendous interest in entering into the field because of the 'Ristaucrat.'"

Cohen, Marheine and Karr explained that it was not their intention to even display the coin operated "Ristaucrat" at this convention. They took it along with their other products to just show the type of machines the firm were manufacturing.

"But," said Bill Karr, "coin machine men from almost everywhere in the country flocked to our booth and kept us busy all four days of the convention telling them more about the machine, arranging for distributorship deals and generally starting deliveries rolling into their showrooms and warehouses."

At the same time the firm decided to publish the price of this small 45

RPM phono to the operators. The list price has been set at \$189.50.

With the announcement at the NAMM show that Decca Records would also go into production of 45 RPM platters, greater interest than ever before is being shown in this new, little "Ristaucrat" phono.

Cohen, who heads the firm, stated, "We have been working at top speed, as the people in the automatic music industry know, to get our phonos out to the trade. But, with the reaction which we got at this NAMM show, and with the distributorships which we have already closed, as well as the demand which has since come about, we are going to double our former production estimate, and go all out on our coin operated machine."

Lumber Mfrs. Assn. Prepares For Emergency

WASHINGTON, D. C.—Of great interest to the coin machine industry is the statement issued by the National Lumber Manufacturers Association regarding the part its members would play in the event of war.

The association stated the heaviest production would come early in the conflict with top priority going to barracks, warehouses and emergency buildings. The United States would need five billion board feet of lumber for the first six months.

Because of the early need for lumber, the association reports that it has under consideration the establishment of an advisory committee to work with the military on a mobilization program. It stated that the program will include production schedules that can be put into immediate operation should mobilization become necessary.

"Turf King" Rides The Air Waves



CHICAGO—"Operators are camping on my door-step, clamoring for 'Turf King,'" telephoned Lou Boasberg, New Orleans Novelty Company, New Orleans, La.

George Jenkins, vice president and director of sales for Bally Manufacturing Company, this city, in an effort to ease the pressure on Boasberg, immediately rushed several shipments by air freight, each plane handling a load of 15 games.

Pictured above is a Delta Air Lines plane being loaded with "Turf Kings" for Boasberg, with the fifteenth game being squeezed on.

IMPORTANT

PRICES GOING UP!

● This is the time to KNOW EXACTLY WHAT YOUR EQUIPMENT IS ACTUALLY WORTH! Prices are climbing. Wide margins suddenly appear in prices of many machines each week! With the possibility of approaching concentration on war needs and scarcity of materials and machines, you want to know just where you stand on the sale or purchase of equipment of all kinds. Each and every week "THE CONFIDENTIAL PRICE LISTS" record completely all changes of prices of all equipment. It is now vitally important for you to KNOW WHAT YOUR EQUIPMENT IS WORTH! "THE CONFIDENTIAL PRICE LISTS" are an EXCLUSIVE FEATURE of each week's issue of "THE CASH BOX". If you are a subscriber, be sure that your subscription doesn't run out. You may miss just one weekly issue and lose many, many dollars. Your coin machine friends also need this important information. Tell them all to send in their subscription. (Full year's subscription is only \$15.)

THE CASH BOX

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

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

FOR BIGGER, BETTER, STEADIER, DAY - AFTER - DAY PROFITS AMERICA'S LEADING JUKE BOX OPERATORS ARE BUYING THE OUTSTANDING AND SENSATIONAL 45 R.P.M. "RISTAUCRAT"

"THE MUSIC BOX FOR THE SPOT YOU FORGOT"

Here it is!! The modern, 45 R.P.M. music box that is creating a sensation everywhere in the juke box industry. Beautiful tone quality. Gorgeous play appeal. Long lasting records. Small in size so that it can fit right into the "spot that you forgot." Either 1 play for 5c or 2 plays for 5c—you have your choice by the simple toss of a switch. Location tested for mechanical perfection, play appeal and consistent profits. A hit with every juke box operator who has seen it. A sensation with every operator who has it on location. Bigger, steadier, better, day-after-day profits that can't be equalled at this LOW PRICE!! Plays 12 records (45 R.P.M.) and RESTACKS THE RECORDS AUTOMATICALLY!! All leading record manufacturers are now producing 45 RPM Records. The "Ristaucrat" was especially designed for small taverns, hotels, clubs, motels, resorts, candy stores, ice cream parlors, restaurants, drug stores, roadstands, barbecues, and dozens on dozens of other spots you forgot—where you can't profitably place a big phonograph. Will handle one or two wall speakers and even more. Has EVERYTHING YOU EVER WANTED IN A COIN OPERATED PHONOGRAPH—AND—BRINGS

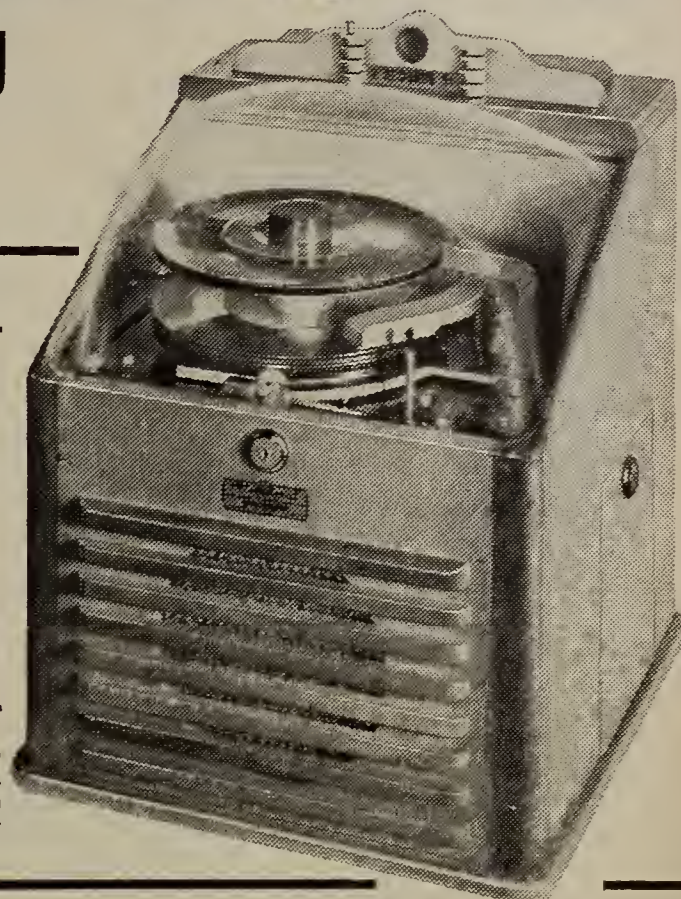
OPERATOR'S PRICE . . .

ONLY \$189⁵⁰

F.O.B. APPLETON, WISCONSIN

DISTRIBUTORS—Some Territory Still Available — Write! Phone! Wire!

YOU THE BIGGEST CHANCE FOR BIGGER PROFITS AT THE LOWEST PRICE YOU'VE EVER YET PAID FOR SUCH AN OUTSTANDING QUALITY MUSIC BOX. Rush your order to your nearest Ristaucrat distributor or direct to:



RISTAUCRAT INCORPORATED, 1216 E. WISCONSIN AVE., APPLETON, WIS.

Canadian Distribs For AMI To Hold Open House Parties

Toronto Trading Post In Toronto, July 18 and 19;
Roxy Specialty Corp. In Montreal, July 20 and 21



JACK MITNICK

Moe Fine of Roxy Specialty. As this is the first showing of any AMI phono in Canada since the importation restrictions were adopted, and taken off July 1, 1950, both firms look forward to a large attendance and keenly interested viewing of the AMI Model "C."

Jack Mitnick, regional representative for the phonograph manufacturing firm, will be on hand to greet the music operators at both Toronto and Montreal parties. This is the third trip Mitnick has made to Canada within a very few weeks. His first visit was made several weeks ago when he initiated the deal with these two firms; then another trip with John Haddock, president of AMI, on June 29 and 30 when the final contracts were signed; and now to be on hand when the distributing firms get into action with their operator customers.

Art Daddis, AMI factory engineer, will also be at both the Toronto and Montreal showings, where he will conduct sessions for the operators, explaining the mechanical features of the Model "C."

Mitnick was highly enthusiastic over the sales potential of Toronto Trading Post and Roxy Specialty Corporation. Immediately following the Canadian trip, he heads for the Mid-West states, where he will visit with all the AMI distributors.

Gottlieb's New 5-Ball "Triplets"

CHICAGO — D. Gottlieb & Company, this city, announced its new five-ball game "Triplets" is now in full production and games are being delivered to distributors thruout the country.

"Triplets" is an attractive game featuring several play ideas that the factory states will bring a great deal of added play. It gives the player three scoring opportunities—Spell out "Triplets"; Variable Bonus Award; and Side Rollovers for free play. In addition there are "Pop" bumpers and flippers. Coin chute is of the drop coin chute variety.

"Several of our distributors who have seen and played 'Triplets'" stated an executive of D. Gottlieb & Company, "are most enthusiastic over its great possibilities, claiming it's one of the best we've ever made. And, as everyone knows, we've turned out some pretty successful five-ball games over the years."

CORRECTION

NOTICE — The "Shakespeare Reel & Rod" which appeared in the advertisement of Coven Distributing Company, 3181 Elston Ave., Chicago, Ill., in the July 8, 1950 issue of *The Cash Box* should have been priced at \$5.05 and not \$3.50 as it appeared in that issue. This was a printer's error.

When you buy from Runyon

YOU BUY THE BEST

For TOP Money
You Can Always
Depend on . . .

AMI and

Bally

RUNYON SALES COMPANY

Exclusive AMI Distributors in N.Y. N.J. & Conn.
593 10th Avenue : 123 W. Runyon Street
New York 18, N. Y. : Newark 8, N. J.
Longacre 4-1880 : Blgelow 3-8777

CASH

Will Pay Top Dollar

for

Any Mills Escalator Type

Slot—Any Quantity

Send us your list

WRITE — WIRE — PHONE

Amusement Sales Corp.

4047 W. Fullerton Ave. Chicago 39, Ill.

GRAND RAPIDS, MICH. — Open House parties by both recently appointed Canadian distributors for AMI products will take place in Toronto at Toronto Trading Post on July 18 and 19; and at Roxy Specialty Corporation, Montreal, on July 20 and 21.

Al Clavir and Bill Fielding of Toronto Trading Post have sent all their operators invitations to visit with them during these two days, as has



GOTTLIEB'S TRIPLETS — TERRIFIC!

**3 Scoring Opportunities!
Triple Earning Potential!**

SPELL TRIPLETS • VARIABLE BONUS
AWARD • SIDE ROLLOVERS FOR FREE
PLAY.

**Gottlieb's Perfected New
DROP COIN
CHUTE . . .**

Faster! Safer!

"POP" Bumpers
Flippers

ORDER
from your
DISTRIBUTOR

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

"There is no substitute for Quality!"



EASTERN FLASHES

The real "dog" days are with us, not only hot, but terribly humid. But that doesn't keep the operators from visiting coinrow, where buying of all equipment is brisk, particularly used music and conversion units for shuffle games. Shuffle games also are going as rapidly as they are delivered, and we were at one wholesaler where the owner had to apologize to an out of town op for only being able to give him one piece from a delivery expected next Monday. Most of the conversation is about the war situation, with all expecting price increase on new equipment, and used machines bringing higher prices.

* * * * *

Herby "Happy" Semel will be taking the "plunge" on Sunday, July 30, when he and Ann Luxenberg walk down the aisle at a Manhattan hotel in a private ceremony. Herby, under the tutelage of his well known dad, Jack, has developed into one of the city's better operators. The couple will honeymoon in Miami Beach. . . . We understand Jack Semel is still suffering intensely with bursitis, but refuses to take any steps to remedy the condition. Hey, Jack, you can't be that busy! Or, are you scared of the medico? . . . While we're a little late with this announcement we offer our congrats to Irving Fink, office manager for Brooklyn Amusement Machine Company, Brooklyn, on the arrival of a new daughter on June 23. The score: 2 boys and 1 girl. . . . There seems to be no let up at Mike Munves. Mike thought biz would slow up this month, but in addition to more calls for arcade machines, the firm is now rushed filling orders for supplies, parts, etc. Mike has plans for a gorgeous front for his building, but it will have to wait until the rush subsides. Munves took over national distribution for a new game, with a new idea "Air Hockey." It's a two-player competitive game with a new play principle. Distributors thruout the nation are now being appointed.

* * * * *

Even tho Barney (Shugy) Sugerman, head man at Runyon Sales Company, is busy with the sale of AMI's phono Model "C," and Bally's products, he finds time to do some planning for the future growth of the firm. He's now working on an expansion move. . . . Phil Mason, Mason Distributing Company, Irvington, N. J., back from Miami. However, he left his family there for another two or three weeks, in which time he hopes his daughter will be completely recovered from her illness. . . . Jack Mitnick, AMI's eastern regional representative, heads for Toronto and Montreal, Canada, this week end. He'll attend the open house parties of Toronto Trading Post in Toronto, (July 18 and 19), and Roxy Specialty Corporation, Montreal (July 20 and 21), when these firms introduce the AMI Model "C" to the Canadian music ops. Artie Daddis, AMI field engineer, will also be at these openings. . . . "Senator" Al Bodkin and his lovely lady, Frances, off to New England for a two week vacation at Cape Cod. . . . Harry Koepfel, Koepfel Distributing Company, off for another Southern trip. Hymie will keep the home fort moving with its usual efficiency during Harry's absence, altho that's quite an assignment for one man. . . . Sam Getlan, after a sojourn in Miami for some years, back in the city, now active in Mt. Vernon, N. Y.

* * * * *

Dave Lowy, Dave Lowy & Company, enjoys one of the best reputations around. We listened in during a conversation with an op, and was happy to note that his reputation for fair dealings was paying out in added sales. . . . Bill Boyd Sales Company moving into 625—10th Avenue. . . . Joe Young, Young Distributing Company, (Wurlitzer distributor now has available for the music ops, Wurlitzer kits for 45 and 33-1/3 RPM, and special display streamers that go with it. Several ops are using the kit. . . . Dick DeCicco, Westchester operator making the rounds, buying equipment. . . . Al Simon, Albert Simon, Inc., Chicago Coin representative, so busy he hasn't time to get to the barbers. However, by noon, the beard is almost down to the floor, so he leaves everything and rushes out to get "prettied up." . . . Vic Trad, president of Trad Television Corporation, announces production of coin-operated television sets for hotels and motels. 25c will permit a half-hour playing on a 12 1/2" picture

DALLAS DOINGS

Wanted: One new set of finger nails. Just mail them to Joe Metassa in care of American Distributing Co., Dallas, Texas. Reason: He's still waiting for the new arrival. Joe is doing the raves over Chicago Coin's "Pin Bowler." Says this five ball game is sensational. . . . Henry Manning, Joe and Leonard Metasso fished at Lake Texhoma over the 4th. . . . Took in the "Gorgeous George" wrestle match recently. Caught a glimpse of Juanita and Dewy Parsons, Fay Martin, Paul Peters, Marian Jones and Saul Bihari. . . . Woodrow "Ragmop" Dawson, returned from a week's vacation. . . . J. D. Cox, Advance Music Company, San Francisco, in Dallas for several days. . . . Tommy Chatten made a good will tour of La. over the fourth. From what we gather, Tommy got disconnected in Shreveport. . . . Carolyn Thomas is the proud proud owner of a new Hudson. . . . Pat McGuin took a flying trip to Memphis to visit his fiancée. . . . Bob Hawthorne is feeling mucho better after a short illness.

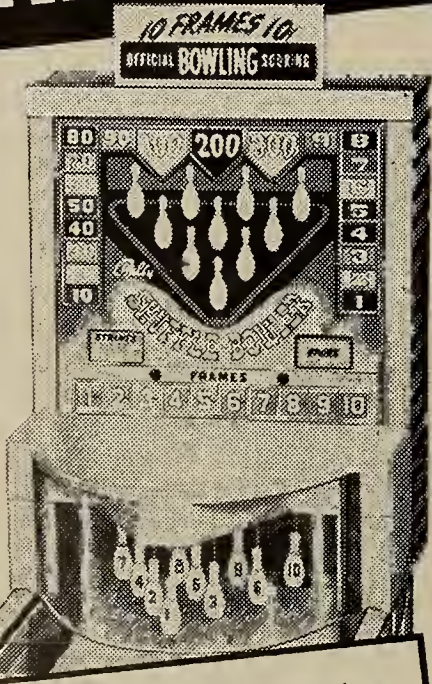
Al Mendez, Southland Distributing Company, Los Angeles, Spent the 4th Holidays with R. D. Williams in Dallas. . . . Ralph Claybrook and Benny McDonald both of Forth Worth, seen at various Distributors. . . . Frank Caldwell drove in from Paris and brought Johnnie along. Long time no see Johnnie, why not come in more often? . . . Mr. and Mrs. B. W. Byford, McGregor, expecting a new addition to the family. . . Ditto Mr. and Mrs. Harry Sutton of Bozier City, La. . . . McDonald and Browning of the "Big D" Music Company have gone into the manufacture of coin operated radios. Business is good and the future looks right rosy for these boys. . . . Very glad to know that Fred Ellis is recovering from a bad case of the mumps. . . . Have you heard about the completely modernized, air conditioned cabin that R. E. Driscoll built at Possum Kingdom? We hear it is the finest on the lake. How about a look-see R. E.? . . . We would say that Dick Dickerson of Oil City, La., has a very unusual hobby. Dick raises hamsters and has a pet gray fox on his farm. Why not raise more fox, Dick?

BIGGER PROFITS FROM YOUR BALLY SHUFFLE-BOWLERS

**NEW
CONVERSION
WITH REALISTIC
UPRIGHT PINS
THAT DISAPPEAR
AS ROLL-OVERS ARE HIT**

**PINS AUTOMATICALLY SET
EXACTLY AS ON
BALLY SPEED-BOWLER**

**INSTALLED ON LOCATION
IN A FEW MINUTES . . .
IT'S FAST!**



New, low-cost conversion gives your Shuffle-Bowlers all the features of the famous Bally Speed-Bowler. Easy to attach on location in just a few minutes. Write at once for complete details and prices.

COMO

MANUFACTURING CORPORATION
5013-5025 N. KEDZIE AV., CHICAGO 25, ILL.
PHONE INdependence 3-7600



CHICAGO CHATTER

This certainly has been one torrid and hectic week. With raw materials getting shorter in supply each day. With skilled labor becoming more and more scarce. With rumors of war work growing by the minute. With many of the factories here wondering whether they can continue to plan ahead as shortages grow more acute. With the hot weather which suddenly hit the town. This, plus everything else, had many all over the city rushing about and trying to find an answer to what should be done. . . . The NAMM (National Association of Music Merchants) held its convention this past week at the Palmer House. This show attracted many coinmen. . . . Jake Friedman of Atlanta, Ga., in town and visiting with various factories here. . . . Harry Hurvich up from Birmingham with Leon Levy, and they, too, took in the show and then hustled about the city to say "hello" to the mfrs they represent in their part of the world. . . . Grand display of that 45 RPM "Ristaurat" phono at the NAMM show attracted much attention. This is a small 12" x 12" x 16" non-selective juke box that was announced at the price of \$189.50 to the ops and which has started lots of talk around the music industry. Joe Cohen, Edwin Marheine and Bill Karr, of this Appleton, Wis., factory, were on hand to say hello to one and all. And certainly seemed to enjoy the excitement. . . . Vince Bandom also created much interest by announcing a brand new record for juke box ops, Oriole, which is the product of leading music ops here and is made for ops. They bust loose with Danny O'Neil, TV star singer, on their first platter and passed 10,000 sales the very first week in this area. Vince promises plenty more grand records for the juke box industry. . . . Bumped smack into Mr. and Mrs. Ray Moloney at the Pump Room with Lou Breeze, the charming Mrs. Breeze and Lou's daughter, and Lou telling us that he will soon be out with some very different "banjo" records. Should prove good listening, for Lou is one of the greatest on the banjo. And Lou does hope that juke box ops will give him a real close listen when the disks appear.

Before we leave off with the music biz—Irv Green of Mercury Records came out with a sensational free records operator's bonus plan which should make many a juke box op a happy guy. . . . Frank Mencuri of Exhibit advised, right on the hottest day of the week, that the firm was introducing a brand new five-ball, "Judy," and that orders were already rolling in. . . . Ted Bush flew up from Florida to get himself caught in hot and sticky weather and was only too happy to grab a plane back home to Miami. . . . Sam Lewis over at Chicoin all excited over the way their "Pin Bowler" is bowling right along. Sam claims, "Orders are pouring in," but, that isn't news at the factories here. Orders are really pouring in alright, but, what worries most of the manufacturers is whether they will be able to fill them all. . . . It's like Jack Nelson tells us, "We're so far oversold we just don't know when, where and how we'll catch up." Of course, Jack's talking about a little game called, "Turf King," which only happens to be super-sensational, even greater than "Citation." . . . Handsome Avron Gensburg decided to do it. He's now also planning to become one of the harried married. Avron announced his engagement to Nancy Hirsch of Miami Beach this past week and no handsome youngster ever looked handsomer so doing. . . . Harry Williams, who came in from California where he established inventive and development engineering laboratories, instantly had everyone here in a dither when he announced, "Watch for 'D. H. Day.'" Whatever it is, with the enthusiasm in Harry's voice, it sure must be great. And the way Sam Stern is all excited over this forthcoming national event at all their distribs' offices—something's gonna pop. . . . Jerry Haley over at Buckley Mfg. Co. advised that the firm is trying its best to hold the present price line but that materials are getting scarcer every second and he's urging all ops to place orders quick. Especially music ops who still want those Buckley music boxes at \$19.50, which is one terrific bargain. . . . Charley Pieri over at Keeney advises the firm is holding the price line tho they don't know what tomorrow may bring. In the meantime they wired all distribs of their ciggy vendor to get their orders in by July 17 for they would have to close down for 6 to 8 weeks after that because of steel shortage. Roy McGinnis was jammed with cig vendor orders and is allocating entire remaining production as fair as possible.

Billy DeSelm all happy and excited over the way the nation's Shuffle Alley ops have come thru for their conversions and, this past week, also announced that the firm is now delivering its "Super Shuffle Alley DeLuxe Conversion Unit" for United's Super Shuffle Alley of which pahlenty were sold. Billy advises that many nice letters received from ops for this great unit which the firm is producing. . . . Red Zogg, one of the real old timers in the coinbiz, is back at a new stand now and, of all things, in the refrigerated sandwich machine business. Yes, sir, Red's gone and done it. Even tho he used to laff at anything that didn't spit a payout. Red now claims that his "Fresh-way" sandwich machine with a really ingenious changemaker "will make more money than any slot I've ever operated" and he's willing to prove it to any challenger, he says. . . . Lou Boasberg in town from New Orleans. One guy that didn't mind the heat. Lou's accustomed to this sort of thing, he says, and, in fact, as far as he's concerned, "It's cool." . . . That Como conversion unit is also getting plenty of orders and is a honey for any op who owns a Bally Shuffle Bowler. What it does for this game would take pages to describe. Better write Bill Billheimer at Como Mfg. Corp. for details. . . . Bill Olsher of ABCO claims that tho they are selling plenty of "Hit-A-Homer" counter games they "just can't get enough to fill orders." . . . Harry Brown is begging for escalators of any kind, any age, any quantity, any condition, in fact, any-thing, as long as ops will ship them in and ship them in as fast as they can. "I'll even go out to wherever it is to bring them in my self," Harry says. . . . Ice Cooling Appliance Corp. makes cabinets for mfrs. and is seeking more vending machine mfrs. who want more cabs made. Seems this big outfit has the plant to do this job. Andy Vordack of Groetchen calls to advise that the firm has plenty of the the grandest little reel type counter games on hand. . . . Ted Rubenstein still out on the West Coast. . . . Al Stern trying to move into a new apt. and also take care of his business at the same time finds him burning the midnite oil. . . . Art Weinand of Rock-ola so busy these days it's almost impossible to get together with him tho all look forward to an important announcement from this firm very, very soon.

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CALIFORNIA CLIPPINGS

That clamor for one-balls, new and used, continues on the L. A. Row, with most jobbers moving out just about every playable game they can get their hands on . . . Plenty of out-of-town, even out-of-country, visitors to the Row these summer vacation days, the most notable being Mr. and Mrs. Jack McClellan of New Zealand. Jack is the former L. A. jobber who went to Sydney, Australia, married an Australian girl and did very well with a chenille manufacturing plant there during the war years. The McClellans seem quite content to be retired in the beautiful surroundings of Auckland and Wellington, New Zealand, with an occasional visit to the folks over here . . . Another special visitor was Neil Wright of Anchorage, Alaska, while among the rare Row guests spending a little time at Paul Laymon's were Mr. and Mrs. Joe Orcutt from Van Nuys. A veteran in the operating business, he's now a gentleman rancher.

Stopped in for chat with friendly Bill Schrader of Pacific Shuffle Bowling at his Venice Blvd. building, the former American Shuffleboard location and, prior to that, the home of M. S. Wolf. Bill, who showed us some very interesting color slides au natural of his product, is still priming for natural distribution on the unit which converts any shuffleboard into the latest-type shuffle-bowling game. Seems the only thing holding him back at present is production pace, in view of the many queries and orders received after its very successful showing at the ACMMA Convention in Chicago . . . Also visited with Bill's co-tenant, Harry Snodgrass of Pantages Paestro Music, the firm having moved over to this more central location from the building on McCadden St. in Hollywood. Harry, who operates the very busy firm in conjunction with Rodney Pantages and Joe Pizel, tells us they'll have an interesting announcement for everyone in the juke box business within a few weeks regarding a new piece of equipment.

Nice chat in the noon-day sun on Pico Blvd. with Bard Distrib Co. partner Ed Kendall, who gave out with some interesting comment on business in general and the juke box situation particularly. According to Ed, who notes that their own routes are holding up nicely, maximum play machines are the thing (we've heard the opposing theory from a number of other qualified people). Still he was pretty critical of ops who belittle their own investment and potential return by placing a 100-play machine on a 50-50 basis in a location that will earn no more than \$7.00 a week . . . Al Bettelman busy at C. A. Robinson's moving out a few shuffle games when we dropped in but took time out for a kibitz about our just discovering that we're almost neighbors . . . Evans' new "Constellation" box on the Badger Sales floor drawing lots of operator interest, Bill Happel tells us. Tried our hand on the Keeney shuffleboard conversion unit while there and it seemed like a live one to us . . . Laymons keeping cool with a cool one, prior to Charlie Daniels taking off for a Big Bear fishing trip and the folks entertaining Mr. and Mrs. Dan Moloney, who were in from the Bally factory. The boys are crying for "Turf King," we gathered from one and all . . . Johnny Hawley back from a six-day run to San Diego and parts, shipping out 14 good-sized orders of premium merchandise and game equipt. the first day back . . . Among those on the Row: Walter Schinkal of San Diego . . . Downey's M. V. Connor . . . Pete Pel'egrino from South Gate . . . J. B. Mullenau of Calexico . . . Carlsbad's L. A. Dindinger . . . Lela Smith of Barstow.

MINNEAPOLIS—ST. PAUL, MINN.

Ted Bush of the Bush Distributing Company, Miami, Florida, in Minneapolis for a vacation and spending the Fourth of July weekend at Breezy Point, Brainerd, Minnesota. . . . Herman Paster of the Paster Distributing Company, spending the weekend at his lodge up north, near Brainerd, and all the employees were invited to come up there over the fourth. Irv Sandler of the P & S Distributing Company, Des Moines, Iowa, spent the Holiday vacation with Herman, as did Mat Engel and Al Nilva.

Eddy Skalicky, formerly in the operating business, was married Saturday, July first, at Jackson. . . . Joe and Clarence Totzke of the Totzke Music Company, Fairmont, in Minneapolis for the day picking up their weekly supply of records. . . . Millie and Ed Birkemeyer of Litchfield, in Minneapolis for the day, making the rounds. . . . Jim Karusis of the J.A.K. Sales Company, Minneapolis, is getting ready to go to Greece to visit his mother and brothers and sisters. Jim has been pulling strings at Washington to get his passport cleared. He is very anxious to see his family, as he hasn't seen them since he was eight years old, when he came over to the United States with his uncle. His operations will be taken care of by two of his men, who have been with him for a good many years.

Milton Casebere of the C & N Sales Company, Mankato, in Minneapolis Monday looking for equipment, and he reports business has slowed up quite a bit in his territory. . . . Glen Rackliff of Superior, Wis., in Minneapolis for the day. Because of the unusually cool summer weather in Superior, it hasn't had a chance to warm up yet, and they are still stoking their furnaces. . . .

Stanley Woznak of Stanley's Music Company, Little Falls, in Minneapolis for the day, with a beautiful tan. He has been getting away quite a bit lately to get in some very good fishing. . . . Clare and Bud Nitteberg of Nitteberg Brothers, Castlewood, S. D., in Minneapolis for the day, making the rounds and busy as ever. . . . Pete Wornson and Mark Coughlan of Mankato, driving in together to Minneapolis to pick up a few miscellaneous items and high-tailing it back to Mankato. . . . Mr. and Mrs. Darlow Maxwell, Huron, S. D., spending the weekend in Minneapolis and leaving for home Tuesday morning.

THE CASH BOX

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WANT—Hollycranes and Pre-war Diggers of all kinds. LIEBERMAN MUSIC COMPANY, 1124 HENNEPIN AVE., MINNEAPOLIS 3, MINN.

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—Used juke box records. Also surplus new records distributors' or dealers' stock. Call or write: FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: UNDERhill 3-5761.

WANT—All types Phonograph Motors, Adaptors, Wall Boxes, Speakers, Coin Operated Radios, Coin Changers, etc. ST. THOMAS COIN SALES, LTD., ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

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—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—Used, new or surplus stock records. At this time we will purchase unlimited quantity of hillbilly, western and sacred records. Top prices paid. We pay freight. 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—We want late model phonographs, wall boxes, five ball games, amusement games, slots, etc. WESTERN DISTRIBUTORS, 3126 ELIOTT AVE., SEATTLE, WASH.

WANT—Late model Wurlitzers, Seeburgs, Rock-Olas, Iron Claw diggers all models, Exhibit Rotary Merchandisers (pushers). J. W. LANDI, 323 SANFORD, UPPER DARBY, PENNA.

WANT—Will pay highest prices for late model phonographs. Will pick up in surrounding area. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel.: CH 4-5100.

FOR SALE

FOR SALE—Genco Bing-A-Rolls \$65; Keeney Ten Pins \$95; Keeney Line Ups \$50; Bally Hot Rods (new) \$275; Royal Flush Pool Tables (new) \$149.50; Bally Speed Bowler (new) \$219.50; Keeney King Pin (new) \$225; Hawkeye Pop Corn Vendors \$39.50. All types coin machines. Call or write: MILLER-NEWMARK DISTRIBUTING COMPANY, 42 FAIRBANKS ST., N.W., GRAND RAPIDS 2, MICH. (Tel.: 9-8632) or 5743 GRAND RIVER AVENUE, DETROIT 8, MICH. (Tel.: TYler 8-2230).

FOR SALE—Bing-A-Roll \$60; Pro Score \$25; Bowlette \$150; Shuffle Alley \$125; Ten Pins \$100. WANT—New or used Shuffle Champs 8'. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCOTIA 2, N. Y.

FOR SALE—Special Offer. 40 Station Hostess Machines. Make offer. No reasonable offer refused. LEHIGH SPECIALTY CO., 826 NORTH BROAD ST., PHILADELPHIA 30, PA. Tel.: POplar 5-3299.

FOR SALE—1 Chicago Coin Basketball \$139.50; 2 Chicago Coin Pistols \$89.50 ea.; 1 Exhibit Silver Bullet \$135; 1 Williams All Star \$55; 1 Telegiz \$125; 2 Quizers, Latest Model, \$110 ea.; 1 Scientific Pitch 'Em & Bat 'Em \$129.50; 2 Jungle Joes \$125 ea.; 1 Monkey Shine \$175; 3 United Shuffle Alley Express (1 never used) \$195 ea.; 1 United Shuffle Alley \$95; 1 Bowllette \$110; 2 Select-O-Cards \$125 ea.; 5 Solotones Phonograph, Radio and Television Com. \$375 ea.; Solotone Boxes \$22.50. All this merchandise is clean and ready for location. 1000 Personal Music Boxes in original cartons \$5 ea.; 1000 used Personal Music Boxes \$2.50 ea. HANKIN DISTRIBUTORS, 708 SPRING STREET, N.W., ATLANTA, GA. Tel.: VERNon 3567.

FOR SALE—Plastic Conversion Kits for Shuffle games \$10.95 ea. Please specify game when ordering. 1/3 down, balance C.O.D., P.P. ECONOMY SUPPLY CO., 2015 MARYLAND AVE., BALTIMORE, MD.

FOR SALE—Used Columbus Models Z and G \$6 each. Condition guaranteed. Cash with order. BIRMINGHAM VENDING COMPANY, 540 SECOND AVE., NO., BIRMINGHAM, ALA.

FOR SALE—Genco Bowling \$150; Williams Twin Shuffle \$130; Bowllette \$185; Bing-A-Rolls \$65; Hy-Rolls \$65; Humpty Dumpty \$50; Trinidad \$50; Floating Power \$75; St. Louis \$125; Baby Face \$90; Temptation \$50; Lucky Star \$35; Sharpshooter \$135; Harvest Moon \$95. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYler 4-3810.

FOR SALE—For Export: Game and Music in excellent condition. Priced right. AUTOMATIC VENDING CORPORATION, 525 PARKER ST., CHESTER, PA. CHEster 3-9282. Ask for Mr. Shackleton.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games; One-Balls; Consoles, 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.

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

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FOR SALE—This equipment must be sold—will sacrifice—quote your best price: Slightly used Rock-Ola Standard Shuffleboards, climatic equalizers on each board, A-1 condition. Pin Games: Majors; Big Top; Rancho; Speedway; Blue Skies; Bowling Champ; Star Dust, good mechanical order. Arcade Equipment: Genco Playball; Mountain Climber; Rocket Radar; Amus-A-Matic Jack Rabbit; Mutoscope Voice-O-Graph; Photo-Mat; also Punching Bag, extra Bag. New and used Rock-Ola Shuffle-Jungles and Shuffle-Lanes. New 5 sts Rock-Ola Ten Pins. New Silver King, Hunter and Target Vendors. 1/3 down with order, balance C.O.D. TRI-STATE AMUSEMENT COMPANY, 149 18th STREET, WHEELING, W. VA. Tel.: Wheeling 649.

FOR SALE—1 '46 Seeburg \$265; 750E's, very good shape \$125; 1080's \$275; 850's \$60; 9-LI 56 Seeburg Wall Boxes \$18 ea. All prices FOB Indianapolis. Wurlitzer Distributors. MIDLAND MUSIC DISTRIBUTORS, 409 N. NOBLE ST., INDIANAPOLIS, IND. Tel.: MA 8514.

FOR SALE—Wurlitzer: Victories \$33; 850 \$97.50; 600R \$65. Rock-Ola Commandos \$50. All in good condition. F. A. B. DISTRIBUTING CO., INC., 1019 BARONNE ST., NEW ORLEANS, LA., or 304 IVY ST., N.E., ATLANTA, GA.

FOR SALE—1015 Wurlitzers, \$275; 1080 Wurlitzers, \$295; 1100 Wurlitzers, \$425; Seeburg '48, \$395; Aireon DeLuxe, late model, \$125. V. YONTZ SALES CO., BYESVILLE, O.

FOR SALE—Phono and Game route—northern Westchester County. Will sell at sacrifice. 70 pieces. Also used phonos and games at low-low prices. Write for listing. CHARLES H. LADEW & SONS, BEDFORD HILLS, N. Y. Tel.: Bedford Village 4-7027.

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

FOR SALE—Shuffle Alley \$99.50; Bango, Shuffleskill \$49.50; Beacon Pool Table \$149.50; Dale Gun \$65; Chicoin Pistol \$89.50; Genco Glider \$65; Scientific CUE CHAMP write. WEST SIDE DISTRIBUTING CORP., 612 TENTH AVE., NEW YORK 18, N. Y. Tel.: Circle 6-8464.

FOR SALE—Shuffle games completely reconditioned. Playing fields resurfaced: United Shuffle Alley \$109; Rally Shuffle Bowler \$139; Chicago Coin Bowling Alley \$169; Chicago Coin Baseball \$219; United Shuffle Alley Express \$259; United Double Shuffle \$229; Keeney Ten Pins \$95; Genco Glider \$49; United Shuffle Skill \$55; Nation Wide Baseball (Floor Sample) \$195; Rock-ola Shuffle Jungle—Brand New—Special Price. FIRST DISTRIBUTORS, 1750 W. NORTH AVE., CHICAGO 22, ILL. Tel.: Dickens 2-0500.

FOR SALE—Dale Guns \$69.50 ea.; Chicoin Pistols \$74.50 ea.; Genco Bing-A-Rolls \$115 ea.; California Shufflepins, 14 ft., with new light head \$174.50. 1/3 Deposit. RUNYON SALES CO., 593 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Guaranteed Used Machines—Bells; Consoles, One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 3425 METAIRIE RD., NEW ORLEANS, LA.

FOR SALE—Shuffleboard Scoring Units: Advance Horse Collar \$99.50; Rock-Ola \$89.50; Mills \$69.50. WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND, ORE.

FOR SALE—Used: Mills Golden Falls, Jewel, Black Cherries, Blue & Brown Front Bells; Pace Comets; Watling Treasures, Rol-A-Tops. Consoles: Keeney Super Bells, single 5c play and 5 & 25c Twins. Machines are clean—prices are right. New: Mills Bonus, Chrome 21's; Buckley Criss Cross; Keeney Pyramid and Cigarette Vendors; Universal Arrow Bell, Feature Bell & Twin Bowlers. Write for prices. LOUISIANA COIN MACHINE COMPANY, 423 ST. JOHN STREET, LAFAYETTE, LA. Tel.: 2441.

FOR SALE—Jennings Standard Chiefs and DeLuxe Chiefs—5c, 10c, 25c \$80 each; Jennings Challengers 5/5, 5/10, 5/25c, late models. All equipment in good A-1 operating condition and appearance, chrome, excellent \$200 each. KOLAR DISTRIBUTING CO., 1606 ELWOOD AVE., SOUTH BEND 16, IND. (Tel.: 38492).

FOR SALE—Super Bonus Bells 5c-25c FP & PO \$195; Super Bonus Bells 5c FP & PO \$155; Bally Triple Bells FP & PO \$305; Super Bonus Bells 3-way 5/10/25c PO \$345. Mechanically right. Ready for location. 1/3 Deposit, Balance C.O.D. MARTIN'S MUSIC, 602 WEST "B" STREET, GRANTS PASS, OREGON. (Tel.: 5005-2611.)

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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—If You Can Beat It, We'll Eat It! We sell more bells, and for less, than anybody in the West. Give us a try to prove it's no lie! AUTOMATIC GAMES COMPANY, 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE—Dale Gun \$85; Post-war Challenger \$15; Jungle Joe \$149.50; Seven Hi pool table \$122; Catalina \$34.50; Cover Girl \$29.50; Contact \$26; Stormy \$33.50; Sunny \$37; Virginia \$38.50; Mardi Gras \$48.50. No FP on Pins. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, L. I., N. Y.

FOR SALE—Closing out Wurlitzers, models 312-616-24-Seeburg Gems, \$30 each; Diggers; Merchantmen, Buckleys, Eries for Carnivals, Electro-Hoists, Mutoscopes roll chutes, Rotary Merchandisers. NATIONAL, 4243 SANSOM, PHILADELPHIA, PA.

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

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

FOR SALE—Gold Cup \$125; Gold Cup (with conversion) \$150; Citation \$269.50; Lexington \$250; Jockey Club '47 \$89.50; Bally Entry \$65; Keeney Gold Nugget \$179.50; Bally Shuffle Bowler \$169.50; Dale Guns \$85; Mercury Shuffleboard \$150; Deluxe Draw Bells \$189.50; Spot Bells 5c \$375; Wurlitzer 1015 like new \$249.50; Wurlitzer 1100 \$375; Wurlitzer 1017 A, like new \$249.50; Wurlitzer 1017, like new \$229.50; Double-Up 5c \$250; Williams All Star \$115; Rock-Ola 1422 phono \$149.50. COVEN DISTRIBUTING CO., INC., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: IN 3-2210.

FOR SALE—We are distributors for AMI Model "C" phono; Bally Manufacturing Company products; Bell-O-Matic Corporation Mills Machines. 25c Play Vest Pocket Bell \$89.50, lots of 10 or more \$84.50. 1/3 deposit. FRIEDMAN AMUSEMENT COMPANY, 441 EDGEWOOD AVE., S.E., ATLANTA, GA. Tel.: Lamar 7511.

FOR SALE—Pre-war Photomatic \$149.50; Exhibit Dale Gun \$89.50; Bally Big Inning \$225; Bally Heavy Hitter \$45; Western Baseball \$49.50; Bally Undersea Raider \$89.50. Write for list of shuffle bowling games. THE MARKEPP CO., 4310 CARNEGIE AVE., CLEVELAND 3, O.

FOR SALE—Plastic and Bubbler Tubes. For Wurlitzer 1015 lower side plastic \$6.95. Right and left corners \$7.95 ea. All bubbler tubes for Wurlitzer 1015's \$3.90 ea. Domes for Seeburg 146, 147, 148 \$14.95 ea. 1/3 deposit. Balance C.O.D. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—25 Chicago Coin Bowling Classics \$255 ea.; 20 United Shuffle Bowling Expresses \$265 ea.; 10 Bally Champs \$365. All this equipment has been in operation only 10 days. These prices are for delivery only within New York Metropolitan area H. BETTI & SON, 1706 MANHATTAN AVENUE, UNION CITY, N. J. Tel.: Union 3-8574 or 3-8584.

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—New Packard Hideaway # 400 \$140; Used Packard Hideaway # 400 \$95; Packard Pla-Mor Boxes \$16; Packard # 1000 Speaker \$19; Minit Pop Corn Machines \$65; Strikes 'N Spares \$125; Williams Twin Shuffle Bowlers \$89; Beacon Pool Tables QT \$125. AMERICAN VENDING CO., 631 10th AVE., NEW YORK, N. Y., or 2359 CONEY ISLAND AVENUE, BROOKLYN, N. Y.

FOR SALE—"In Dreams We Never Part" Thrillwood 102, Peggy Trilling; "My Sugar Lump" Thrillwood 102, Mac Perrin; "Darling, I'm In Love With You" Thrillwood 103, Mac Perrin; "A Merry Bachelor" Thrillwood 103, Mac Perrin. THRILLWOOD RECORDS, Box 44, BLOOMINGDALE, N. J.

FOR SALE—Keeney Pin Boy \$122.50; Keeney Ten Pins \$55; Bally Shuffle Bowler \$122.50; Bango \$45; Shuffle Skill \$45. 1/3 Deposit, Balance C.O.D. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel.: CH 4-5100.

FOR SALE—Set of dies for manufacturer of large and small "Stepping Units", "Bank Units", "Switches", "Relays" at a sacrifice price. MIKE MUNVES, 577 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Genco Baseball Shuffle, write; United Super Shuffle Alleys \$139.50; United Shuffle Alleys \$120; Chicago Coin Twin \$135; Bally Bowler, very clean \$149.50; Genco Bowling League \$129.50; Gottlieb Bowlette, like new \$99.50; United Conversion for Shuffle Alley \$79.50, write for quantity prices; Exhibit Rotary Merchandiser, very clean \$269.50; Dale Gun, late model \$75; Chicago Coin Pistol, like new \$85; Bally Heavy Hitters with stand \$32.50. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, O. Tel.: Superior 4600.

FOR SALE—Not the most; just the best. Our customers boast. Have you made the test? Owners and players alike all agree, Jerry's reconditioned Mills bells are top quality. Originals only. JERRY'S COIN MACHINE REPAIR, 410 NO. SYNDICATE ST., ST. PAUL 4, MINN.

FOR SALE—Triple Action \$20; Gold Cup \$60; Hot Rod \$60; Tucson \$50; Robin Hood \$20; Blue Skies \$40; Keeney Bonus Super 5/10/25c \$250. Will trade on Bally Draw Bell and Multiple. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—40 selection AMI 1947 Model "A" \$410; Model "B" \$510; 22 Ft. Black Top Shuffleboard with score head \$300; Genco Bowling League or United Shuffle Alley with lite-up pins \$175; Dale Guns \$75. We deliver free in Wisconsin. LAKE NOVELTY CO., OMRO, WIS.

FOR SALE—1 5c Mills Black Beauty, floor sample \$185; 1 10c Mills Token Bell, like new, \$175; 1 Bakers Pacer, late, \$225; 1 nickel, 2 dime Jennings Standard Chiefs, very clean, \$125 ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

PARTS AND SUPPLIES

FOR SALE—Are you having trouble with your shuffleboards? Try New "Formula 77" Shuffleboard Powder Wax—see the difference; Disappearing Pin Conversion for United Shuffle Alley \$49.50; Famous "Rugged Rappers" Tubular Coin Wrappers 59c per 1000. MIKE MUNVES, 577 TENTH AVE., NEW YORK, N. Y.

MISCELLANEOUS

NOTICE—Operators in Louisiana, Mississippi and Alabama, we are direct factory distributors for: Mills Bells, Evans Consoles and Games, and AMI Phonographs and Music Accessories. Write, phone or wire us today. DIXIE COIN MACHINE CO., 912 POYDRAS ST., NEW ORLEANS 13, LA. Tel.: Magnolia 3931.

NOTICE—Music Ops: We re-grind your used phono needles scientifically and guarantee complete satisfaction. Hundreds of operators use the service constantly. It's a big saving. Write for complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

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.

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.

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. Where only one price appears this should be considered lowest price.



WURLITZER price list table with columns for model numbers and prices.

SEEBURG price list table with columns for model numbers and prices.

SEEBURG (Cont.) price list table for various models including W6-L56-5/10/25, 12 Record, 16 Record, etc.

Table listing adaptor models such as Hideaway Model 400, Bar Bracket, Willow Adaptor, etc.

MILLS price list table with models like Zephyr, Studio, Dance Master, etc.

AMI price list table with models like Hi-Boy (302), Singing Towers (201), etc.

BUCKLEY price list table with models like Wal & Bar Box O. S., etc.

AIREON price list table with models like Super DeLuxe ('46), Blonde Bomber, etc.

PACKARD price list table with models like Pla Mor Wal & Bar, Manhattan, etc.

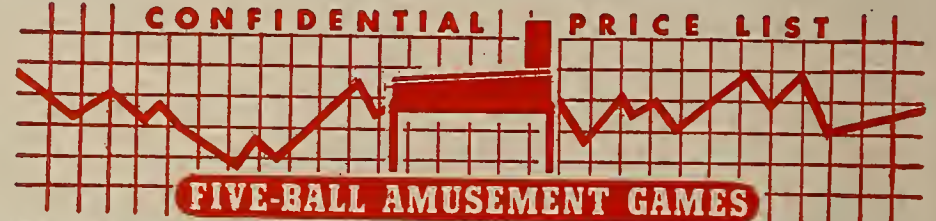


Table listing manufacturers and date of game's release for various amusement games like ABC Bowler, Ali Baba, etc.

FIVE-BALL AMUSEMENT GAMES

(Continued)

Table listing various amusement games and their prices in two columns. Games include Hit Parade, Hold Over, Ho'day, Hollywood, Honey, Horoscope, Hot Rods, Humpty Dumpty, Idaho, Jack 'N Jill, Jamboree, Jungle, Just 21, Kilroy, King Arthur, King Cole, Kismet, Lady Robin Hood, Landslide, Laura, League Leader, Leap Year, Liberty, Lightning, Line Up, Lucky Star, Magic, Maisie, Majors '49, Major League Baseball, Manhattan, Mardi Gras, Marines At Play, Marjorie, Maryland, Mam-selle, Merry Widow, Melody, Metro, Mexico, Miami Beach, Midget Racer, Miss America, Monicker, Monterrey, Moon Glow, Morocco, Mystery, Nevada, Nudgy, Oh Boy, Oklahoma, One Two Three, Opportunity, Oscar, Paradise, Phoenix, Pinch Hitter, Pin Up Girl, Play Ball, Play Boy, Playtime, Progress, Puddin Head, Rainbow, Ramona, Rancho, Ranger, Repeater, Rio, Riviera, Rocket, Rondevo, Round Up, St. Louis, Sally, Samba, Saratoga, School Days, Score-A-Line, Screwball, Sea Hawk, Sea Isle, Select-A-Card, Serenade, Shanghai, Shangri La, Shantytown, Sharpshooter, Shooting Stars, Short Stop, Show Boat, Silver Spray, Silver Streak, Singapore, Sky Line, Sky Ray, Slap the Jap, Slugger, Smarty, Smoky, South Pacific, South Paw, South Seas, Speed Ball, Speed Demon, Speedway, Spellbound, Spinball, Sports, Sports Parade, Spot-A-Card, Spot Pool, Stage Door Canteen, Stars, Star Attraction, Stardust, Starlite, State Fair, Step Up, Stormy, Stratoliner, Streamliner, Summertime, Sun Beam, Sunny, Supercharger, Super Hockey, Superliner, Superscore, Surf Queen, Suspense, Swanee, Tahiti, Tally Ho, Tampico, Target Skill, Telecard, Temptation, Tennessee, Three Feathers, Three Musketeers, Thrill, Topic, Tornado, Torchy, Towers, Trade Winds, Treasure Chest, Trinidad, Triple Action, Tropicana, Tucson, Tumbleweed, Utah, Virginia, Vanities, Vogue, West Wind, Wild Fire, Wisconsin, Yankee Doodle, Yanks, Zig Zag.

CONFIDENTIAL PRICE LIST



ARCADE EQUIPMENT

Table listing various arcade equipment items and their prices in two columns. Items include Allite Strikes 'N Spares, Boomerang, Bally Big Inning, Bally Bowler, Bally Convoy, Bally Defender, Bally Eagle Eye, Bally Heavy Hitter, Bally King Pin, Bally Lucky Strike, Bally Rapid Fire, Bally Sky Battle, Bally Torpedo, Bally Undersea Raider, Bank Bail, Bowling League, Buckley DeLuxe Dig, Buckley Treas Is Dig, Champion Hockey, Chicoin Basketball, Chicoin Goalee, Chicoin Hockey, Chi Midget Skee, Chicoin Pistol, Chicoin Roll-A-Score, Edelco Pool Table, Evans Bat-A-Score, Evans In the Barrel, Evans Super Bomber, Evans Play Ball, Evans Ten Strike '46, Evans Tommy Gun, Exhibit Dale Gun, Exhibit Rotary Mdsr, Exhibit Silver Bullets, Exhibit Merchantman, Roll Ch Digger, Exhibit Vitalizer, Genco Bank Roll, Genco Play Ball, Groetchen Met. Typer, Hoop-A-Roll, Jack Rabbit, Keeney Air Raider, Keeney Anti Aircraft, Keeney Anti Aircraft Bl., Keeney Sub Gun, Keeney Texas Leaguer, Kirk Night Bomber, Lite League, Mutoscope Ace Bomber, Muto. Atomic Bomber, Mutoscope Dr. Mobile, Mutoscope Photomatic, Mutoscope Sky Fighter, QT Pool Table, Quizzer, Rockola Ten Pins LD, Rockola Ten Pins HD, Rockola World Series, Scientific Baseball, Scientific Basketball, Scientific Batting Pr., Scientific Pitch 'Em, Seeburg Chicken Sam, Seeburg Shoot the Chute, Skee Barrell Roll, Skill Jump, Super Torpedo, Supreme Bolascor, Supreme-Skee Roll, Supreme Skill Roll, Supreme Rocket Buster, Tail Gunner, Telequiz, Warner Voice Record, Western Baseball '39, Western Baseball '40, Whizz, Wilcox-Gay Recordio, Williams' All Stars, Williams' Box Score, Williams' Star Series, Williams' Quarterback, Wurlitzer Skeeball.

CONFIDENTIAL PRICE LIST



ROLL DOWNS

Table listing various Roll Down items and their prices in two columns. Items include ABC Roll Down, Arrows, Auto Roll, Bermuda, Big City, Bing-A-Roll, Bonus Roll, Buccaneer, Champion Roll, Chicoin Roll Down, Genco Advance Roll, Genco Total Roll, Hawaii Roll Down, Hy-Roll, Melody, One World, Pro-Score, Singapore, Sportsman Roll, Super Score, Super Triangle, Tally Roll, Tri-Score, Tin Pan Alley.

CONFIDENTIAL PRICE LIST



CONSOLES

Table listing various Console items and their prices in two columns. Items include Arrow Bell, Bally Draw Bell 5c, Bally Draw Bell 25c, Bally DeLuxe Draw, Bally DeLuxe Draw Bell 5c, Bally DeLuxe Draw Bell 25c, Bangtails '41, Bangtails '46, Bangtails '47, Bangtails '47 Comb, Bangtails '48, Big Game PO, Big Game FP, Big Inning, Big Top PO, Big Top FP, Bob Tail PO, Bob Tail FP, Casino Bell 5c, Club Bells, Club Bells 25c, Club House, DeLuxe Club Console, Super DeLuxe Club Console, Double Up, Evans' Challenger, Evans' Challenger '47 5-25c, Evans' Races-FP, PO, Evans' Gal. Dom. '47, Fast Time FP, Fast Time PO, Galloping Domino (41), Galloping Domino (42), Gold Nugget 5-5c, Gold Nugget 5-25c, Hi-Boy 5c, Hi-Boy 25c, High Hand, Jennings Challenger, Jennings Challenger 5-25c.

CONFIDENTIAL PRICE LIST



SHUFFLES - REBOUNDS

Table listing various Shuffle and Rebound items and their prices in two columns. Items include Bally Shuffle-Bowler, Bally Speed Bowler, California Shuffle Pins, Chi-Coin Bango, ChiCoin Beacon, ChiCoin Bowling Alley, ChiCoin Rebound, ChiCoin Shuffle, ChiCoin Shuffle Baseball, Genco Bowling League, Genco Glider, Gottlieb Bowlette, Keeney ABC Bowler, Keeney Line Up, Keeney Pin Boy, Keeney Ten Pins, Rock-Ola Shuffle-Lane, United Shuffle Alley, United Shuffle Skill, United Super-Shuffle, Universal Twin Bowler, Williams DeLuxe Bowler, Williams Twin Shuffle, Williams Single Bowler.

CONFIDENTIAL PRICE LIST



CONSOLES

Table listing console models and prices: Jumbo Parade Comb., Jumbo Parade FP., Jumbo Parade PO., etc.

Table listing console models and prices: Skill Time '38., Skill Time '41., Spot Bell., Sun Ray., Super Bell 5c Comb., etc.

CONFIDENTIAL PRICE LIST



BELLS

Table listing bell models and prices: 10c Brown Front., 25c Brown Front., 50c Brown Front., etc.

Table listing bell models and prices: 10c Comet FV., 25c Comet FV., 50c Comet FV., etc.

JENNINGS

Table listing Jennings models and prices: 5c Chief., 10c Chief., 25c Chief., etc.

CONFIDENTIAL PRICE LIST



ONE-BALLS

Manufacturers and date of game's release listed. Code: (B) Bally.

Table listing one-ball models and prices: Big Game PO., Big Parley., Big Prize FP., etc.

Table listing one-ball models and prices: Pastime (Rev)., Pacemaker PO., Photo Finish., etc.

CONFIDENTIAL PRICE LIST



BELLS

Table listing bell models and prices: 5c Gold Chrome HL., 10c Gold Chrome HL., 25c Gold Chrome HL., etc.

MILLS (Cont.)

Table listing mill models and prices: 25c Club Bell., 50c Club Bell., 1c Blue Front., etc.

GROETCHEN

Table listing Groetchen models and prices: 1c Columbia., 5c Columbia Chrome., 5c Columbia JPV Bell., etc.

WATLING

Table listing Watling models and prices: 5c Rolatop '48., 10c Rolatop '48., 25c Rolatop '48., etc.

BUCKLEY

Table listing Buckley models and prices: 5c Criss Crosse., 10c Criss Crosse., 25c Criss Crosse.

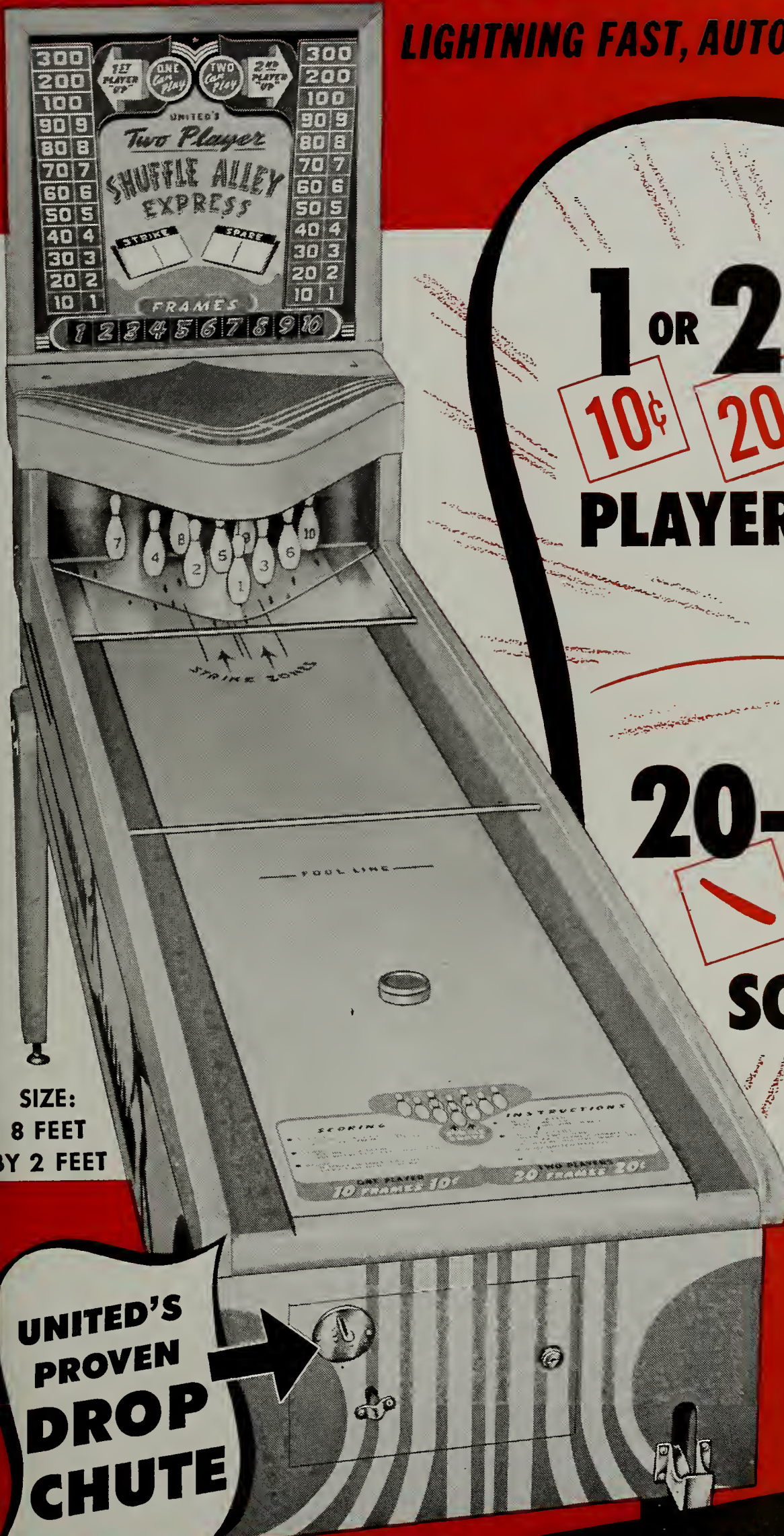
PACE

Table listing Pace models and prices: 5c Comet FV.

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