Everywhere Wurlitzer Music Merchants report extra profits—unprecedented savings that make the Wurlitzer 1100s the biggest money-maker and money-saver of all time.

Charles Kanter, Ace Sales Company, Cincinnati, Ohio, whose Wurlitzer 1100s are taking in $20.00 more per week than the phonographs they replaced, is also saving $3.50 per week on records and service from every 1100 he operates.

John M. Price, Wisconsin Automatic Phonograph Co., Milwaukee, Wisconsin, says "My 1100s are costing me $3.00 per week less for records and service." That is $156 per year—$624 in 4 years.

According to John W. Clark, Salina Music and Amusement Company, Salina, Kansas, the Wurlitzer 1100, with its Zenith Cobra Tone Arm, takes in more money because its music gives customers far greater satisfaction.

Casper Reda, Casper Reda Coin Machines, Wauwatosa, Wisconsin, who was an orchestra leader for 15 years, wrote, "The tone, without question, is perfect—with a good treble, good bass and clear speech."

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BRANCH OFFICES: CHICAGO - HOLLYWOOD
"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"
THE CASH BOX IS THE OPERATOR'S MAGAZINE—IT IS NOT SOLD ON NEWSPRINTS

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JOE ORLECK, Editor and Advertising Director

ROBERT E. AUSTIN, General Manager, Music Dept. JOEL FRIEDMAN, Music Editor
G. BRUNER, Business Manager G. BLOOM, Circulation
LEO SIMON, Hollywood, Cal.
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L. MILAZZO, Classified Advertising Director
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THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, especially those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and coin machine industry and related industries. The magazine is published every Thursday and every issue is filled with news and experiences of the coin operated machine industry, as well as banking, coin operated vending machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is privately circulated by many States as the "Official price book of the coin machine industry."

Talking It Over

Once again we are receiving letters regarding a very pert subject (on which, by the way, we have featured many articles in the past) and that is a great many operators overlook the fact that they are actually "selling entertainment" instead of just trying to see "how much money their machines can take in." Ops have argued their heads off regarding "technical" points of games, and for hours at a stretch. One op should have instead been thinking where they could place the game to give the greatest possible entertainment. The engineers and designers of games have proved that if they do a very careful job of "worrying" about the "technical factors," the name is true of game op ops. Records aren't placed in the machines in correct sequence to the title strips. Many times records aren't changed for weeks. Machines are dirty. Needles haven't been changed. Tone is miserable. And yet such ops "complain" about "poor take." The time seems to have once again arrived when the operator must definitely make up his mind that he's "selling entertainment." That it is up to him to make people "want" to play his equipment. He must "stimulate" play. And then, many of the letters we've received state: "the operator will once again begin to see real profits."

First report just received from Boston regarding the changeover many music ops in this city made to 1 play for 10c. and 5 or 6 plays for 25c.

A well known juke box op writes, "You can tell all for me 'volume play' is okay. He reports that he already has 10 machines working on 1 play 10c, 5 plays 25c. He has a few in amusement spot, most located in taverns. He suffered some drop in play the first two days, but after that, according to his report, "the take jumped up."

Anyway, it seems that by the end of the week, the law of averages was more than on his side. He got over 40% of the regular members, and, this time, mostly "quarters," instead of just "nickels," with the result that he earned over 60% more than he did before.

The confidential information contained in the new, revamped "C.M.I. Blue Book" (formerly known as "The Confidential Price Lists") has won much comment from a great many operators. Letters and letters after letter has arrived complimenting the "new style" being featured for the "C.M.I. Blue Book." We want to take this opportunity to express our thanks publicly.

Quite a few juke box ops are now more interested than ever in the "Hit Parade" posters produced by Hit Parade, Inc., N.Y.

The idea of these posters is to capture attention of "prospective" as well as "regular" juke box players and stimulate them to play the phone by attractively picturing the recording stars and as attractively listing the top tunes.

Reports from the Washington (D.C.) Music Guild indicate that members are enjoying increased collections due to the use of the "Hit Parade" posters. They are also preparing to feature the same type poster (in much smaller size) attached to juke boxes.

According to the largest phone op in this city, "The average amount of collectible records is between 20% on all locations where the "Hit Parade" posters are correctly used."

This ties in with the very first item in this column about good play "promotion," especially right at the time of a "hot sale," which always brings bigger collections.

Next issue of The Cash Box will be the "Sixth Anniversary" issue. Those who haven't as yet entered have until 5 P.M. Thursday, June 17, to get a copy into the New York offices of this publication. (Join in this grand birthday celebration, aren't you?)
All Industry Now Realizes 1 or 2 Plays 5 or 6 Plays. Ops Enthusiastic. “The Answer.” Will Bring Back

NEW YORK—It took a little “explaining”, but, at long last, it seems that the idea of “volume play” is beginning to “catch on” nationally with juke box ops.

Many of the leading phono coinmen who would have, weeks ago, tested the new “volume play” plan, were somewhat caught off base by another publication which “yelped about 10c play” when there was no such idea as “10c play” being advocated.

It was, instead, “volume play”, and this “volume play” plan was using 1 play for 10c as the “wedge” to get home to the player the terrific “bargain” he could purchase in the very same machine (at 5c play) by buying the 5 plays for 25c.

The plan, therefore, is no different than what department stores, grocers, druggists and all other intelligent merchants feature—“big bargain days”—and that’s just what the average juke box operator must do today to bring in enough coin to help him meet his tremendously increased overhead expense, higher costs for supplies, parts and equipment and, at the same time, show him a decent return on his investment.

In short, the public seem only in the mood to buy “bargains” these days—and that’s just what’s happening all over the nation—merchants are on the “lookout” for “bargains” and are once again drawing big patronage by offering the public “bargains”.

Therefore, the juke box operator, too, must offer the public a “big bargain.” And how best can he impress the “idea” of a “big bargain” on the public?

Simply by featuring 1 play for 10c—5 plays for 25c and, in certain cases, 2 plays for 10c and 6 plays for 25c. (In fact, in some teenager locations, ops are featuring 1 play 10c and 6 plays for 25c and find that the teenagers are gathering their “nickels” together and changing them into “quarters” so that they can grab the “6 play for 25c bargain.”)

As far as the operator is concerned “volume play” is THE ANSWER. It means that if only 30% (only 30 out of every 100 regular juke box players) insert 25c coins into his machines—he EARNs 50% MORE PROFITS.

(In short if 100 players insert 5c the total is $5.00 and if only 30 players (only 30%) insert 25c the total is $7.50.)

The operator also realizes that this is the time when “the public will only buy a bargain” and, he further realizes, that he must make that “bargain an unusually attractive one”.

He knows that when his wife walks into the local grocer who advertises 1 lb. of rice at 10c and 5 lbs. at 25c—that she’s going to grab the 5 lb. bargain. The same is true of the local department store in his town when it advertises “bargain days” and makes it sufficiently attractive for him to buy a “complete case of soap” to get the “low price”, instead of just “one bar” of soap.

The same merchandising principle is now being incorporated into the operation of juke boxes by intelligent operators. They, too, realize that the public want “bargains”. So they are changing their machines to offer 1 play for 10c and 5 plays for 25c. The 1 play for 10c acts as the “wedge” to get the public to buy the 5 plays for 25c.

In some territories, due to extreme competition, ops are now turning to 2 plays for 10c and 6 plays for 25c. They are simply closing off their 5c coin chutes with “out of order” signs and depending on the 6 plays for 25c bargain to grab the quarter.

“Furthermore, the one big feature of this 5 to 6 plays for 25c “volume play” is the duplication of play. In short (and this has been proven time and time again) when two players deposit quarters into machines (or even three or four players) the second, third and fourth, will usually choose two or three of the same top current tunes the first player buys.

Some people call this “over-play action”, but, as far as the juke box operator is concerned, it means “speeded action” for 25c play and it also means that he is actually selling 3 or 4 tunes for 25c with less wear and tear resulting on his machines, as well as on the records themselves.

Away back—THE CASH BOX advocated that the operator adopt a “better commission basis”. The suggestion was (almost six years ago) that the operator change to 70%, for himself and 30% for the location owner. In fact, THE CASH BOX almost four years ago, suggested the operators write their Congressmen and Senators to get a 77 1/2c coin into being. But, this would take about ten years to accomplish even with constant legislative pressure.

So, THE CASH BOX continued to battle the average operator to get a “lease contract arrangement” set up with his locations, after which he could change down to 70%-30% commission basis, without worrying too much about his competitors.

Many did adopt this commission basis. The result today? That with conditions what they are location owners receiving but $1 or $2 from each weekly collection have lost interest in the juke box, no longer give it their cooperation and don’t give a hang if it is covered with beer and soda cases. In fact, in some cases, location owners have even gone to the extreme (because of the poor receipts) to tell ops to take their machines out.

When this latter began to happen, THE CASH BOX covered the country seeking some solution to the operators’ problem, and bumped into ops who were, very quietly, using the plan for 10c and 5 or 6 plays for 25c as their method to overcome poor takes by giving a “real bargain” to the players.

The result, THE CASH BOX discovered, was that
collections once again zoomed up and that the location owners received more money and were therefore once again cooperative and happy and the operator certainly was pleased for he also saw some profit at long last.

Therefore, THE CASH BOX returned to the office, grabbed a typewriter and began to pound this message home to all the nation's juke box ops.

In short, this wasn't something "dreamed up" by THE CASH BOX. This was a plan which was already in "ACTUAL OPERATION" and which was "MAKING MONEY" for operators and, therefore, THE CASH BOX "knew that it would make money for all operators" if all adopted it in the right way and with the correct promotion.

Investigation revealed that as far as wall box locations were concerned, the ops were not using this system at all. Simply because the cost of changeover would be too great. But, where juke boxes were on the floor, the ops instantly swung over with signs pasted on the front of their machines to "I play for 10c and 5 plays for 25c".

As explained above, in certain spots, they simply closed off the 5c chute and pasted adhesive over this coin chute with the statement "out of order"—and sold 2 plays for 10c and 6 plays for 25c—just to get the player to "grab the 6 play bargain" instead of inserting a dime.

In this latter case, the first op interviewed stated, "We're taking in approximately 40%, more than we ever did and we find that the majority of the players will insert a quarter, instead of a dime, to grab the extra play."

In the first interview on "I play 10c, 5 plays 25c" which was, by the way, in a tavern location in a small New Jersey city, the op stated, "We're doing over 90% above what we ever did and we have night baseball, boxing and wrestling on television to contend with."

"Volume play," then, is the answer.

Volume sales "is what counts" with the chain department, drug and grocery stores. The one and only reason they can "lower" their prices or, in short, make "volume purchasing attractive with lower prices" is because of "volume sales".

Therefore, there is absolutely NOTHING NEW about the "volume play" plan.

The simple, sincere idea, is to get the average juke box operator to take advantage of "volume" action by offering "volume cheaper than ever before as a tremendous bargain" to his regular playing public.

And that's just what he's doing in certain spots when he offers 1 play for 10c and 5 plays for 25c and, in other spots, when he offers 2 plays for 10c and 6 plays for 25c.

But, in the case of the juke box op, he has an advantage over the "chain stores". In his case the players—one following the other to the machine with 25c coins

for 10c is "Wedge" to Obtain 25c for Trade Agrees "Volume Play" is Good Times Again, Say Ops.

—will, usually, pick two or three of the same current top favorite tunes—so that he is actually giving but 3 or 4 plays for 25c, regardless of the fact that the "first player" can get 5 or 6 plays for 25c.

And, when it is all added up and crystallized, it makes little difference even if all the players get "all the tunes" they choose—for, 25c play means more coin in the cash box. That's what the operator needs today to continue on profitably in this business—more coin.

Only 30% of the average number of players on any location, anywhere in the nation, means 50% MORE INCOME for the operator. THAT'S WHAT COUNTS. Distributors and manufacturers realize today that if the operator is MAKING MONEY—then they, too, are going to MAKE MONEY.

At one time a few distributors were of the opinion if the "present ops" didn't buy in the quantity they wanted them to buy—then they would go out and create "new blood". But, they have since learned that this was "only talk". The professional operator is still the man who is out there punching every minute of the day.

Now they're all back of him. They all want to help him. They all realize that if he doesn't make money—THEY WON'T MAKE MONEY.

This is, therefore, the biggest and best opportunity which has faced the present op in many years. He has the cooperation of the distributors and the manufacturers who now realize what "volume play" means.

The operator simply must bring in more coin. He can do so if he will but adopt the same tactics as used by leading chain stores—give the public the one play for 10c, but, also give them the "BIG BARGAIN"—the 5 or 6 plays for 25c—cheaper than even pre-war—cheaper than music has ever been sold before—cheaper than it should be sold—but—CAN BE SOLD IF "VOLUME PLAY" IS OBTAINED.

And location owners, given this same story, will tie right in with "volume play". What's more, when the location owner receives a BIG SHARE after the collection—he's going to once again cooperate—once again get interested in his juke box—and once again help BOOM THE PLAY—to help put over the "VOLUME PLAY" plan.

There's only ONE THING MORE FOR THE AVERAGE OPERATOR TO DO WHO WILL TAKE THE TIME OUT TO READ THESE WORDS—TRY "VOLUME PLAY"—AND WITH COLLECTIONS WHAT THEY ARE TODAY—THE OPERATOR HAS NOTHING TO LOSE—WHILE, INSTEAD, HE IS OFFERING HIS PUBLIC HIS PLAYERS THE BIGGEST BARGAIN HE HAS EVER OFFERED THEM—EVEN A GREATER BARGAIN THAN HE OFFERED THEM BEFORE THE WAR!!

Try it! You'll be glad you did!!
Click Tune Party Clicks With Kids

A sample of the wonderful work the Philadelphia Music Operators Association is doing to combat juvenile delinquency is pictured in the smiling faces of the thousands of juke box fans who jam Frank Palumbo's Click Club in Philly each month for the Click Tune Party, co-sponsored by the ops and Palumbo. Playing pretty for the people at the last Click Tune Party is maestro Louis Prima, who brought his entire band down for the kids. The teen-agers select a Click Tune of The Month from the many new record releases, with the recording selected placed in the number one spot of the 3000 phonographs throughout the Philadelphia area. Work of the ops and Palumbo has caught Philly's eye, with city officials praising the sponsors' efforts to the skies.

FEATURES

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★ The Cash Box Record Reviews
★ Juke Box Regional Record Report
★ 'Round The Wax Circle
★ Hot In Harlem
★ The Broadway Beat

★ Rollin' Round Randolph
★ Folk and Western Record Reviews
★ The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes
★ Hot On Chicago's South Side
★ The Cash Box Disc-Hits Box Score
The Nation's Top Ten Juke Box Tunes


1. Nature Boy
   Continues riding as the top song hit of the day. Ops reordering like mad.

   CA-15054—King Cole
   CO-38210—Frank Sinatra
   DE-24439—Dick Haymes
   EX-36a—Herb Jeffries
   ME-5134—John Laurens
   JE-2006—The Hollywoodaires
   MU-507—Sarah Vaughan
   RA-10070—Eddy Mannison
   VI-21994—Dick James

2. You Can't Be True, Dear
   Running a very close second to "Nature Boy". A heavy coin puller for ops throughout the land.

   AP-1121—H. Emmett
   CA-15077—The Sportsmen
   CO-38211—The Marlin Sisters
   DE-24439—Dick Haymes
   CN-1009—Whistling Jitterettes
   MU-558—Russ Brooks
   GR-2009—M. Wilson
   AS-115—Fred Sayles
   BU-1032—R. Deboville
   LO-202—Vera Lynn
   DE-1171—Biggy Lane
   RO-128—Ken Griffin
   VI-25-1117—Will Glade
   VI-20-2944—Dick James

3. Little White Lies
   Hangs tight to the number three spot, with the romantic strains of this favorite cutting coin by the ton.

   CO-38114—Dinah Shore
   DE-24280—Dick Haymes
   JE-2002—Martha Davis
   MU-555—Mel Torme
   VI-27521—Tommy Dorsey O.
   DA-20-17—Anne Vincent
   DM-1112—Jon & Sondra Steele
   ME-5144—John Laurens
   SI-15026—Alan Dale
   PA-1004—P. Sheridan

4. My Happiness
   Jumps from the lucky seven spot to nab fourth place. Really a "happy" ditty for ops.

   BU-1032—Ronnie Deboville
   CA-15094—The Pied Pipers
   CO-38127—The Marlin Sist.
   CN-1241—The McKay Trio
   DE-24446—Ella Fitzgerald
   SI-15180—Ray Bloch O.
   RE-111—Don Henry Trio
   VI-20-2721—Freddy Martin O.
   MG-10138—Blue Barron O.
   VI-20-2617—Freddy Martin O.

5. The Dickey Bird Song
   In fourth place a week ago, this plug tune drops one this week to take over fifth place.

   CO-38085—Jerry Wayne
   DE-24301—Larry Clinton O.
   MA-1234—George Olsen O.
   MG-30048—Macklin Marrow
   SI-15180—Ray Bloch O.
   RE-111—Don Henry Trio
   VI-20-2721—Freddy Martin O.

6. Sabre Dance
   Continues riding as one of the nation's featured song winners.

   CO-38102—Woody Herman O.
   DE-24382—Victer Young O.
   DE-24427—The Andrews Sisters
   MG-30048—Macklin Marrow
   MA-1191—Eddy Howard O.
   ME-5103—Les Paul Trio
   MG-10125—Kate Smith
   MU-532—Shep Fields O.
   SI-15178—Ray Bloch O.
   VI-20-2721—Freddy Martin O.
   FL-5005—Alpine Belles
   LO-201—Johnny Dennis
   SP-5505—Larkin Sisters
   ST-1013—Dick Hayman
   VI-25-1114—Henri Rene O.

7. Now Is The Hour
   In sixth place last week-into the seventh spot here. Still going hot after a terrific ride across the board.

   CA-15024—Margaret Whiting
   CO-38061—Horace Heidt O.
   CO-38115—Buddy Clark
   CM-7520—Jerry Wald O.
   DE-24378—Rob Carroll
   DE-24279—Bing Crosby
   LO-110—Gracie Fields
   MA-1191—Eddy Howard O.
   ME-5103—Les Paul Trio
   MG-10125—Kate Smith
   MU-532—Shep Fields O.
   SI-15178—Ray Bloch O.
   VI-20-2721—Freddy Martin O.
   FL-5005—Alpine Belles
   LO-201—Johnny Dennis
   SP-5505—Larkin Sisters
   ST-1013—Dick Hayman
   VI-25-1114—Henri Rene O.

8. Toolie Oolie Doolie
   Retains its hold on eighth place with ops pointing to the tune as a steady winner.

   CA-15059—The Sportsman
   CN-1223—Vongh Horton
   DN-2015—Sana Serendos
   DE-24380—Andrews Sisters
   FL-5005—Alpine Belles
   LO-201—Johnny Dennis
   SP-5505—Larkin Sisters
   ST-1013—Dick Hayman
   VI-25-1114—Henri Rene O.

9. St. Louis Blues March
   Bounces around again after an upsurge in play. And Tex Beneke going mad with all the requests for this one.

   VI-20-2722—Tex Beneke O.

10. Baby Face
    On the bottom of the list this week, although it continues to nab flinty in many spots.

    AP-1114—Phillie All Stars
    CO-30014—Jerry Wayne
    DE-25356—Heini King O.
    KR-216—Uptown String Band
    ME-21520—Acme String Band
    MG-10126—Art Monroe O.
    ST-294—Hum & Strum
    TO-294—Benny Strong O.
    PA-1105—Farko String Band
    UN-627—Milt Scott O.
    VI-22879—Sammy Kaye O.
This week’s RCA Victor release!

**POPULAR**

- Nature Boy
- You Can’t Be True, Dear
- Little Romero
- Jip Japa
- The Flower Seller
- Whisper A Word of Love
- I Wanna Do What I Wanna Do
- My Man Friday
- Let Me Call You Sweetheart
- Walk It Off
- If I’m Elected
- Lady of Spain

**FOLK**

- Too Far Apart
- Sweetheart of Yesterday
- There’s A Hole In The Bottom Of The Sea
- Girls Don’t Neg Your Husbands
- Tears Today and Blues Tomorrow
- In The Pines

**RHYTHM & BLUES**

- Ain’t Misbehavin’
- Smoke Gets In Your Eyes
- If You Ever Change Your Ways
- Chicago Breakdown

**INTERNATIONAL NOVELTY**

- Cinderella Polka
- In Paradise—Waltz

**HARMONIERS QUARTET ALBUM**

- THE HARMONIERS QUARTET SING "THE CHURCH IN THE WILDWOOD" AND OTHER HYMNS OF THE HEART

**Features**

- Dick James
- Desi Arnaz
- Johnny Bradfords
- The Caldwell
- Tommy Dorsey
- The Three Suns
- Lu Davis
- Lonzo and Oscar
- Texas Jim Robertson
- Art Tatum
- Big Maceo
- Lawrence Dukow and his Red Raven Orch.

**Riding High...Climbing Fast**

- A Sure Hit! Blue Shadows On the Trail
- Better Luck Next Time
- A Man Could Be A Wonderful Thing
- Oklahoma Waltz
- My Heart Belongs To You
- The Wedding Song
- Don’t Blame Me*
- Just Because*

*Revised by Request*
"Juddaline" (2:59)
"Smiles" (2:45)
THE PIED PIPERS (Capitol 15103)

Top notch song due for a bit of heavy publicity via its flier attachment "A Life With Judy" should meet with approval here. It's The Pied Pipers blending vocal harmony hard to beat, to good full sized backing by the melody of Judy. Wax is soft and low throughout, with the combination playing grade and tonal line in first rate form. Song drifts along in easy, free-going atmosphere, and is suitable for the dance and listener crowd alike. Backing is the rave-face "Smiles," with the crew turning in another great performance. You've gotta listen to this bit to really appreciate it. Both sides should boost the take in the phonograph, lend an ear in this direction—but pronto.

"Walk It Off" (2:56)
"Let Me Call You Sweetheart" (2:58)
TOMMY DORSEY ORCHESTRA
(Victor 20-2904)

Pair of playful sides by the able Tommy Dorsey here, with the refrain of "Walk It Off" and "Let Me Call You Sweetheart." Top side has longinger and shine to it, with piper Gordon Polk pitching tonals in smooth round fashion. Big band is in the novelty vein, as Gordon spoons the mellow lyrics in cute bounce tempo furnished by Tommy and the boys. Flip is the oldie all dressed up with a new kick and arrangement. Stuart Foster wails the ever-lovin' worderage here, as the band beats it out in a light jazz mood. Both sides sound good to good advantage as excellent filler material.

"Just A Shade On The Blue Side" (3:09)
"Put The Blame On Me" (3:05)
JANETTE DAVIS
(Columbia 38223)

Light sultry tones of rich blues and the smooth fashioned tonals of chirpy Janette Davis on a pair that should bust outta take. Top deck grabes the lead, with Janette wailing the torchy worderage to "Just A Shade On The Blue Side." Wax drifts along in the usual fashion, which should meet with wide approval. Flip is a ditty that scooted out mad not too mad. It's from the flier "Gilda," and titled "Put The Blame On Me," to rewrite the torchy worderage thruout. Orchestral backing supplied by Archie Bleyer hyps the伙伴关系. One side have the spots should by all means, take a look-see here.

"Friendly Mountains" (2:58)
"Bye Bye Blues" (2:41)
ALVINO REY ORCHESTRA
(Capitol 15104)

Click tune sure to get a big push from its flier attachment. Offered here by the Alvino Rey crew. Long missing from the phono spotters' set are the boys set with a traditional Swiss air, titled "Friendly Mountains." It's from the much heralded flier "Buddy-Doree's Waltz," and as such, should draw loads of attention. Alvino's band is sure to make the vocal spotlight to wail the pleasant worderage, with a sonovox attachment splicing the cookie in to improve the program. Wax drifts and dreams, and makes for pleasant listening time. Flipper is a ditty well known to dance ops. The familiar strains of "Bye Bye Blues," all dressed up with a new approach to appeal to Alvino himself sound attractive, and should beckon coin play. Top side is the one to look for.

"For Heaven's Sake" (3:20)
"Anthropology" (3:03)
CLAUDE THORNHILL ORCHESTRA
(Columbia 38224)

That hard to beat combo of thruh Fran Warren and maestro Claude Thornhill Crop up as usual with another winner. This gen un-doubtedly has more feeling, depth and sincerity in her tonsals than a zillion other chirps. It's the torrid and warm music of "For Heaven's Sake" that will cause all the excitement, for Fran displaying her vocal grandeur in her vocal delivery. Wordage is all wrapped up in that title, with a ten of pronounced meaning lying therein. Wax spills in rich tones of vocal and musical capture, as maestro Thornhill lends the deck his magic piano touch. Stuff is sure to attract a zillion phonos, and especially those that love to hug 'n get up real close. Music is tailor made for a top spot in the phonos—we're sure you'll agree once you get an earful of this bit. Flip has the Thornhill crew displaying their versatile styling as they offer an original Dizzy Gillespie piece, a la Dizzy. Stuff makes for phonos that seek for favor with those that go for this bit. "For Heaven's Sake" is a platter that should not be missed.

"Key largo" (2:58)
"I've Found A New Baby" (2:43)
JIMMY ZITO ORCHESTRA
(Coast 8034)

Sure-fire stuff for that crown that appreciate real fine music that is offered here by the rapidly rising Jimmy Zito ork. With the haunting sound of "Key Largo" echoing in smooth fashioned music, piper Nick Delano steps forward to spill the enchanting worderage. Nick's pipes pitch in top notch manner throughout, with vibrant wordage weaving their way into the phono fans' heart. Jimmy's display of horn work is gallant here, and should attract loads of attention. Flip has the crew offering an all instrumental bit to the metre of "I've Found A New Baby." Stuff is sure made for the jump fans and should meet with favorable approval. "Key Largo" for the mools.

"Baby Don't Be Mod At Me" (3:07)
"Put 'Em In A Box—Tie 'Em With A Ribbon" (2:48)
FRANKIE LANE
(Mercury 5130)

Sharp, rounded tonals of piper Frankie Lane and a pair that should catch ops fancy. Nice side. Frankie's rendition here is currently kicking up a storm. Frankie's rendition here should add the tune's winning ways all the more. Wax weaves in slow intimate mood quite happily as Carl Fischer ork throughout. Flip is the tune from heavily flacked ficker, "Romeo on The High Seas," stuff shows as adequate here and should meet with fair approval on the part of music ops. Altho' both sides won't stop traffic, they will nevertheless, find favor from the many Frankie Lane fans.

"On The Little Village Green" (3:15)
"Somebody Else's Picture" (3:15)
FRANKIE CARLE ORCHESTRA
(Columbia 38222)

Pair of sides for music ops who cater to those quiet dinner spots to latch onto these are those offered in charming manner by the Frankie Carle ork. "On The Little Village Green" and "Somebody Else's Picture" should be as attractive coin cullers. Topside has balladette "The Little Village Green." Wax is smooth luster and flat as attractive coin cullers. Topside has balladette "The Little Village Green." Flip, with cute wordage through in showers chirp Lynne Stevens to the mike to purr the airy melody of "Somebody Else's Picture." Both sides are there for the asking. Ops that have the spots—take note.

"I've Got News For You" (3:15)
"Keen And Peaczy" (2:50)
WOODY HERMAN ORCHESTRA
(Columbia 38213)

Mellow warbling of Woody Herman and some wax that is sure to receive wide attention among music ops. It's the nostalgic melody of "I've Got News For You" that tops the Woody side. Wax weaves in smooth coated beating in top notch manner in the background. Platter travels in mellow fashion throughout, with distinctive and affectionate tonals spilling the cute lyrics. Flip is an instrumental bit with the Herman crew displaying their wax in excellent manner throughout. Herman's many fans are sure to want to latch onto the top deck.

"I'm A Slave To You" (3:10)
"Where The Apple Blossoms Fall" (2:37)
BUDDY CLARK
(Columbia 38214)

Torrid teeming vocal tones of Buddy Clark here, with his fans won- ders for music ops. Topside is the one we like—we're sure you'll too. Titled "I'm A Slave To You," Buddy's smooth fashioned pipes trill a wonderful aura of love compounded in the phono. Wax weaves around the title throughout the platter, with some exceptional displays spliced thru brighty in Buddy's delivery. Flip has Buddy on another vocal bit "Where The Apple Blossoms Fall." Wax weaves in around the title thruout the platter, with some exceptional displays spliced thru brighty in Buddy's delivery. Flip has Buddy on another vocal bit "Where The Apple Blossoms Fall." Wax weaves around the title throughout the platter, with some exceptional displays spliced thru brighty in Buddy's delivery.

FIGURES SHOWN FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.
SUMMER SALES TIPS

on M-G-M Records

ART MOONEY
and his Orchestra

BLUE BIRD OF HAPPIESS
Vocal by Bud Brees and The Gallo Sisters with the Ensemble

M-G-M 10207

DANNY THOMAS
Orchestra conducted by Carmen Dragon

SINGING IN THE RAIN
IT'S LIABLE TO BE TRUE

M-G-M 30111

JUST FOR NOW
(from the Warner Bros. picture "Whiplash")

M-G-M 10215

DAVID ROSE
and his Orchestra

BEWITCHED
(SOTERED AND BEWILDERED)
(From "Pal Joey")

M-G-M 30120

MOON OF MANAKOO RA

JIMMY and
MILDRED MULCAY
(Mr. & Mrs. Harmonica)

WHEN I WRITE MY SONG
(from "Sonsen and Delilah") both with the Rames John Trio

M-G-M 10216

BILLY ECKSTINE
Orchestra conducted by Hugo Winterhalter

MR. B'S BLUES
I'M FALLING FOR YOU

M-G-M 10208

THAT FIVE O'CLOCK FEELING
Vocal by Jack Edwards

JACK EDWARDS
and his Orchestra

YOU STARTED SOMETHING
Vocal by Jack Edwards and The Streamliners

M-G-M 10214

BOB WILLS
with his Texas Playboys

I HAD A LITTLE MULE
BLUES FOR DIXIE
Both vocals by Tommy Duncan

M-G-M 10213

HANK WILLIAMS
with his Drifting Cowboys

I'M A LONG GONE DADDY
THE BLUES COME AROUND

M-G-M 10212

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

WRITE Slew.

Donna all.

BLUES.

Both M-G-M 14-carat WILLIAMS
EDWARDS Orchestra
MOONEY MULCAY
on MILDRED and Orchestra

DELLAH") I BEWITCHED and Orchestra

BILLY BARRON'S You Were Only Fooling M-G-M 10185
ART LUND'S It Only Happens When I Dance With You M-G-M 10184
BUDDY KAYE'S Donna Bella M-G-M 10187

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

M-G-M 10212

ROUND THE WAY CIRCLE
by Byrd Gore

We're off to Chicago and the NAMM show... ready to greet and meet with the many music operators, dealers, disk- ers and publishers who are jam- ming every available means of trans- portation to be on hand for the gala occasion. Seems as if this years show is attracting so many people. Loads of wonderful entertainment planned for the huge thing expected, with a slice of top notch talent scheduled to appear. Yes sir... all roads leads to Chicago; so let's make haste...

Talk of all those recording companies going deeper and deeper into a retract- ment period brings to mind the story of the fighter who wanted to fight after he had been counted out. You can cut down on those little gimmicks that have record execs swimming—start cutting down on vital items and you find yourself swim- ming when you try to come back strong. Every artist and disker readily agrees and knows the value of juke box promo- tion. Giving away record needles and albums where it does the least amount of good might stimulate sales from the direct point of sale—the Joe that walks into a record shop and buys a pair of platters. Nothing, but absolutely no- thing, is done for the guy that buys by the hundreds. As a matter of fact, the platters make it tougher for this char- acter... no, no return privilege, no de- livery etc. And the funny thing about it all is that the dealer is probably in hock to the distrub and the distrub in hock to the manufacturer. Hardly ever hear of a distrub having a rough time getting his money from a juke box op...

Bootlegging records continue to reign on the West Coast, with promise of some rough stuff if authorities don't take effective measures to protect private citi- zens who are cooperating to smash the vicious racket. A Central Avenue music shop, whose proprietor refused to "play ball" with the counterfeiters was visited after business hours last week and suf- fered considerable property damage in what might have been a retaliatory move. It certainly is about time that all the record manufacturers, indie and ma- jor alike, got together to wipe out this filthy practise.

While Paul Reiner and the Mrs., of Black & White Records are off to Chicago for the NAMM Convention, sales rep John Blackburn is back in the home office after a swing around the country. John- nny, a record wise young man who for- merly served with Exclusive and Mod- ern sez the bootleg story should break soon, with something big in store for the wise guys. He reports that the surest gauge for a hit tune still is how fast it's copied. On this basis, he rates T-Bone Walker's new two-sider, "That's Better For Me" and "I'm Waiting For Your Call" a 14-carat hit.

Another John, last name of Davis, sales manager of Specialty Records, im- presses us as a guy who knows whereof he speaks. Davis, like Black- burn, is back from a cross country tour and is holding down the home office while boss Art does raps about with the boys in Chi. John reports he set up new dis- trib and dealerships during his trip. More word of bootlegging from this source, and altho John avers that the practicality of slacking "It's still too much of it around for comfort," sez he. An interesting aside from Davis is that many cities are really cranking down on party disks, with stiff fines being meted out to distributors of same... Saul Bihari, vee pee of Modern, will be accompanied to Chi by brother Joe and sales rep Lester Sill, the latter pair proceeding to New York after the show.
"Needles And Pins" (2:57)  
"Bubble-Lee, Bubble-Loo" (2:56)

JACK FINA ORCH.  
(MGM 1020)

- Music ops catering to locations that go for dainty, plushy material is what should take a look here with this latest Jack Fina release. Composer-playwright magic builds his fine new piano tripping job set with "Needles and Pins" and "Bubble-Lee, Bubble-Loo," a pair of oldies that might boost ops take. Ton side is pleasant as it stands with Jack's piano the highlight of the wax. Vocal side is dainty with vocals. Mere vocals all or not, and adds to the tune's winning possibilities. Flip, an original Harry Com- michael tune flows easily, with Charles Martin spanning the glowing wordiness in adequate styling. Both sides are there for the taking. Ops that use this brand take note.

"Don't Leave Now" (2:55)  
"Darling Nellie Gray" (2:52)

THE PARATONES  
(Paragon 8037)

- Vocal splash hard to be offered here by this group hailed The Paratones. The combo shine immensely as they offer the slow, subdued wordiness to "Don't Leave Now" in tender wax fashion. Wax, aimed at ops with race spots is sure to build them up. Vocal side, plush wop, coupled with some mighty fine harmony spikes the cookie all the way. On the back with "Darling Nellie Gray," the combo once again display their wares in excellent manner to set the stage for some possible heavy coin play. Ditty is an oldie and should be remembered quite well by music ops. Both sides are heavily loaded with the stuff that makes for winning platters—latch on!

"What's Good Enough For My Baby" (2:54)  
"Poor Papa" (2:45)

BUDDY WEDD TRIO  
(MGM 10201)

- Pair of sides which might come in for some decent play by these offers refreshing manner by the Buddy Wedd Trio. Bumping piano and mellow tonsil of Buddy himself sparkle with the cute lyrics on the top deck grapple. Wax, with the fantastic rendering to "Poor Papa," with the wax riding around the title all thru. Top deck is one that beckons all the play. Altoh the wax is nothing to shout about—it can be used as fair filler material.

"Music From Beyond The Moon" (3:05)  
"If I Had You" (3:30)

TONY MARTIN  
(Wee 20-2914)

- Heavy voiced ballading of Tony Mar- tin, and a pair his fans are sure to appreciate. Titled, "Music From Beyond The Moon", and "If I Had You," Tony offers his romantic charms in smooth, plush fashion that makes for pleasant musical listening. Wax deck is deep and vibrant throughout, with some wonderful moments. Tony is like Carle Hagen's bu- tton drifting down. Flip is the standard "If I Had You," with Tony rendering another lovely performance. Wax deck is done up in soft, refreshing manner, with an air of singing strings and vel- vey haunting rhythm floating throughout the background. Ops take it from here.

"If I Can't Have The One I Love" (2:58)  
"Just Like That" (2:50)

JOHNNY LONG ORCH.  
(Signature 15205)

- Bouncing back into the photo spotlight in a big way with a pair of sides that appear headed for success sensational. On the light boost side, Johnny Long and his popular crew give with "If I Can't Have The One I Love" and "Just Like That." Both sides, a pair of oldies that went like wildfire in grandpa's day, should go just as well today. Top deck, featuring thrust RoyANCE Lane is decked out with the tint of buffalo about it. The chirp's vocal try makes for extremely pleasant listening as it rolls along sprightly tempo. Excellent org backing furnished by the maestro and his crew highlight the cookie, and add huster and polish. Fran- cey's smooth vocal pitch is sure to meet with wide approval—espe- cially so from the college set. Flip is the ever-lovin' "Just Like That," with the Ensemble warbling the mellow musical pleasure in gay time. Wax is definitely one of the best Long has ever offered—it is sure to go a long way toward boosting phono take. Both sides stack up for an avalanche of phone play—get set for 'em!

"Caramba It's The Samba" (3:00)  
"If I Were You" (3:01)

FREDDY MARTIN ORCH.  
(Victor 20-2667)

- Ditty kicking up a storm in many sections of the nation is offered here by the extremely popular Freddy Martin Orch. With Stuart Wade and the Martin Men wailing the light, Latin wortage to "Caramba It's The Samba," the wax takes on an even more refreshing and attractive air. Samba music at its best spills throughout the cookie, with Stuart and the group spilling the healthy lyrics in able manner. Flipped we find one of the plug tunes from the forthcoming MGM ORCH. "I Stand With You," Titled, "If I Were You," Freddy d Konny to the fore again, to spoon the delicate wortage. Wax is on antaric kick, with the boys in the band blending adequately the acts. The boys in the Tony Mar- tin fans should go for this pair.

"Makin' Love Mountain Style" (3:00)  
"Meadowlands" (3:04)

TEX RENEKE ORCH.  

- Full-fashioned rhythms of the Tex Reneke orch and a pair that have that distinct of coin play all set great show here as Tex and the boys set up with "Makin' Love Mountain Style" and "Meadowlands." Top side is a real winner and should give off—with Tex in the spotlight throughout offering the plaintive wordings and distinctive Tex vocal the way this tune was written and should draw loads of raves from the Western fans. A pair that the Tex Reneke crew at its best, displaying a load of talent in the fragrant offering of "Meadow- background" of the song-offlap is a great item with its novel arrangement certain to draw a slew of attention in music circles. Ops that go for this brand, and there are many of them, would do well to get next to this duet.

"For Heaven's Sake" (3:04)  
"You Came A Long Way" (2:56)

RAY MCKINLEY ORCH.  
(Victor 20-2913)

- Following on the heels of his sensa- tional success with "Airflyze," the great Ray McKinley Orchestra delivers a pair that beckon coin play in a big way. Top- side, with Marcy Long, in the vocal spot- light is one that is sure to grab up the jitney. Marcy spoons the charming and enchantingly wavy "For Heaven's Sake" in smooth, stylish try that rates like a spade Black Devil, and mean- thoughtfully toss wrap themselves about you and make you wanna listen time and again. Flip, titled "You Came A Long Way," has Ray and some of the boys knocking out some mellow music that shines brightly. Wax, on a jazz kick, with Ray vocalizing in bright fashion throughout. Disc rates a spot in your machine—it's sure to increase your phone take.

"All I Ever Do Is Worry" (2:56)  
"Wise Guys" (2:43)

JULIO LEE  
(Capitol 1516)

- Pair of sides for ops with race spots are these offered in pleasing fashion by the well known Julio Lee. Both spill in much the same manner. One featuring the slow, soft and easy wordage in delightful try, and the other slotting big spots around the title, with some slow haunting sax work working throughout the wax. When you find "All I Ever Do Is Worry" as aジャズジック, with Ray vocalizing in bright fashion throughout. Wax that rates a spot in your machine—it's sure to increase your phone take.

"How Fine Can You Be?" (2:43)  
"Mo-Jo" (2:54)  
JOE LUTCHER BAND  
(Capitol 15109)

- More wax for ops with race spots and the mellow rhythm of the Joe Lut- cher Band are these sides. Wax, titled "How Fine Can You Be?" and "Mo-Jo," show as fair sides which should do great advantage. Topside hogs the glory with a low, moaning blues vocal spilling the vocal offlap. Both sides go big in the background spots the cookie and adds to its winning possibilities by the use of an all-instru- mental waxing, with the gang going wild. Loads of individual spots are shown going in a big way, with the sax grabbing off a great hunk of glory again. Wax, with the sides on top, should rate to any great extent, they will garner their fair share of phone play.

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**FIGURES SHOWN FOLLOWING SONG TITLES INDICATE PLAYING TIME OF RECORD.**

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
It's Sensational ... the Brand New
Sparkling Hit by
Johnny Long
and his Orchestra
Vocal by Francey Lane and The Beachcombers
"If I Can't Have the One I Love" Backed with "Just Like That"
Signature Record 15205

Juke Box Ops — Read This Message!
"Fellas, this is the grandest, greatest tune I've ever recorded. Just take a few seconds to listen to, 'If I Can't Have The One I Love', and believe me, believe me sincerely, you'll find it one of the biggest moneymakers you've ever yet placed in anyone of your locations. It's the kind of tune that STAYS PUT in everyone of your juke boxes and that brings you BIGGER AND BIGGER PROFITS THE LONGER IT STAYS IN. I hope that you'll help me to help you by rushing your order for some today. Thanks a million for your past kindnesses and your consideration of me, Francey Lane, The Beachcombers, and all the very swell people who make up my orchestra."
Johnny Long

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NAMM PREXY SEES GREATER INTEREST IN '48 MEET BECAUSE OF NEW PROBLEMS

by Louis G. La Mair
Retiring President of the National Association of Music Merchants

Despite the accomplishments of the past few years, the NAMM and the Industry face new and larger problems. Unsettled business conditions emphasize the even greater need for association services and more efficient retail management. Production-wise, manufacturers have just begun to hit prewar stride again. A few have reached all-time highs. But selling-wise, evidence mounts that all retailers—not just record stores alone, are groping for an answer to the question: "Where do we go from here?"

Retailing in particular has been hard hit. Rising costs have soared past the point where we can sit idly by and expect increased volume to absorb the shock. Profit-wise 1946 turned out to be a better year than 1947 for many retailers. This past year expense ratios increased faster than income. The rough business sea has kept every dealer busy trying to retain and retrain personnel, obtain larger working capital, worry about unbalanced inventories, and at the same time find new prospects.

Practically every national trade show held in 1948 thus far has indicated that buyers are generally cautious. Dealers attending trade shows are scrutinizing prices, looking for quality products, and strengthening factory contacts. For this reason, perhaps uppermost in all our minds at convention-time will be the thought of obtaining first-hand sound business-thinking from manufacturers and dealers in the business.

NAMM's business assemblies this year will reflect the trend of thinking within the industry. Selling, Music Promotion, and the Business Outlook are major clinics scheduled. Consumer credit, Measuring Sales Potential, What Competition Is Doing, and the phenomenal outlook for Televison are other subjects slated to hold the dealer's attention at clinics.

IF "OSCARS" WERE GIVEN FOR OUTSTANDING NEEDLE PERFORMANCE

Permo Point Round and Permo Point Elliptical would top the list for:

**EXEMPLARY LONG NEEDLE LIFE**
**UNEQUALLED KINDNESS TO RECORDS**
**DEPENDABILITY ON LOCATIONS**
**ECONOMY — still at the same low price!**

More Permo needles sold than all other longlife needles combined.

PERMO POINTS
Made by the original and world's largest manufacturer of longlife phonograph needles.
PERMO, Incorporated
Chicago 26

PROGRAM

NAMM CONVENTION

SUNDAY—JUNE 13
10:00—Registration
10:30—Board of Directors Meeting.
MONDAY—JUNE 14
10:00—Exhibits Officially Open.
10:30—Press Conference.
12:15—Opening Luncheon (Grand Ballroom).

TUESDAY, JUNE 15
9:30-11:00—Sales Assembly (Grand Ballroom).
10:00-11:00—Repair Workshop (Crystal Room).
11:00-12:00—American Music Conference.

WEDNESDAY—JUNE 16
10:00—NAMM Business Meeting (Grand Ballroom).
10:00-11:30—Lacquer Clinic.
12:15—Highlight Luncheon (Grand Ballroom).

THURSDAY—JUNE 17
9:30-11:00—Business Outlook Assembly (Grand Ballroom).
11:00-12:30—Television Today! (Red Lacquer Room).
7:00—Music Industry Banquet (Grand Ballroom) Stevens Hotel.

Bull Moose Jacks on "The New Look in Voices"
Pulls another one out of the hat!

I CAN'T GO ON WITHOUT YOU
— Backed by —
FARE THEE WELL
— Deacon Jones
KING RECORD No. 4230

Most Progressive Record Distributors in the Midwest

CHORD DISTRIBUTORS
2406 SO. LA SALLE ST., CHICAGO 16, ILL. (All Phones: DANube 1040)

GET OUR 48 PAGE CATALOG OF ALL RELEASES

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Jock Teams With Jukes To Boost Phono Play

WASHINGTON, D. C.—Exemplifying the spirit of disk jockey-juke box operator cooperation, Washington, D. C. Jockey Eddie Gallaher, WTOP, recently teamed with the Washington Music Guild in a weekly disk promotion. Pictured above, Gallaher holds one of the new Hit Parade Posters, recently distributed throughout Washington music ops. The posters have boosted phonograph play immensely say the ops. Gallaher and the music op association select a weekly tune as the "Juke Box Record of the Week," said tune being placed in the number one spot of the more than 8000 phonographs throughout the Washington area.

8th CONSECUTIVE WEEK

"TIME OUT FOR TEARS"
SAVANNAH CHURCHILL
MANOR 2-1114

Another CHURCHILL Winner!

"I WANT TO CRY"
MANOR 2-1129

on MANOR RECORDS
313 WEST 57TH ST., NEW YORK, N. Y.

BEST BET for the BOXES

"TELL ME A STORY" recorded by
SAMMY KAYE
and his Orchestra on
RCA Victor 20-2761
Published by
LAUREL MUSIC CO.
1619 BROADWAY, NEW YORK

From Coast To Coast—It's

THE RAVENS' GREATEST RELEASE TO DATE:

#9015 SEND FOR ME IF YOU NEED ME
UNTIL THE REAL THING COMES ALONG
Winners of Recent Poll Over,
(Mills Brothers, Charlie Poole, Ink Spots)

---

THEY'RE ALL ON NATIONAL!

BILLY ECKSTINE
#9014 COTTAGE FOR SALE
I LOVE THE RHYTHM IN A RIFF
#9041 ALL OF ME
SHE'S GOT THE BLUES FOR SALE
#9017 PRISONER OF LOVE
ALL I SEE IS BLUES

CHARLIE VENTURA
#9043 SOOTHE ME
#9029 MOON NOCTURNE
#7015 HOW HIGH THE MOON
Pleased to Be Kind
Ventura and Lupey Cored

CURRENT AND TERRIFIC NATIONAL—LY!

ALAN LOGAN
#7021 I LOVE YOU MUCH TOO MUCH
PIANO FANTASY
#4017 THAT'S WHAT REALLY HURTS
WHISTLE STOP BLUES

JOE TURNER
#7004 WHERE THE RIVER MEETS THE SEA
STOP GOING THROUGH THE MUSIONS

BUDDY BOYLAN
#7017 SIMPLE THINGS
EVER' NIGHT
#9033 MAYBE YOU'LL BE THERE

RAY SMITH
#5019 HELL'S FIRE
BORN TO LOSE

ALAN GERARD
#7023 MELODY TIME
TELL ME WHY

DICK THOMAS
#5017 WHO PUT THE LAW IN MOTHER-IN-LAW

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
BETTER BUSINESS
FORCES US TO MOVE TO NEW
AND LARGER QUARTERS

Aristocrat Records
WILL BE LOCATED AT
5249 Cottage Grove Ave., Chicago, Ill.
ON AND AFTER JULY 1, 1948

NOTICE TO MANUFACTURERS
OF RACE RECORDS
Because of these new and larger quarters, as well as the most complete coverage of retailers, department and chain stores and all juke box operators we are now in position to take on new "Race" record lines. Communicate with us immediately, if you desire the most complete coverage of the Chicago market.

Until July 1st We Will Still Be Located at
Aristocrat Records
7508 S. Phillips Ave., Chicago 49, Ill. (Tel. Essex 1322)

Greetings To The NAMM From
THE PUBLISHERS THAT
Never Let You Down
DEVOTED TO PRODUCING, EXPLOITING AND MARKETING

BIG HITS

"John's Other Wife"
RECORDED BY
Johnny Bond—Columbia
Johnny Morris—Orpheus

"The Little White House"
(WITH THE LITTLE GREEN BLINDS)
Milt Hertha—Larry Douglas—Decca

"I'm A Lonely Little Petunia"
Dick (Two Ton) Baker—Mercury
Lawrence Welk—Decca
Tommy Tucker—Columbia
Harmojaires—Embassy
The Happy Gang—Vic. (Canada)

"Gin Rummy Polka"
Temptones—Tower
(RE-ISSUE BY REQUEST)

"Rosie O'Toole"
Bill Clement—Orpheus

"Brother Bill"
Tony Pastor—RCA Victor

"Tell Me Why"
Alan Gerard—National

"Rosalinda"
Dick Thomas—Decca
Red Benson—Rainbow
Al Stuart—Embassy

RYTVOC, INC. • CHERIO MUSIC PUBL., INC.
1585 Broadway, New York, N. Y.
Deanna Barrett • Mervin Hartmann

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

"I'm A Long Gone Daddy"
"The Blues Come Around"
Hank Williams
(MGM 10212)

Grabbing this featured spot this week is the able and very popular Hank Williams with a pair that beckon coin play by the ton. Top side in the spotlight with Hank offering the fashioned tunes of "I'm A Long Gone Daddy." Hank tells his story in grade A manner, with the title offering the bill of fare on the wax. Flip is the mood rapidly rising as a favorite in cow boy music, a blues side with some gala western lyrics. The pair rate like a spade flush. Take note of Willi-ams' wide popularity and you've got a duo that can go like sixty.

"The Old Piano Polka"
"The Strongest Family"
Zeke Manners
(Victor 20-2875)

Pair of sides by the popular Zeke Manners crew spring up here, with Zeke and the boys offering the melody of "The Old Piano Polka" and "The Strongest Family" in top notch measure. Top side is tailor made for the phonos with merry polka notes spilling in excellent refrain. Piano roll throughout this side grabs the limelight all thru, with the best offered spelling coin play galore. Flip is a happy folk ditty replete with some wonderful orchestration behind it. Both sides stack up heavily—latch on.

"Milk Cow Blues"
"Bouquet Of Roses"
Jimmy Wakeley
(Capitol 40107)

More first class music via Jimmy Wakeley and the merits of "Milk Cow Blues" and "Bouquet of Roses" spilling in fine fashion. Jimmy walls the top deck in able blues fashion with some won-derful trumpet licks weaving throughout the background. On the backside with a timely currently kicking up a storm in many spots, Jimmy gives us with "Bouquet of Roses." His rendition should certainly add to the tune's winning ways. Both sides rate your listening pleasure.

"Who Cares, Who Cares?"
"If That's The Way You Want It"
Dave Denney
(Victor 20-2890)

Pair of melancholy sides by Dave Denney, with "Who Cares, Who Cares?" and "If That's The Way You Want It", needling the wax. Dave's able pipes lend the sobbing wax that aura of coin culling possibility, with both sides hitting his style excellently. The pair are well loaded with possibilities, whir' tem.

www.americanradiohistory.com
1. **BOUQUET OF ROSES**  
   Eddy Arnold  
   (Victor 20-2806)

2. **ANYTIME**  
   Eddy Arnold  
   (Victor 20-2703)

3. **SUSPICION**  
   Tex Williams  
   (Capitol 40109)

4. **TEXARKANA BABY**  
   Eddy Arnold  
   (Victor 20-2806)

5. **DECK OF CARDS**  
   "T" Texas Tyler  
   (4-Star 1228)

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

**OKLAHOMA WALTZ**  
Johnny Bond  
(Columbia 38160)

**SWEETER THAN THE FLOWERS**  
Moon Mullican  
(King)

**JOHN'S OTHER WIFE**  
Johnny Bond  
(Columbia 38160)

**SIGNED, SEALED & DELIVERED**  
Cowboy Copas  
(King 658)

**WHAT A FOOL I WAS**  
Eddy Arnold  
(Victor 20-2700)
The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans, La.

1. LONG GONE
Sonny Thompson
(Miracle 126)

2. NATURE BOY
King Cole
(Capitol 15054)

3. POOL PLAYING BLUES
Amos Milburn
(Aleldin)

4. GOOD ROCKIN' TONIGHT
Wynonie Harris
(King 4210)

5. MESSING AROUND
Memphis Slim Quartette
(Miracle 125)

6. SHOUT THE BOOGIE
Memphis Meenie
(Columbia 38099)

7. GROOVY MOVIE BLUES
Johnny Moore
(Exclusive)

8. TOMORROW NIGHT
Lonnie Johnson
(King 4201)

9. REET PETITE & GONE
Louis Jordan
(Decca 35481)

10. THAT'S WHAT I LIKE
Julia Lee
(Capitol 15060)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Out of the Top drawer

TEX BENEKE

and his Orchestra's

RCA VICTOR Recording of

"St. LOUIS BLUES MARCH"

RCA VICTOR RECORD No. 20-2722

from the same top drawer...

"MEADOWLANDS" • "MAKIN' LOVE MOUNTAIN STYLE"

RCA VICTOR RECORD No. 20-2898

PERSONAL MANAGEMENT
DON W. HAYNES

DIRECTION
MUSIC CORP. OF AMERICA
ATTENTION!

MR. OPERATOR—
MR. DEALER—
MR. DISTRIBUTOR—

THESE ARE THE

SAVOY BIG HITS
That Will Bring Nickels
And Dollars To You!

661 THIRTY-FIVE
THIRTY
COME WITH ME BABY

664 BOUNCING WITH BENSON
BOOGE RIDE

665 THE TWISTER
PTS. 1 & 2
by PAUL WILLIAMS

662 BUBBLES
SWINGIN' FOR PAPPY

666 WE'RE GONNA ROCK
HARLEM ON PARADE
by "WILD" BILL MOORE

5550 Robbie—Doby Boogie
Hard Bed Blues
by BROWNIE MCGHEE

MEET US AT BOOTH #51
NAMM CONVENTION—
CHICAGO

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

DISTRIBUTORS!

• HIGH FIDELITY
RECORDINGS

• QUALITY SHELLAC
PRESSINGS

• TOP TALENT

• ATTRACTIVE LABEL

Available on DELMAC Records

Choice Territories Available

Contact

DELMAC RECORD CO.
1515 HOWARD ST., CHICAGO 26, ILL.

STATE RECORD DIST.
TO HANDLE H. R. S.
DISK DISTRIBUTION

Boston Distracts Schedule
National Distribution
Plans For Race Line

BOSTON, MASS.—Mannie Copelman,
president of State Record Distributors
Inc., this past week announced that his
firm would begin the national distribu-
tion of H. R. S. Records immediately.
A deal was entered into between State
and the Empire Record Corp., New York,
whereby the former would handle the
national distribution of this well known
and much sought after race record line.
State Distracts, who are also in the
record business via Crystal-Tone Re-
cords, disclosed that the H. R. S. platters
would be distributed and handled by
their present Crystal-Tone distracts,
except in those territories where the latter
dline did not conform to the distracts
set-up.

Price of the H. R. S. line will be the
standard throughout the record trade,
75c plus tax, list.

First tunes scheduled for immediate
release are several early Sarah Vaughan
recordings titled "We're Through" and
another undisclosed side. Included in
this first release are two sides by the
Brick Fleskle orchestra, titled "Brick's
Boogie" and "K. C. Caloonse." Other
artists for the H. R. S. label whose records are scheduled for promo-
tion include Jack Teagarden, Trummy
Young, Jimmy Jones, Buck Clayton,
Sandy Williams, Harry Carney, Earl
Hines, Sidney Bechet, Muggsy Spanier,
Ren Stewart and Pee-Wee Russell. Ini-
tial reaction received from salesmen re-
port very promising sales for the State
firm.

James H. Martin, Inc.
"House of Hits"
1405-1407 W. DIVERSEY BLVD.
CHICAGO, ILL.

★
World's Largest Independent
Distributor of Phonograph Records

★

DON'T RUSH US—
WE'LL FILL YOUR ORDERS
AS QUICKLY AS WE CAN.

BULL MOOSE JACKSON'S
LATEST HIT
I CAN'T GO ON
WITHOUT YOU

BACKED BY
FARE THEE WELL, DEACON JONES
KING 4230

LONG GONE
Sonny Thompson
(Miracle 126)

NATURE BOY
King Cole
(Capitol 15054)

YOU DON'T LOVE ME
Camille Howard
(Specialty 307)

REET PETITE & GONE
Louis Jordan
(Decca 35481)

GOOD ROCKIN' TONIGHT
Wynonie Harris
(King 4210)

TRAIN BLUES
Roy Milton
(Specialty 524)

35-30
Paul Williams
(Savoy 667)

I'M WAITING FOR YOUR CALL
T-Bone Walker
(Black & White)

RECESS IN HEAVEN
Don Grissom
(Jovel 2004)

GO RED GO
Arnett Cobb
(Apollo 778)
Exclusive Drops 
Price to 75c

LEON RENÉ
President, Exclusive Records, Inc.

HOLLYWOOD, CAL. — Leon René, president of Exclusive Records, Inc. this city, announced this past week that the firm had lowered the price of their disks from $1.00 to 75c plus tax.

Juke box ops thruout the country who have been using the product of this noted diskery were immediately enthused.

The savings effected will prove extremely profitable to the juke box trade which has been one of the outstanding users of this diskery's platters.

It is also noteworthy to comment that René instantly followed the trend in the race record field and met whatever competition presented to his progressive firm.

Because of the drop in price of Exclusive's disks it is now believed here that others thruout the country will follow suit giving the juke box ops the opportunity of placing more new disks in their phonos and thereby creating better play with a surety for continued profits.

The drop in price will also prove effective since it came just before the big NAMM show at the Palmer House in Chicago and many dealers will, therefore, find encouragement in this move for the balance of the year.

See Us At NAMM-Chicago BOOTH No. 53

— DISTRIBUTORS IN ALL PRINCIPAL CITIES —
For the Best in Recorded Entertainment

REGENCY RECORDS
1164 ELIZABETH AVENUE ELIZABETH, N. J.

"YOURS" for the asking... and YOU'RE asking for it!

They're all YOURS — Get YOURS now!

EDWARD B. MARKS MUSIC CORPORATION - R.C.A. Building - Radio City - New York

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

CINCINNATI — Cecil Gant of "I Wonder" fame has just signed a long-term contract with King Record Co. of this city.

King will release sixteen sides which Gant had cut previous to the Petrillo ban.

The diskery report, "These sixteen sides are among the best that Mr. Gant has ever recorded."

The first disk to be released, according to King, will come off the presses early in July.

Gant is writer of many hit tunes, among them, "Put Another Chair At The Table," "Jump Jack Jump," "Am I To Blame," and "Soft And Mellow."

Buddy Greco's Latest Set
For Juke Box Play

NEW YORK — Buddy Greco (right) takes a look at his latest Musicraft recording, "Baby I'm True To You," on the Packard Pla-Mor phono, before tune's composer, Ronnie Graham, slips it into the Pla-Mor box. The Buddy Greco Trio is currently appearing at the Green Room of the Hotel Edison here.

MUSIC MERCHANTS - OPS
Stock Up On These 2 Smash Hits!

The Sensational Waltz Novelty
"ROSIE O'TOOLE" and
"THE TOUCH OF YOUR LIPS"
by BILL CLEMENT ORK
ORPHEUS 269

Vaugn Horton's Newest Novelty
"JOHN'S OTHER WIFE"
by Johnny Morris Ork
ORPHEUS 270

DEALERS-OPERATORS: Order Direct from
ORPHEUS RECORDS
1585 BROADWAY, NEW YORK, N. Y.

HERE'S A TONIC! FOR THE SLOW MONTHS AHEAD
I CAN'T GO ON WITHOUT YOU
BACKED BY
FARE THEE WELL, DEACON JONES
Another
BULL MOOSE JACKSON
HIT
KING 4230
Order it today, from your nearest distributing point.
MORE JUKE BOX DISTS TAKE ON DISK LINES

NEW YORK—In complete reverse to the general tendency in the music industry, more juke box distributors are beginning to take on disk lines which never before distributed records.

These men have learned that the time has arrived when they will require every possible profit factor in their business to go ahead.

One of New England's largest juke box distributors, a few months ago, started with disks on the theory that these would help bring the juke box operators into his place of business.

After showing a profit on the lines he handled, he is now interested to the point where he is inquiring of manufacturers for representation of their lines throughout the New England states.

The same is true in the eastern and midwestern sectors. Juke box distributors who find that records will help continue to bring the operators into their offices and showrooms are now switching to the platter business as part and parcel of their own distributing businesses and find, as they go along, that these are a profitable investment.

One distributor in the midwest who, because he so enlarged his quarters he could handle more supplies and parts, reported, "Our first month handling records on sub-distributor basis here showed us a very fine profit. We are now interested in obtaining lines ourselves."

It is also noticeable that the juke box distributors have been very lenient with credit on sales of records to operators.

Most of the distributors are working on a sub-distributor basis at present. Others are planning to open record departments. Many are of the belief that records fit in perfectly with their present large supplies and parts departments.

It is believed that 1948 will show a very definite increase in sales of records to operators throughout the juke box industry because of the interest shown in the sales of the disks by the larger juke box distributors.

A SMASH! SLEEPER
"The Cash Box" Rates It
"WHEN I GET YOU ALONE TONIGHT"

Recorded by
DICK KUHN ORK ON TOP RECORD No. 1157

READ AND REAP—"... wax is so great that we can picture phone fans laughing in their beer as they play and play this thing time and time again... will hype phone play—and soon an avalanche of coin for music op. ..." from Sleeper of the Week, THE CASH BOX, May 29.

WRITE—WIRE—PHONE YOUR NEAREST DISTRIBUTOR FOR YOUR SHARE, OR DIRECT FROM

1614 BROADWAY NEW YORK, N.Y.
(Phone: Col. 5-7838)

Canada

Now Available FOR RECORD MANUFACTURERS.

LARGE PRESSING PLANT PLUS COMPLETE DISTRIBUTION FOR YOUR RECORDS THRUOUT THE DOMINION OF CANADA ALL JUKE BOX OPERATORS AND RETAILERS COVERED. OFFICES IN MONTREAL, TORONTO AND VANCOUVER. IF YOU ARE INTERESTED IN HAVING YOUR RECORDS PRESSED IN CANADA PLUS BEING ASSURED COMPLETE COVERAGE OF THE CANADIAN MARKET WRITE OR WIRE TODAY.

Box No. 614

% THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
NEWARK, N. J.—Fred Mendelsohn, president of Regent Records, Inc., and Herman Lubinsky, president of Savoy Records, Inc., this city, jointly announced the formation of a partnership agreement this past week.

Stipulation calls for the continued operation of Regent and Savoy as separate organizations. It was reported that Lubinsky had bought into the Regent firm, and will immediately institute a progressive policy to enlarge the firm’s (Regent) catalog.

Regent has in the past few months shown a decided first-hand knowledge of the recording business and has been one of the leading independent platteries in the nation.

Mr. Mendelsohn will continue to direct the Regent plattery in practically every operation of the business, with Mr. Lubinsky acting as treasurer, and general sales manager.

Lubinsky’s wide knowledge pertaining to sales and distribution of records will certainly aid in advancing the Regent firm to a higher spot among the nations recording companies.

Mendelsohn, who had been a juke box operator in the past, is well known throughout coin circles, and has been known to have one of best “recording ears” in the disk business. His past experience in the juke box field has been invaluable in selecting songs.

Both Regent and Savoy are seeking larger quarters it was learned, in addition to a larger distribution set-up.

**Standard Songs are MONEY MAKERS!**

**“EMBRACEABLE YOU”**

Recorded by
FRANK SINATRA—Columbia
TOMMY DORSEY—Victor
JUDY GARLAND—Decca
JO STAFFORD—Victor

Published by:
NEW WORLD MUSIC CORP.

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

**KING STAYS HOT**

IT’S EASY TO STAY HOT IN HOT WEATHER WITH THIS
BULL MOOSE JACKSON-HIT
I CAN’T GO ON WITHOUT YOU
BACKED BY
FARE THEE WELL,
DEACON JONES
KING RECORD-4230
Signature Shuffles Deck; Earl Winters Resigns

NEW YORK—Signature Records continued shuffling its executive positions this past week, with the news that sales manager Earl Winters, well known coin man had resigned his post.

Mr. Winters, who came to Signature after a long association with Nat Cohn's Modern Music Sales Corp., took over the sales division of Signature this past January.

The plattery recently let out Larry Shelton, West Coast sales topper. Meanwhile, plans for the firm's reorganization move seemed certain to meet with the approval of Signature's creditors. The plattery recently filed petition under the articles of the Chandler Act. It was reported that Signature had an additional $100,000 in new money. The firm was expected to raise that amount as part of the plan adopted by their creditors recently.

Spokesmen for the plattery also announced that with the approval of their new plan, the firm will begin the long awaited move to its new plant in Shelton, Conn. The Shelton plant is extremely well equipped to handle pressing for Signature and additional work for outside companies. Signature will also make use of a comprehensive set-up they have for the use of compound, in the manufacture of their recordings.

Gerry Ross, veteran sales exec with the Signature firm for the past two years has been named to direct the sales policy for the diskery.
PETRILLO REPORTS TO MUSICIANS ON NEGOTIATIONS WITH DISKERIES
AFM RECORD BAN CONTINUES

ATTENTION
JUKE BOX OPERATORS!

We Have the Records You Need!

★ GREATER SALES
★ GREATER PROFITS

The best in hits—new and old—to keep those nickels jingling. We have them all! Write, wire, or phone for complete list and prices.

America’s Largest Independent Record Distributor

M. S. DISTRIBUTING CO.
1350 EAST 61st ST. • CHICAGO 37 • BUTTERFIELD 5698-99

OPM YOU’LL JUMP FOR JOY
WITH...

THE BALLAD HIT OF THE YEAR
"I WANT TO CRY"

Recorded by
SAVANNAH CHURCHILL . Manor 1129
DINAH WASHINGTON . Mercury 8082
CHRIS CROSS & ORK . Sterling 4004

Getting Nationwide Jockey plays—
ORDER YOUR FAVORITE VERSION NOW!

Published by: EXCELSIOR MUSIC PUB. CO. • 1619 B’way, N. Y. 19

WHAT’S LEFT AFTER THE PAY-OFF?

—lots more for the operator who uses Webster-Chicago Nylon Needles. He hasn’t taken the losses caused by unnecessary shut-downs for service calls. And he’s had a BIG increase in record plays.

With phonograph needles it isn’t the first cost, it’s the pay-off that counts. You get it all when you use Nylon Needles with the exclusive Knee Action. KNEE ACTION is kind to records and tone reproduction is true. Try some and convince yourself.

WEBSTER-CHICAGO
NYLON NEEDLES with Knee Action
by the makers of Webster-Chicago Record Changers and Wire Recorders
WEBSTER-CHICAGO CHICAGO 39, ILLINOIS

ASBURY PARK, N. J.—The AFM ban on recording will not be lifted, nor will the union enter negotiations to that end, James C. Petrillo, president of the American Federation of Musicians stated at the opening session of the organization’s 31st annual convention in this city.

Speaking before an enthusiastic, near capacity audience of more than 2,000 delegates, the largest registration in the history of the AFM, Petrillo devoted most of his address to a fiery attack on the Taft-Hartley and Les acts.

Organic unity of the AFL, CIO and other independent unions were stressed, and the only solution for labor, he said.

Petrillo reported to the huge gathering, that the negotiations that the union had entered into in the past, and the efforts made by many of the recording companies to find some method of settling the recording ban. There was no doubt that Petrillo’s address met with favor from the many delegates assembled.

Milton Diamond, attorney for the union was scheduled to address the convention later in the week, and deliver his annual report.

DJs queried following Petrillo’s opening remarks declared that they will seek every means available to beat the ban. Many openly stated that they will go right ahead with plans to import background music from Europe, and later dub in vocal adaptations of songs. This in particular, is known to be of some “thorn” to the union.

AGAIN . KUNG GIVES YOU TWO A SIDES!

I CAN’T GO ON WITHOUT YOU
BACKED BY
FARE THEE WELL, DEMON JONES
by BULL MOOSE JACKSON
HE’S HOTTER THAN THE WEATHER!
KING 4230

Ivory
Nylon Needle with Knee Action
and Precious Jewel Tip
$350

I wyer
Nylon Needle with Knee Action and Precious Jewel Tip
$350

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Larry Green Guests With Coinmen At Boston AMI Model “B” Showing

BOSTON, MASS.—Caught visiting with local coinmen at the recent showing of the new AMI Model “B” phonograph, RCA-Victor Record artist Larry Green beams as he listens to his latest recordings. Pictured above: Jack Mitrnick, president of Beacon Dist. Co.; Bill Geras, The Cash Box; Green and Harry Poole of bean-town coin firm. Beacon played host to huge throngs of visiting operators and tradesmen during the showing. Green, a local favorite, recently finished playing a four-week engagement at the New York Strand Theatre. He is currently appearing at the Boston RKO-Keith.

VITA
coustic Records

"LIVING SOUND"

SEE US AT — —
Booth No. 5
at the N.A.M.M. show

Record HITS for Record SALES!

When in Chicago —
VISIT OUR NEW OFFICES

VITA
coustic Records

624 S. Michigan  Chicago, Ill.

MUSIC MERCHANTS — OPERATORS

Cash In On —

DISK O’THE WEEK

"The Girl Who Came From Peru"
FREDDY MARTIN ORCH.
(Victor 20-3027)

- It's another bell ringer for maestro Freddy Martin, with another Latin melody providing reason for all the excitement! Following on the heels of the recent smash hit "Come To The Marzi Grass," Freddy and the boys set with another winner in "The Girl Who Came From Peru," a catchy coin winning melody if there ever was one. With the vocal ensemble waiting the excellent wordage in light delightful tones that satisfy, Freddy and the boys blend beautifully for the orchestral flavor. Was stacked up as a strong dance number, and is sure to find wide favor as such. Take into account Martin's wide popularity and ope have a piece of wax that can really move. "The Girl Who Came From Peru" is the one they'll go for—latch on—but pronto!

Another Terrific Version

by
GUY LOMBARDO
And His Orchestra

on
Decca No. 24408

"The leading disk jockey programs in the country are featuring "A Girl Who Came From Peru" by the above artists with a potential audience of millions. Tony is involved in contest which will give the winners a week vacation trip to Peru, stay at Waldorf-Astoria, and dinner with Guy Lombardo.

Published By
TOBIAS & LEWIS MUSIC PUB. CO.
1650 BROADWAY  NEW YORK, N. Y.

DON'T BLAME ME
(from M-G-M's "Big City")

A Great New Release

by
KING COLE TRIO

on
Capitol Records

HARRY WARREN MUSIC, INC.
NEW YORK—Juke box ops through this area said, “So what?” as they heard the news that both Decca and Columbia diskeries were scraping at the very bottom of the disk barrel.

“The market is very weak,” one noted op said, “and we also remember when Decca and Columbia listened to us with only half an ear, especially in the days when records were hard to get. Furthermore,” he said, “the other diskeries will be more than happy to take care of our needs.”

Columbia has let out John Birge and Bob Breimer, advertising and promotion executives. They've closed down the King Mills plant in Ohio and expect to lay off about 500 workers. They will continue to operate their Bridgeport and Hollywood plants with minimum help.

Decca also continues to cut. They've announced retreatment in advertising and promotion fields. Harry Kruze, well known and well liked by juke box ops, is believed to be out permanently. It is now rumored that Decca will close their New York plant and will also cut down on help in their distrib offices here. There is also a possibility that they will close their Brooklyn plant.

Surprising is Decca's ad retreatment program. Certain Decca execs have reported that their heavy spending in mass media had helped tremendously. When approached for specialized trade promotion, where cost would have been less than art work involved in these big ad smashers, and would have “sold” them to trades, they were much too busy to even give trades consideration.

Columbia, too, smashed into big time ad stuff with everything they had. Retrenchment on their part surprises. It might have paid a few of these execs to check into fields where biz promotion would have made definitely helped and would have helped build better followings.

But, like the juke box ops say, “So what?” as both these big diskers scrape the bottom.

**GREETINGS**

to all attending the NAMM Convention

_Have Yourselves_

“PEACE OF MIND”

RECORDED BY

ELTON BRITT - RCA VICTOR

No. 20-2772

and Don't Forget

“THAT GRAND OLD PARTY”

A Beautiful Melody and Lyric, dedicated to the GOP — and Destined to be Their Party Song.

RECORDED BY

THE JESTERS—20th Century

RECORD #20-63

Published by

DUBONNET MUSIC PUBLISHING

1619 BROADWAY, NEW YORK 19

---

**DANA RECORDS**

Salutes

THE NAMM At The Palmer House, Chicago

AT BOOTH No. 16

You'll Be Greeted By Our

“SCHOENE MAEDEL”

(Pretty Girl)

“SCHOENE MAEDEL” Is A Smash Hit on

DANA No. 2005

Sung by DON RODNEY with Jimmy Carroll

and The Dana Singing Strings

---

Ask for DANA'S Catalogue of the finest Line of Polkas, Polish, Pop, Kiddle, and Hillbilly Records

---

**DANA MUSIC COMPANY, INC.**

286 FIFTH AVENUE

NEW YORK 1, N. Y.

---

**OPs Say “So What” as Decca, Columbia Scrape Bottom**

**NEXT WEEK** we'll announce the Release Date!

**BULL MOOSE JACKSON's**

KING HIT

No. 4230

I CAN'T GO ON WITHOUT YOU

Backed by

FARE THEE WELL, DEACON JONES

Sharps'KING

ORDER IT NOW

Takes the Bull's-Eye Again!

*PARAGON Has THE Hit Record Of*

"DON'T LEAVE NOW"

backed by The Standard

"DARLING NELLIE GRAY"

by THE PARATONES

on Paragon Record #8017

Great for ALL Locations—Excellent for Race Spots

Order thru your nearest distributor or direct from

**PARAGON RECORDS, INC.**

160 CONNECTICUT AVE.

WASHINGTON, D. C.

*Paragon—according to Release* "model of precision"
Regent Records Pop
With Another First

ELIZABETH, N.J.—Regent Records, local Eastern indie recording company can lay claim to being one of the most versatile recording companies in the nation. The platteries has the start of another smash hit on their hands with the widely heralded Al Trace recording of "You Call Everybody Darling."

Disk was selected as the No. 2 tune at the recent Philly Click Tune Party, the Record of the Month by the Cincinnati Automatic Phone Owners Association and record of the week by a half dozen disk jockeys throughout the country.

Regent gained national prominence via their original Don Henry disking of "Sobre Dance." The platteries was the first to release this disk which bounced into the national spotlight recently.

LARRY VINCENT
of
PEARL RECORDS
Extends
best wishes to the Nation's MUSIC MERCHANTS for a HAPPY CONVENTION TIME—Look Forward to seeing you in person at the Show.

The Critics Rave About This One
"THOSE WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE"
and "IF I'D ONLY KNOWN YOU THEN"

"LITTLE GIRL"

Pearl Records are the Life of the Party—Just Right to Pep Up That Vacation Trip.

New distributor for the state of Florida
TARAN DISTRIBUTING CO.

90 RIVERSIDE DRIVE, JACKSONVILLE, FLORIDA
ORDER FROM YOUR DISTRIBUTOR — OR DIRECT FROM

PEARL RECORDS

ROUTE 1
BOX 105
COVINGTON, KY.

FOR A REALLY
DELUXE TIME AT THE CONVENTION
VISIT BOOTH 75
PALMER HOUSE, CHICAGO, ILL., JUNE 14-17

and meet

Dave Braun
President
Miss Mike Waldman
Publicity Director
Joe Licowski
Musical Director

HIT AFTER HIT—MONTH AFTER MONTH—ON DELUXE!

This is it — — Fellers
BOB STEWART and The Victorians
Sing-sational Recording of
"YOU'LL ALWAYS BE MY SWEETHEART"
backed by
"DREAMING OF YOU"
Mero # 7465

NEW RELEASES
"LET'S GO AROUND AGAIN" Mero # 7464
"SUGAR FOOT" Mero # 7461

MERO RECORDS (Formerly METRO RECORDS)
1650 BROADWAY, NEW YORK
(Phone: Plaza 7-6983 and COI. 5-9894)

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

IN YOUR RECORDS

* Long Wear
* Minimum Surface Noise
* High Resistance to Breakage

Have your records made from

NEF-O-LAC
A Product of J.W. Neff Laboratories Inc.

Now available...
The New, Improved "Standard" NEF-O-LAC Compound. This superior compound produces records that play longer and with a minimum of surface noise. It is easy flowing, free from grit and uniform in weight.

* * *

The New, "Break-Resistant" NEF-O-LAC Compound. Gives you all the quality features of the "Standard" compound plus a high resistance to breakage at only moderate increase in cost.

Make these tests yourself!

If you are a RECORD MANUFACTURER
We will send you a generous sample of whichever type NEF-O-LAC compound you specify. Make your own pressing and compare.

BINNEY & SMITH COMPANY, 41 East 42nd Street, New York 17, N. Y.
EXCLUSIVE SALES AGENTS FOR U. S., CANADA, CENTRAL AND SOUTH AMERICA

MGM To Release Beale St. Boys Disks In Europe

NEW YORK—MGM Records' announcement that they will release a great many of their Beale St. Boys recordings in Europe.

The combination has been set for a series of personal appearances in England and the Continent this coming fall. The release of their MGM Records will undoubtedly boost their popularity when they arrive in England.

First release overseas for the group is their very popular recording of "Wedding Bella."

Harmonia Takes Over Amuke Ukrainian Master Recordings

NEW YORK—Announcement has been made by National Records, Inc., of the appointment of Lee Magid to handle that firm's disk jockey and promotion work. Magid, well known in the disk business formerly was associated with Amigo Music Corp.

Lee Magid Joins National

NEW YORK—Announcement has been made by National Records, Inc., of the appointment of Lee Magid to handle that firm's disk jockey and promotion work.

Magid, well known in the disk business formerly was associated with Amigo Music Corp.

** BULLET'S **

**BOOTH**

#24

"Meet us in Booth #24 at the NAMM convention"—BULLET ARTISTS

BULLET RECORDS

423 Broad St. Nashville, Tenn. (S-673)

WE'LL BE STAMPEDED-WITH ORDERS WE WILL FILL ORDERS AS RECEIVED.

SORRY BOYS - WE CAN'T PLAY FAVORITES.

GET SMART- ORDER TODAY!

KING 4230

I CAN'T GO ON WITHOUT YOU FARE THEE WELL, DACON JONES

BULL MOOSE JACKSON

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
King Acquires 64 Masters In Deal With Sensation Records

CINCINNATI, O.—In keeping with its policy of steadily enlarging its catalog, King Records this past week announced the acquisition and rights thereto of four Todd Rhodes' master recordings.

Rhodes, one of the nation's foremost ex-

ponents of the hot saxophone, was for-

merly heard on the Sensation label. His

recording of "Bellboy Boogie" was one of the top race songs in the early

part of the year.

Sensation Records who first handles

Todd's numbers, later made a deal with

Vitacoustic Record Co. to turn over to

them all of the Todd Rhodes' masters.

After the reorganization of Vitacoustic it was necessary for them to revert the masters formerly obtained back to Sen-

sation. King Records recently made a
deal with the latter plattery for the Todd

Rhodes' masters which they will release under their blue label series.

Sixty other masters were also acquired in the deal with Sensation. Included in these masters are such commendable tal-

ent as Lord Nelson-Behop, Russel Jac-

quet, Doe Wiley-Blues, Jack Surrell, Sir

Charles Thompson, Milt Jackson, L. San-

ders and others.

A Man Could Be A Wonderful Thing
Ray McKinley ..............Victor
Buddy Rich ..............MGM
Honeym Cornish \\
Decca
Dodd Clayton ..............Ballot
Hall Sisters ..............Victor
Ritchie Music Co., Inc.
1619 Broadway • New York 19, N. Y.

SUBSCRIPTION ORDER FORM

Please send
THE CASH BOX

to:

NAME (Please Print)

ADDRESS

CITY ZONE STATE

Enclose check for $5 for Full Year
(52 Weeks' Issues). Mail to:

THE CASH BOX
381 FOURTH AVENUE
NEW YORK 16, N. Y.

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

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF
Cherry or Diamond Ornaments, Morone, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.
- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum casings.
- Hammerhead and Handle Col- lor choice.
- Heavy or Aluminum plated etched Reward Plates, 2/8 or 3/8.
- 5c-10c-25c chrome Crescent or Cole lozenges.
- Payout Cups with anti-specs Cap.
- Drillproof Plates.

THE NEW Music Box

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offer- ing a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quan- tity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view, Buckley's exclusive features or construction, combined with outstanding remote control make this the outstanding re- mote control music box. It is equally popular for wall or bar installation.

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Buckley Manufacturing Co.

4239 WEST LAKE STREET - - - CHICAGO 24, ILLINOIS

PHONE: VAN BUREN 6436-37-38-6535

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
THE "HIT" THEY ALL "RUN" FOR!

Williams

YANKS

STILL THE CHAMP IN EARNINGS!

ORDER FROM YOUR DISTRIBUTOR TODAY!

Williams MANUFACTURING COMPANY
161 W. HURON ST., CHICAGO 10, ILL.

Op Gets Peek At Wurlitzer Calendar

BUFFALO, N. Y.—Alfred Bergman, Alfred Sales Company, this city, is pictured above (right) showing Mickey Anderson, music operator of Erie, Pa., Wurlitzer's new juke box Calendar for 1949.

The Rudolph Wurlitzer Company, leading exponents of calendar advertising in the phonograph field, has informed their distributors that the special 1949 calendar is rolling off the presses of Brown & Bigelow, world's largest calendar house.

It is described as a six page, full color calendar, designed to hang in locations as a year-long promotion to stimulate play and profits for Wurlitzer operators.

Each page covers two months and pictures people in various poses obviously enjoying juke box music all the no phonograph is actually shown. Each page carries imprint of the Music Merchant's name and address in large type.

"We found that Music Merchants were prolific purchasers of stock calendars" stated Mike Hammergren, vice president and director of sales. "While such calendars may bring them some publicity, we knew that calendars could be designed that would actually produce extra profits. Wurlitzer calendars have the distinct advantage of a direct value to the Music Merchant's own business. We know that this type of calendar will produce sufficient extra play to pay for itself several hundred times over during its 12 month life. The calendar is sold to Music Merchants at cost and orders that are piling up prove that Music Merchants appreciate its value."

The art work for the 1949 juke box calendar was specially designed for Wurlitzer by Harold Poltz, art director of Landshoff, Inc., advertising agency for the phonograph company. It has been in preparation since the fall of 1947.

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

KING COLE

Olde King Cole is a merry old soul, And a merry old soul is he.
He says: "Here's a game
"That's heading for fame—
"The best of them all, I can see!"

MIGHTY POTENTATE OF PROFITS!

"There is no substitute for QUALITY!"

2 COMPLETE SEQUENCES! HIGH SCORE! BONUS! DOUBLE BONUS! ADVANCE BONUS! NEW "CROWN" BUMPER Advances Bonus! NEW "DRUM-ROLL" SOUND EFFECTS! ORIGINAL FLIPPER BUMPERS!

(Trademark Pending)

SEE YOUR DISTRIBUTOR

D. Gotthele.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Business Opportunity . . .

All you can write on the above lines, including your firm name and address only $2 in the Classified Ad section of the one publication where you can really SELL or BUY whatever equipment, merchandise, parts or supplies you require. Fill out, enclose your check for $2 and mail today to: THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
N. Y. COUNCIL TO VOTE ON PINBALL BILL JUNE 15

Oft Postponed Injunction Hearing In Supreme Court Finally Started June 10

NEW YORK—After many postponements, the injunction proceedings of the four coin machine companies (Allied, Hyso, Seaboard, and Supreme) against the Police Department, seeking a permanent restraining order to prohibit the police from molesting amusement machines, went before Justice Ferdinand Pecora on Thursday, June 10.

Scheduled for Monday, June 7, the proceedings were set back to Wednesday at the request of Samuel Rosenman, attorney for the coin trade, and because of a lengthy case preceding it, was unable to get started until Thursday P.M. On hand were some fifteen to twenty games, among which were steel and wood roll-downs, and plunger type striped pin games. The hearings will probably take about a week, as the district attorney's office claimed it needed four days to present its case.

Should the decision of the court be favorable to the coin trade, and the injunction continued, maintenance and operation of games will not be hampered by police. If the injunction is refused, games already in the hands of the police department will be destroyed, and operation will have to cease. Games throughout the city will then be liable to seizure.

In addition to the above proceedings, the coin trade was watching the action of the City Council this week. The bill seeking to bar games (originally introduced June 1) was once again blocked this week, but the way for final action was cleared for Tuesday, June 15.

Councilman Stanley M. Isaacs, Manhattan Republican, complained that the present bill was "loosely drawn" and should be shelved in favor of a new bill drawn more specifically. He moved to refer the measure back to the council's general welfare committee, but on a roll call his motion was defeated by a vote of 11 to 8.

As drawn this bill will forbid the maintenance and operation of practically every amusement machine. It outlawd all "gamming" devices, and defines "gamming" devices as any coin operated game which includes an "element of chance." The only exception, specifically stated is the "Skeeball" game. It also accepts Arcades, stating that these amusement centers operate under the "common show" license. However, arcade owners are uneasy, as under the pending law, any equipment on their floor may be eliminated by the police if they wish.

WANT TO BUY
TOTAL ROLLS
BALLY HY-ROLLS
ESSO ARROWS
BING-A-ROLLS
State quantity and pricc in first letter

GEORGE PONSER
COMPANY OF N. Y. INC.
250 W. 57th ST., NEW YORK, N. Y.
(PHONE: Circle 4-4661)

WE—WE—WE—HAVE A TASTY DISH FOR YOU!!

SPECIAL 100 BRAND NEW "Cash Tray" $4.95
NUT VENDORS IN ORIG. CARTONS EACH

WANTED CLOSE OUTS OF BRAND NEW PINBALLS—ANY QUANTITY—WRITE—WIRE—PHONE!

ATTENTION NEW ENGLAND OPERATORS!
THE MOST COMPLETE LINE OF PARTS, SUPPLIES AND RECORDS ON HAND
FILL ALL YOUR NEEDS UNDER ONE ROOF VISIT US BEFORE YOU BUY!

BARGAIN READY FOR IMMEDIATE DELIVERY—WORLD'S FINEST AND CLEANEST USED GAMES AND PINBALLS YOU'VE EVER SEEN—AND AT THE LOWEST PRICES. WRITE FOR OUR LIST—TELL US WHAT YOU WANT—DO IT IMMEDIATELY—SAVE MONEY!

REDD DISTRIBUTING CO. INC
130 LINCOLN ST., ALLSTON 34, MASS. (Tel.: Stadium 2-3320)
Union Wins Court Case Permitting Peaceful Picketing of Location Owned Music Equipment

Special Sessions Reverses Magistrate's Decision

NEW YORK—In the case of People of New York versus Fred Mimms, Special Sessions of the Court of Appeals reversed a Magistrate's decision rendered some months ago in which a picket of Local 786 of the Electrical Workers Union was convicted of disorderly conduct.

Mimms was picketing a bar and grill in which a location owned tele-juke box was responsible for the loss of a music machine stop.

Local 786 appealed the case to a higher court and was victorious in its effort to reverse the former lower court decision. The ruling handed down by Special Sessions stated in part “In the opinion of a majority of this court, peaceful picketing directed at complainants machine by the union not served by a member of the union is not unlawful. Legitimate grievances may be called to the attention of the public.”

This decision was received joyfully by the union, as it strengthens their hand in dealing with location owned coin operated machines.


NEW ORLEANS, LA—Console Distributing Company, Inc. this city, announced this week that they have opened a new shop in Metairie, located in Jefferson Parish, only ten minutes away from their main office.

The firm now has three offices for the convenience of their customers, the new one in Metairie, one in Good Hope, and their main office. Headed by Bob Buckley and Sam Tridico, Console Distributing is exclusive distributors for Buckley Manufacturing Company.

The Metairie office will specialize in repairing and rebuilding all types of used slots and consoles.

"This new shop is large and modern" states Buckley "and in addition to our facilities to rebuild used equipment, we carry a large complete stock of coin machine parts."

"And the best news of all is that it is only ten minutes from New Orleans" Tridico stated.
The Cash Box

John Chrest, Exhibit Sales Manager, Dies

CHICAGO—The trade was shocked by the sudden death of John Chrest, vice president and sales manager of Exhibit Supply Company on Tuesday, June 8.

Chrest, one of the best known and best liked columnists in the industry, was associated in the sales and executive end of the amusement machine division of the business for many years, the last eight being with Exhibit Supply Company. Prior to that he was with Bally Manufacturing Company. John also served as treasurer of the Coin Machine Industries, Inc. (CMI).

He was born March 19, 1884 in Cincinnati. Surviving is his wife, Lavinia.

Funeral services were held on Thursday, June 10, in the Lain & Son Chapel. Burial was in Rosehill Cemetery.

Chrest was the second Exhibit official to die within a few days, Percy Smith having passed away the Friday previous.

Louisiana Machines Tax Bill Goes to Governor

NEW ORLEANS, LA.—The amended House Bill No. 105, was passed this last week, and now is in the hands of the Governor for his approval or veto.

This bill imposes a tax of $100 on slot machines. Included in the section is a statement “Payment of the license tax imposed by this sub-section shall not be held to legalize the operation of any machine or device defined herein which is prohibited by law.”

Section 20 (a) calls for a tax of $50 on “any baseball game, mechanical bowling machine, pinball game, marble table, or other mechanical amusement device” operated by depositing coins in excess of one cent.

Sub-division (c) calls for a $10 license for the operation of every juke box. In the same sub-division a levy of $25 is placed on each “iron claw machine, grab machine, sweep machine, digger machine or similar machine.”

The bill states “If a machine or device is replaced by another, such other machine or device shall not be considered an additional device.

Before passing the Senate, the bill was amended on the floor by the addition of Section 2, which reads as follows: “No parochial or municipal corporation or other sub-division shall have authority to levy any tax imposed by this section.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
CMI SPONSORS INTERCOLLEGIATE FOOTBALL GAME AT SOLDIERS FIELD, CHICAGO FOR DAMON RUNYON CANCER FUND

Walter Winchell Announced Event On June 6 Broadcast—Date Will Probably Be Set For Dec. 4. Expect 102,000 To Attend—Net One Million Dollars

DAVE GOTTLIEB
President, C.M.I.

CHICAGO—What is hoped to develop into a yearly football feature—similar to the Shrine Game between the East and West football stars for the benefit of crippled children—was inaugurated by CMI (Coin Machine Industries) with the announcement that Soldiers Field has been obtained for an intercollegiate collegiate football game, with the proceeds going to the Damon Runyon Memorial Fund for Cancer research.

This stupendous announcement was made by Dave Gottlieb, president of Coin Machine Industries, who informed the nation's press and radio that the coin machine industry is making fund-raising for cancer research its number one civic objective. The date of the game will be definitely set shortly, but at this time it appears as if December 4 will be it. The contest, to be held at the largest bowl in the country seats 102,000, and the industry hopes to accumulate over $1,000,000 for the cancer research fund, as tickets will be priced at $10 each.

"It is hoped that two of the top collegiate teams in the country will be available for the game" stated Gottlieb. "We have been assured of cooperation from collegiate athletic officials."

George Glassgold, well known coin machine attorney, who was closely associated with the previous year's fund-raising drive, and which resulted in a total of a quarter million-dollar donation by the industry, is making it a personal issue to assist in putting the 1948 drive over.

Glassgold was a guest of Walter Winchell on a recent night. June 6, when Winchell announced the forthcoming game to his millions of listeners. At a studio gathering after the broadcast, a phone call was received from Harry Wiener, sports editor of the American Broadcasting Company chain, who assured Winchell that the broadcasting chain would give the game top publicity and would cooperate one hundred percent in an effort to make it the outstanding football contest of the year. He also assured Winchell that the other radio chains would be happy to assist in a drive of this kind.

Ray Maloney, national chairman of the Cancer Fund Drive, stated that the game will be called the "Health Bowl." "Entire proceeds, after expenses, will go to cancer research funds" stated Maloney. "One-third of the proceeds will be allocated to cancer research institutions in the Chicago area, with the balance going to other sections. The funds will be cleared thru The American Cancer Society, with the Damon Runyon Memorial Research Fund being credited with the total collections."

All details will be available in a short while, when a nation-wide committee will be assembled. All colleges throughout the country are expected to participate in this greatest of all sponsored events by the Coin Machine Industry.

MUSIC OPERATORS

Earn money without investment.

One of the largest distributors will furnish you with brand new games for your Route.

Why let the other operator get the cream game collections of your music spot? Or why should you suffer fast depreciation on games?

If you will pass inspection and play ball with us, we will help you build a good route.

In answering give full information as to what territory you operate. Whether games are permitted. Do free play games operate? How many spots do you operate? Much is State or City license per machine?

BOX # 244

381 FOURTH AVE., NEW YORK 16, N. Y.

COIN MACHINE MOVIES

FOR REGULAR PANORAMS AND SOLO-VUES

PEELS OF 8 & 16 SUBJECTS

Our Films Get The Dimes

Prices:

$25.00 for reel of 8 subjects, $35.00 for reel of 16 subjects.
FOR SALE—Williams All Stars used but very clean $257.50; 2 Photomatics, inside lights, repainted, good condition $325. ea.; Special Lighted; this is a 1933 twelve piece KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE—Territory covered, sacrifices on Flat Tops. 8 Pace Reels, Sr. 5c, $25 ea.; 6 Pace Saratoga 5c Sr. $25 each. Whole Skill Time 7 head $50 ea.; Kneeny 4 way Sauer Bell 5-5-5-5 $35.95; Kneeny Skill Time 7 head $39.50; Evans Cal- loping Dominion $32.50; Pace Sr.5c combination $99.50; Pace 5c-25c combination $99.50; 2 Mills Four Balls $50 ea. HY-G MUSIC COMPANY, 415 WASHINGTON SOUTH, MINNEAPOLIS 4, Mfn. Tel.: AT 8387.

FOR SALE—Advance Roll $125; 14 ft. Bang-A-Fitty $150; Hy-Roll $225; Bing-A-Roll $275; Heavy Hitter $50; Hawaii K. $150; Roll-A-Score $50; MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE—Marvelous up to the minute money makers, very low prices, rebuilt like new with Rippers. Kilby $49.50; Playboy $49.50; Carousel $75; Havana $75; and Bonanza $119.50. These revamps are the finest money makers on the market. SILENT SALES COMPANY, 200 ELEVENTH AVE., SOUTH, MINNEAPOLIS 15, Mfn. Tel.: Geneva 3645.

FOR SALE—50 Stands $12.75 each; 35 Black Cherry Bells, original (Sr. $125, 10c $130, 25c $132); 3 1940 Cadillac Dominon $590; 7 beautifully rebuilt in new Golden Falls Cabinets with new machine guarantee $155 each; 6 Pace Consoles, completely refurbished $75 each; 2 1941 Cadillac Dominon; beautifully finished $225 each. MAR-MATIC SALES COMPANY, 48 WEST BIDDE STREET, BALTIMORE 1, M. D.

FOR SALE—Pepcorn machine route of 20 Kunkels on location in New York City. Good income. BOX # 199, THE CASH BOX, 384 AVENUE, NEW YORK 16, N. Y.

FOR SALE—Gottlieb Humpity Dumptys $130; Gottlieb Robin Hood $110; 2 Murphy pho. machines $130; 10 Penny Banks $150; Seeburg 1947 phono, remote control $757; Seeburg Hi-tone 9000 ES $150; Seeburg Mayfair newly refinished, new plastics, $1; Seeburg original speakers $10 ea. ANTHONY HIRT, 2303 NO. 11TH STREET, SHEBOYGAN, WIS. Tel.: 5619.

FOR SALE—300 Northwestern # 33 Ball Gum Machines at $5 ea.; 390 Northwestern # 39 adapted for Bell Gum at $6 ea. PENNY KING COMPANY, 1037 E. WARRINGTON AVE., PITTSBURGH 10, PA.

FOR SALE—Due to expansion in other lines we sacrifice 50 pop corn See machines. Fully guaranteed. Slightly used. $100 each. F. O. B. SYRACUSE, N. Y. N & N AMUSE- MENT CO., 526 BUTTERNUT ST., SYRACUSE, N. Y.

FOR SALE—Aircon Super Deluxe phonographs, all mechani- cal condition ready to operate $249.50 ea. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel.: Wash 1501.

FOR SALE—Mills Cherry Bell 5c, 10c, $50.00; Jennings Silver Moon Chief 5c and 10c $45.00; Wallie 5c and 10c $25.00; Silver Street $35.00; Cross Fire Bagle Card, Mexico, Tally Ho $35.00 ea.; Carousel, Broochu Flying Trapeze, Ginger, $50.00; Rooms Sauer Bell 5c, 10c, 25c, $700.00; BELMONT VENDING CO., 703 MAIN, BRIDGEPORT, OHIO. Tel.: Bpt. 750.

FOR SALE—Like new, packed for shipment. Bing-A-Rolls $219.50; Advance Rolls $95; Red Balls $59.50; Total Rolls $95.00; Tally Roll $95.00; Ecco Arrows $115; Lite Learne $49.50; ART Challenger $34.50; NATIONAL NOVELTY CO., 183 MERRICK RD., MERRICK, L. I., N. Y.

FOR SALE—Music Route established in 1932, in lively Califor- nia city of 35,000 population. Excellent climate. Includes seventy units latest pre-war Pantages Maestro Wired Music, guaranteed good as new; 30 Mirror Cabinets; 50 Automatic Phonographs, 3 for new, balance late models; 2 Dodge trucks; 1 Three Wheel Motorcyle. Complete shop and stock of parts. Must be seen to appreciate. Gross $2500 week. $95000 down will get lot H. F. HUTCHINSON, 139 MONTEREY ST., SALINAS, CALIF.

FOR SALE—Six brand new Packard Adapters for Mills; 1 brand new Packard Adapter for Seeburg. Best offer accepted. LIBERMAN MUSIC COMPANY, 1124 HENNIPIN AVE., MINNEAPOLIS 3, Mfn.

FOR SALE—Mills Original Black Cherries, late serials, 2, 5c $139.50 ea.; 1, 10c $144.50; 3, 25c $149.50 ea.; Jennings DX (Plastic) 1, 10c $149.50; Jennings Bronze Chief, 1, 10c $129.50; 2 Jennings Challenge 5c-10c and 5c/25c like new $375 ea. AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA ST., EVANSTON 16, IND.

FOR SALE—25 new Banjos $175; Monterey, write, 15 new Shanghai $175. Write for special price in lots of 5. K. NOVELTY CO., 419 MARKET ST., PHILADELPHIA 6, PA. Tel.: Market 7-6391.

FOR SALE—5 Bally Double Up Consoles, brand new, Cash & FP Connie; Write; 5 Slightly used Bally Double Up Consoles, Cash & FP. Write; 1 Brand new Bally Triple Bell Console, Write; 2 Slightly used Bally Triple Bell Consoles, Write; 1 New Bally Wild Lemon Consoles; Write; 2 Used Bally Deluxe Drawell Consoles. Write. T & L DISTRIBUTING COMPANY, 1321 CENTRAL PARKWAY, CINCINNATI 14, O.

FOR SALE—Roll-A-Score $140; Super Wurlitzer $150; Wurlitzer counter model trams refinished and rebushed $65; $160.00; BELCO PHONO MOTOR REPAIR, 3947 EMERALD AVE., CHICAGO 21, ILL. Tel.: Englewood 8192.

FOR SALE—5 Bally Alley nets; 3 Mats; Scoring Units; Coins; Score Glasses and any part for any alley. Also complete stock of Ten Strike parts. Tell us what you need. RELIABLE SKEE BALL CO., 2512 W. IRVING PARK RD., CHICAGO 18, ILL.

FOR SALE—Tubes: 6H4 29c; No. 80 42c; No. 313 33c; 615 43c; 6L7 66c; Other tubes 60% off list. ENGLISH SALES company, 620 W. RANDOLPH STREET, CHICAGO, ILL.

FOR SALE—Radio Tubes, 69% off list, minimum shipment 50 tubes assorted. Popular brands. All types in stock. Mazda bulbs, No. 47, $36 per 1000; No. 40, 44, 46 and 47, $4.35 per 100; No. 51 or 55, $3.50 per 100; Balls can be assorted for best price. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Percy Smith of Exhibit Supply Co. passed away Friday, June 4. Sad news for all in the coinbiz who knew Percy, one of the really swell oldtimers and one man who helped many a present-arcade owner to enjoy a grand business by pointing the right path. Percy commanded the respect and admiration of many thruout the arcade and amusement park fields and was one man upon whom coinmen could depend for everything from a missing part to a brand new way of earning profits. He was buried with many from the coin machine industry attending this past week, Monday, June 7.

Long time ago Dave Gottlieb came out with gauged and controlled production for his firm... New expression around town when you visit some of the boys here, "Have you bought your raincoat?" (to shed off the bitter tears)... which only indicates that some people fear fear while others have little faith in themselves, their industry or their native vice. Weinand of Rock-Ola has one of the best bulletins we've seen in a long time... sent to his districs... but most definitely worth repeating... Dudley C. Rottenberg (CMI atty.) one of the busiest coinmen in town finds there has been working hard with coinmen to ease taxes and help in legal matters.

Mae Churvis, well known ad man, out of the hospital at last and away for a rest, but may be back in harness again by the time you read this... Both Ed Levin and Sam Wolberg of Chicoin wax tremendously enthusiastic over reports received on their new 5-baller "Spinball" which has unique spinner that gives lots of action... Those 2 Rock-Ola shuffleboards attract attention. They're not even opened, but ops in many spots use them... Jean Bates of Pace always on the alert... advises that firm's western business increasing regularly... and looks forward to coinman conditions getting better everywhere in country... Myer Ginsburg advises he may be gone for the entire summer. Leaving Dave and Louis to keep Chicoin plant, Bert Lane, N.Y.C. coinman in town, and telling some stories of conditions here and there caused depondancy among some who heard him, but, this over now, and the same men getting back their grand old American optimism—punching right on ahead.

Most of you coinmen and coingirls from all around the country should come to town more often... Paul Bennett comes off the road and is on the phone from his home for over two straight hours returning calls... Art Weinand may be in New York when you are reading this... Rock-Ola men now stop at the Paramount Hotel... Jackie Rosenfeld in from St. Louis and entertaining at the Stevens, a very full pop and optimism... Lyn Durant (who, by the way, just enjoyed another birthday) in conference with Billy De Selm. Herb Oettinger and some others... Just heard from a place that the decision was, he said, "That famous two letter word, N.O."

Wonder when Billy DeSelm wins at "gin"... One of the nice things about coming to the Windy City—those rabs by Nick Navagato.

George Givot, famed as the "Grik Ambassbador of Good Will," meeting with some of the coinmen in town yesterday. A skilful public relations man, he says, "Always the very swellest people I've ever met!"... Milt Saltone's sister, Gertie, that lovely voice you juko box ops hear when you phone M.S. Distirb Co. for disks, just operated on at the Michael Reese Hospital... drop her a nice card... and help bring her out quicker... DeWitt (Doc) Eaton and his BW spent a week here and then drove back to their farm in Maryland... Doc reported to be on the verge of announcing a new deal for ops all over the country whereby he makes them partners in a new amuse device which is being tested here... Hot as— in town this past week with some of the factories allowing their employees to take half the day off... and that same evening people rushed for their top coasts... which reminds of noted crack concerning Ch's variable weather, "Wait a minute."

H. F. (Denny) Dennison, who has that new Solotone Entertainment System and also Videograph, talking business with some of the biggest dealers... Ray Molloy, R. R. (Rudy) Greenbaum and Robert K. (Bob) Waggener of Production Credit Corp. in town this past week and reporting that they are financing the "Legitimate."... We hear from one of the boys just in from Washington, D. C. that Ben Rodins of Marlin Equip't there, who has one of the most gorgeous buses in that vicinity, just gave it to Israel... and that this ship became the first in Israel's Navy... Funny how things work out... One of Ch's juko box ops who also owns about the best teenages soda spot in town, has another ops' 1100 in this spot, instead of his own equipment... Many well known music ops and distris in town to attend the NAMM (National Assn. of Music Merchants) show at the Palmer House June 14 thru 17. Lots of the juko box ops and distris have their own retail record stores and many of them distributing disks in their areas. Looks like the music merchant and the juko box op are getting closer and closer.

Buckley Mfg. Co. played host to a nice bunch of the boys this past week. Doc Watson of Cedar Rapids, Ia., C. S. Ward of Jacksonville and his family paid a surprise visit... Ward being well known in the really field in Jacksonville while operating heavily; Bill Corcoran of San Francisco popped in unexpectedly... he's west coast distris for Buckley; Elmer Wolfe from Ottawa, Ill., also food, and R. & S. J. R. Bacon of the San Francisces flew in from Honolulu to get a look at the new Buckley equip-ment... Bill O'Donnell and Phil Weinberg down at the Billy pub and bright and early this past Sunny with Weinberg cracking, "We're so busy we need more days in the week"... Was that a tie or a shawl Tom Callaghan wore around his shoulders of old days... The boys had a get together at the Chez Paree giving the Lou Bree's (noted society ork pilot) a "sweet 16" wedding anniversary party.

Lots of action over at O. D. Jennings & Co. where the boys keep themselves "on their toes" all the time... Charley Schlacht, just off the rock this past week reports, that the firm are making changes here and there and find action better around... John Neise and Paul Bur- geon talking things over about conditions here and there in North and South Dakota and just what can be expected for tomorrow... R. J. Marck who has been the trades for years and found that this will be "even a better business year than last" for O. D. Jennings... and Ed. Vojack, firm's adman, working away on circulars and parts catalogs and many other ideas. Nice to be in a spot where all "work" not "talk."

Ted Rubenstein over at Marvel Mfg. Co. advising "things are moving right along"... and, in the meantime, Ted preparing some new plans and ideas which will be of interest to all the pinballers throughout the country... Some of the boys talking about the new Buckley bell "Bananza" which features bigger 10-20 odds and which uses numbers and new symbol reels instead of the old bell-fruit reels.

It seems like Exhibit Supply Company really took some tough blows this week. In addition to Percy Smith's death, John Chrest, well known salesman for the firm, passed away on Monday, June 7.
The oft postponed Supreme Court injunction proceedings of the coin machine companies (Seaboard, Supreme, Hyson and Allied) against the city, scheduled for Monday, June 7, was postponed to Wednesday, June 9, and then put over another day to Thursday. At this time all parties were ready, and the case got under way. According to the attorneys for the coin trade, a number of days will be consumed for argument, testimony of witnesses, demonstrations of the machines, etc., and a decision will not be forthcoming before some day the week after. The judges on the floor of the courtroom were some fifteen or twenty games, including wood ball and steel ball rolldowns, and plunger type games which were stripped to conform to the present regulation.

Jobbers, distributors and operators are watching the proceedings very closely as should the present injunction be withdrawn, their games will be liable to seizure at the whim of the police department. Should the injunction be extended, possibly this question of operation must be decided in the time being anyway. Whatever the results, however, jobbers and distributors are clearing their floors of all games, so that they aren't caught short.

The City Council bill barring games, originally introduced June 1, was once again blocked by an effort to revise it, but the way was cleared for final action on Tuesday, June 15 (as predicted in last week's issue). Stanley M. Isaacs, Manhattan Republican, complained that the bill was "loosely drawn" and should be modified in form of a to bill drawn more specifically. He moved to refer the majority measure back to the council's general welfare committee. On roll call his motion was defeated by 13-12. Mayor Young, the councilman representing the 4th ward, is of the opinion that the bill will prohibit the operation and maintenance of "gaming devices," which it defines as any game including the point of chance. If the bill becomes law on Thursday, it will then have to go before the Board of Estimate, and Mayor for approval. As the Mayor was instrumental in having the bill written, it is almost a sure thing that he will sign it immediately.

The problems now facing the games people is this. Should they lose the injunction proceedings, their games are forfeited if convicted. If the court orders the game to be closed before the permit is revoked by the police. Should the injunction be extended, the games would be in a farm of a to bill drawn more specifically. He moved to refer the majority measure back to the council's general welfare committee. On roll call his motion was defeated by 13-12. Mayor Young, the councilman representing the 4th ward, is of the opinion that the bill will not be permitted by the police. Should the injunction be extended, the games are given a farm of a to bill drawn more specifically. He moved to refer the majority measure back to the council's general welfare committee. On roll call his motion was defeated by 13-12. Mayor Young, the councilman representing the 4th ward, is of the opinion that the bill will prohibit the operation and maintenance of "gaming devices," which it defines as any game including the point of chance. If the bill becomes law on Thursday, it will then have to go before the Board of Estimate, and Mayor for approval. As the Mayor was instrumental in having the bill written, it is almost a sure thing that he will sign it immediately.

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Another coin machine situation was straightened out by the court this week—this one a minor matter. The state law, as in the case of the People of New York vs. Fred Minns, a Magistrate's decision convicting a Union picker of disorderly conduct was reversed by the Court of Appeals, Special Sessions. The original verdict was rendered some time ago when a Union picker was arrested for picketing a location who owned his own tele-juke combination, on the premise that a Union man was not servicing the equipment. In reversing the Magistrate, the Court of Appeals stated "In the opinion of a majority of this court, peaceful picketing directed at the complainers machine not served by a member of the Union, is unlawful. A legitimate grievance may be called to the attention of the public."

Ben Palastrant, regional sales representative for Aircom Manufacturing Corporation, has just completed a trip thru Buffalo, Elmira, Baltimore and Philadelphia, and reported that the Aircom "Coin Chute" was moving very nicely. In addition, Ben tells us that there has been a demand for the Super. The

factory is now sending out a machine similar in appearance to a blonde platinum cabinet, calling it the "Golden Belle" and it is in the low priced field... Another out-of-town visitor who came in to see the fights and have a little vacation was Leo Weingerber of Southern Automatic Music Co., Louisville, Ky. Leo didn't mind the postponement because he wasn't going home this week anyway... Ben Bedell of the Pennsylvania Coin Slot Co., nicely set in his new offices. Ben was to leave for the road, but the current court business kept him around. Our spy tells us he had some important customers out to dinner one evening, but refused to divulge their names.

Barney (Shugy) Segerman, Ranyon Sales Company, spent most of the week traveling the road, returning Thursday. Shugy was managing the new "Shugy" Automatic Model "B" phonos, and reports that he came back with some very substantial orders. "The business might be a little tough" states Shugy "but it's there, and the way to get it is to go after it." Because of the success of the trip, he's going back on the road next week to meet with other customers. Jim Seidel, dynamic salesman, joins the firm of Blondheim & Meyers, Inc., as general sales manager. At Blondheim, head of the firm, tells us that Jim Seidel will on hand to take charge of the office. It will give him the opportunity to get out on the road more often... Joe Nunez, Economy Supply Company, introduces a new Tone Arm with a G. E. reluctance pick-up. Joe claims it has proved good at a great many closer for music ops using older models of Wurlitzer and Seeburg phones, as it gets some 2,000 plays out of a record.

Joe Young and Dan Kipnis, Young Distributors (Wurlitzer distributors) return from the Wurlitzer meet, full of enthusiasm and a better understanding of the game... Paul Gray, the man responsible for the Wurlitzer organization, was... 

WHEN YOU READ THIS COLUMN—WE'LL BE PUTTING TOGETHER OUR SIXTH ANNIVERSARY ISSUE—CLOSEST TO A FIFTY-FOUR PAGE ISSUE—you will notice that a page that will appear in a new size—similar to that of LIFE, SATURDAY EVENING POST, etc. The President of the magazine and his friends represented with a nice sized ad, have you sent your ad in yet? Give us a call and we'll take care of you with the usual "Cash Box" efficiency.
There should be some news and maybe good, out of Los Angeles on the rolldown status within a few days...But as this column is being ground out, the June 17 appeal date's still in the offing...Several other hearings scheduled for these few weeks have been postponed pending the appeal decision...Not only will this verdict call the turn on rolldowns but certain to influence in large measure the entire situation and future of coin operated amusement games in this city...If you were a betting man in this vicinity these days, you could probably get fair odds against a favorable decision, although local operators, distributors and their three-man battery of legal experts believe they've got at least an even chance of proving their case...Here's wishing the boys the best...For many of the men concerned, it means a livelihood, their bread and butter, rent and clothes for the kiddies...Maybe this down-to-earth pitch doesn't mean anything to the authorities...but it means a whole lot to most decent people, a whole lot more than political manipulations and concern over a few characters who want to wager nickel rounds while playing an amusement game or matching the peanut count out of a penny washout.

That hard trying guy, Lynn Brown, seems to be making some headway with his one-man private campaign to show the local officials right and reason...He now reports that the L. A. City Council has arranged for a demonstration within a few days on Scientific's "Pitch 'Em and Bat 'Em"...a favorable decision there should also benefit other games now questionably viewed by the authorities...Next door to Lyn at Pacific Coast Distribs, Len Micron is one again a relatively happy and busy guy, with Gene's "Mardi Grass" 5-ball shipping in and out steadily...Rate the game the best, by far...Len, along with the other distribs who have been solidly backing up the rolldown men, is keeping a weather eye focused on the June 17 outcome...Bill Wolf, the fellow who was going to stick around his L. A. office for awhile, is off again on a short run to San Francisco to coordinate his affairs up North with the local M. S. Wolf headquarters...His staff reports a big hoo and cry for the new AMI Model "B" from juke operators and location owners seeking an attractive, less expensive and smaller box...This is not official yet and it may not happen, but don't be surprised if Bill Williams decides to do away with the fancy front on Coin Row and become a rowing factory rep for son Harry's product, a la Phil Robinson for Chi Coin and Gene's Art Crane in this region...Al Bettelman back at his desk in the C. A. Robinson menage after a two-week tour of Nevada and the cow counties with a big boost for the way Jennings bells are ringing up that way...Boss Charlie Robinson is grabbing himself a fine piece of vacation in Colorado as guest of a major studio location company...The Robinson firm, like Sisk Distribs and a few other local outfit, enjoys excellent relations with the film makers through game rentals for use in pictures.

General Music's Fred Gaunt, a guy with a nice, dry sense of humor, suggested to us that if the progress of Rock-o-la remotes and the shuffling boards wasn't new news, he could always be sent on trip to print a practice he could credit to one of our predecessors)...Sorry, Fred, we've been a news paper stiff too long to do that...The divorce courts are full of guys who were out of town when they shouldn't have been...and the guys who had never have there often been liable for libel...Charlie Fulcher back from his weekend in Oakland, where, he says, "things are operating a little smoother"...5-balls and roll-downs are legal throughout Bay Area and distributors are officially approved in these sections...Charlie also reports that shuffleboards are going strong up there as a supplementary item...Locally, the Mills full size board is doing much to break down location and operator resistance with its sturdy Whirlwind feature of a coin controlled, self-operated score board...Busy bartenders and cafe owners consider it a blessing when it comes to collecting and players seem to find a board more attractive when it has some live apparatus in it.

Apologies to George O'Mea, new headman of E. T. Mape office for mis-spelling his name last time days. His prestessor, Ray Powers, has been dropping around to visit the gang while resting before he goes back into action via a new project...W. R. Happel Jr. of Badger Sales hopped over to Catalina Island for the weekend and visited with Avalon's leading op, Joe Guion, while enjoying the Magic Isle...Paul Laymon out but his charming, well informed wife talked up the virtues of Bally's new 5-ball, "Bancho," with its revolving turret kicker...The game looks good and sports plenty of action...New model will be followed by immediate shipment for delivery...The Laymons are still awaiting Bally's new Skeeball and the "Quizzer" game...George Warner of Automatic Games full of good cheer and stuff, decried people who cry the blues...Fresh back from a day's business at Newport Beach and off to Hollywood Park...with all of sixteen backs in his kick, win, lose or draw...Here it is: Last week's Big Slicking Back Room Mystery solved..."It's Chi Coin's 'Spinning Wheel,'" another super-new revolving turret 5-ball, the most revolutionary idea to hit the game in years...Gene's report on this game seems to have a terrific response from the trial run and says the game will be ready for delivery this week...Seen around the Row: Barney Smith of Long Beach, R. A. Hendricks and Rex McCartney of Hanford...A. J. Barthehnore from San Diego...Cari Collard of San Bernardino...S. L. Griffin and Charlie Connor from Pomona...Henry Van Stelten of Whitter and Paul Hirschel from Pasadena.

MINNEAPOLIS

Manny Koran, for several years salesman with the Mayflower Distributing Company of St. Paul, has severed connections with them and is now with the Hy-G Music Company, Harry Clemen of Monominone, Wisconsin in Minneapolis for the day visiting the Hy-G Music Company at their new quarters...Mr. and Mrs. Persing Golden of Ellen, North Dakota in Minneapolis for the day to pick up their brand new station wagon for Mrs. Golden to drive back home.

Paul Hayes of Rochester, Minnesota in town for a few hours on a quick buying trip...Mr. and Mrs. Roger Chester of Bloomington, N. Dakota in Minneapolis for a few days sort of a vacation to get away from it all...Henny Freedman arrived at Wolf-Chamberlain office last Thursday evening June 3rd after a business trip to New York City...The year's Wurlitzer distributors meeting was held last week at Caas Lake, Brainerd, Minnesota at Mike Hammangement's lake home. Wurlitzer distributors throughout the country took advantage of the beautiful Minnesota weather to attend this annual affair. Harold Lieberman, new Wurlitzer distributor of Minneapolis spent the week there as did Ted Bush, new Wurlitzer distributor for Miami, Florida.

Pete Worson of Kasota, Minnesota in town for the day sporting a new Ford Station Wagon...Don Arden and Walt Schmidt of the Red Wing Novelty Company, Red Wing, Minnesota, also in Minneapolis for the day...C. H. Miller of the Miller Amusement Company, Highwood, South Dakota spent several days in Minneapolis—business and pleasure trip...Cleve Angen and his son, of Portland, North Dakota, in town just for the day. Cleve, Jr. taking his finals at the University of Minnesota, then home to help Sr. on the route during the summer vacation.

Open house was held at the Hy-G Music Company, Wednesday, June 9, 1948, for distributors and operators throughout the territory. Dave, Nate, and Sol Gottlieb of the D. Gottlieb Company were present, as was Ed Levin of the Chicago. Also in attendance were Mr. C. T. McKevery, Director of Sales and Vice-President of the J. P. Seeburg Corporation, and several other Seeburg executives.

Glen Rackiff and Jim Donatell of Spooner and Superior, Wisconsin talked things over while in Minneapolis visiting distributors...Mr. and Mrs. Jack Harrison and their charming daughter of Crosby, Minnesota in town for the day.
UNITED'S
MONTERREY
Greater Than Wisconsin!

FIVE-BALL NOVELTY REPLAY

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS

KICKER CONTROL BUTTON
EACH SIDE

REPLAY BUTTON
Features famous EXTRa DRAW... plus new DOUBLE AWARD SPINNER which automatically doubles winners when spinner lights match reel combination. Nickel or Quarter play.

CHANGING ODDS plus sensational new WILD LEMON LIGHT. Lemons on reels SCORE AS ANY SYMBOL when WILD LEMON is lit. Nickel or Quarter play.

HOLD AND DRAW feature permits player to hold favorite reels, after first spin, and deposit a second coin for a second spin of reels not held. Nickel, Dime or Quarter play.

TRIPLE COIN CHUTES permit three players—or three coins every spin. 1000 Super Special Awards plus plenty of other big awards. Any coin combination—Nickel, Dime, Quarter.

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Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS