Everywhere Wurlitzer Music Merchants report extra profits—unprecedented savings that make the Wurlitzer 1100 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 tune, without question, is perfect—with a good treble, good bass and clear speech."

Let us help you work out a program that will make your route pay you a bigger net profit.

WURLITZER PHONOGRAPH DISTRIBUTORS

Alfred Sales, Inc.
851 Iron St., Buffalo 3, N.Y.

Brandt Distribution Co., Inc.
1809-11 Olive St., St. Louis 3, Mo.

Buck Distributing Company
284 W. Waverley St., Kansas City 37, Mo.

Central Music Distributing Co., Inc.
1512 Grand Ave., Kansas City 5, Mo.

Clark Distributing
415 Woman St., San Francisco 7, Calif.

Commercial Music Co., Inc.
730 W. 9th St., Dallas 7, Texas

Cruise Distributing Co., Inc.
525 Virginia St., W., Charleston, W. Va.

Eaton Distributing Co., Inc.
613 Taylor St., Des Moines 14, Iowa

F. & R. Distributing Co., Inc.
1079 Broad St., New Orleans 13, La.

G. & R. Distributing Co., Inc.
415 South Ave., St., Norfolk 4, Tenn.

Harvey Distributing Co., Inc.
225 W. Broad St., Jacksonville 20, Va.

Kanter Distributing Co., Inc.
820 Main St., Little Rock, Ariz.

The Arthur Herman Co., Inc.
292 Central Ave., Albany, N. Y.

Illinois Simplex Distrib. Co.
831 S. Wabash Ave., Chicago 5, Ill.

Indiana Simplex Distributing, Inc.
2411 N. Meridian St., Indianapolis 8, Ind.

Liebmann Music Company
1124 Main Ave., Alliance, Ohio

Pester Distributing Co., Inc.
2505 W. 8th Ave., Denver 6, Colo.

Porter Distributing Company
137 E. Jefferson St., Denver, Ohio

Redd Distributing Co.
130 Dresden St., Alhambra 34, Mass.

Siegel Distributing Co., Ltd.
201 York St., Trenton, N. J.

Smith & Fields Distributing Co.
120 N. Pennsylvania St., Philadelphia 3, Pa.

Steele Distributing Co.
3500 Louisiana St., Houston, Texas

Sterling Service
3000 N. Broadway, Los Angeles 2, Calif.

Winters Distributing Company
223 S. Wabash Ave., Chicago 1, Ill.

Alfred Sales Company
1912 A Broadway, Denver 2, Colo.

Williams Distributing Co., Inc.
1062 Union Ave., Honolulu 1, Hawaii

Young Distributing Co., Inc.
1257 W. Broad St., Columbus 6, Ohio

Young Distributing, Inc.
525 W. 43rd St., New York 18, N.Y.
NEW YORK—Actual location tests have PROVED "VOLUME PLAY." Leading operators who believed with The Cash Box that "volume play" was "the answer" to helping America's juke box operators obtain more income and, therefore, allow the juke box operator to continue profitably in the business of vending music to the nation, TESTED The Cash Box "Volume Play Promotion Cards" and have now pronounced them, "The world's greatest play stimulators."

Attached in this issue is one of the cards which these ops featured. They placed these inside the front glass of their machines.

The cards urge the players to spend 25¢ for either 5 or 6 plays—depending on which system the operator felt would earn him more money.

Regardless of their averages, the machines went up 20%. That's what counts. Proving that "volume play" does work.

For example, 100 plays at 5¢ totals $5.50, whereas only 20 plays (50% of the same number of players) inserting 25¢ for 5 or 6 plays for a quarter total $7.50—50% more.

The CASH BOX "Volume Play Promotion Cards" give every operator in the country the chance to bring more quarters into each collection.

HERE IS THE ANSWER TO CONTINUED PROFITABLE JUKE BOX OPERATION.

The idea is to get more people to buy more quarters. The operators want more people to play.

The box owner will get more money for each play which comes in.

The Cash Box "Volume Play Promotion Cards" have been PROVED on actual location tests.

The easiest test any juke box operator can ever make—presented to him absolutely FREE—to bring more DIMES and QUARTERS into every cash box in his machine. THE ENCLOSED CARD WHICH FACES THIS PAGE WILL BRING HIM THE ANSWER-

Remember, too, that the entire cost per juke box is only 6 CENTS PER WEEK. Not $5, not $50—ONLY 6 CENTS PER WEEK—has already averaged those who made the original tests BETTER THAN 20% MORE MONEY PER WEEK ON THEIR ENTIRE COLLECTION.

VOLUME PLAY IS THE ANSWER.

The BIG BARGAIN—just what the public wants—presented for the use of every juke box operator in this nation by THE CASH BOX. All ready to go to work with the card which is enclosed with THIS ISSUE.

Again, The Cash Box repeats its hope that every juke box operator will change over to 1 play 5¢, 2 plays 10¢, and 6 PLAYS FOR 25¢—to give the public the BIG BARGAINS THEY WANT. And to get the bargain "over the top"—use THE CASH BOX "Volume Play Promotion Cards" which are direct-point-of-sale-advertising right to the player to have him CHOOSE THE TOP TUNES OF THE WEEK!

This is NOT theory any longer! THIS IS PROOF! An operator in the Deep South, an operator in the Midwest, and an operator in the West, and an operator in the Midwest—have PROVED BY THEIR "ON LOCATION TESTS" (and are demanding that The Cash Box continue to print more and more cards for them each week so that they can continue to feature them in booths and on tables as well as in the front glass of their juke boxes). THAT The Cash Box plan of "volume play" WORKS. That it can INCREASE their collections BY BETTER THAN AN OVERALL AVERAGE OF 20%.

USE The Cash Box "Volume Play Promotion Card" which appears in THIS ISSUE.

Make your first test—on any juke box and on any location YOU CHOOSE.

Watch the NEXT collection. Note the number of "quarters" and "dimes" in that collection!

Order cards for everyone of your locations—for all juke boxes—for all booths—for all tables.

THIS IS YOUR OPPORTUNITY TO ONCE AGAIN EARN REAL PROFITS!

**NOTICE!**

- Due to the tremendous and instantaneous success with The Cash Box "Volume Play Promotion Cards" and the requests since received from those juke box operators who made the first and original tests to continue printing these cards for each week, changing "The Nation's Top Ten Tunes" as they change in each week's issue of The Cash Box, we are now in position to print these same cards for all juke box operators in two colors as they appear here, either back to back with one side featuring 6 for 25¢ and the other 5 for 25¢, or individual cards featuring either 6 plays 25¢ or 5 plays 25¢ as the operator wants them, at the nominal cost of:-

**Only $5 Per 100 Cards**

(ONLY 5¢ PER WEEK PER MACHINE)

The Cash Box "Volume Play Promotion Cards" will be rushed to operators by First Class Mail in plenty of time for placement in all their juke boxes, in all booths and on all tables in every location, before the date appearing on the cards. RUSH YOUR ORDER TODAY TO:

The Cash Box, 381 Fourth Ave., N. Y. 16, N. Y.
THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

THE CASH BOX IS THE OPERATOR'S MAGAZINE—
IT IS NOT SOLD ON NEWSSTANDS

BILL GERSH, Publisher
JOE ORLECK, Editor and Advertising Director
ROBERT E. AUSTIN, General Manager, Music Dept.
G. BRUNER, Business Manager
JOHN PALMER, Chicago, Ill.
BENT MERRILL, St. Louis, Mo.
L. MILAZZO, Classified Advertising

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SUBSCRIPTION RATE $15 per year anywhere in the U.S.A. Special subscription allowing free classified advertisement each week, not to exceed three full lines, $48 per year. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all 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 record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machines and cash operated machines as well as all financial interests exactly interested in the financing of coin operated machines of all types.

THE CASH BOX has been recognized by various associations of coin machine operators throughout the United States as their official weekly magazine.

THE "C.M.I. BLUE BOOK," also known as "The Confidential Price Lists," gives prices of all new and used coin operated machines of all kinds, weekly reporting all market changes and continually adding new coin operated equipment. The "C.M.I. Blue Book" is officially recognized by many cities and states throughout the country as the official price book of the coin machine industry. It is an integral part of The Cash Box. The "C.M.I. Blue Book" is used in settlement of estates, in buying, selling and trading of all coin operated equipment. It is the one and only officially recognized price guide in the coin machine industry. The "C.M.I. Blue Book" is used by finance firms, factors and bankers to guide them in making loans to the members of the coin machine industry.

Talking It Over

Most gratifying column we've ever read, H. J. Phillips' "The Once Over," in the June 12, 1948, edition of The Newark Evening News. This appeared as a full page editorial here last issue. Mr. Phillips' column is naturally syndicated. In an imaginary conversation between a father and son, the father attempts, very lamely, to explain why pinball games are a bad influence for his son and ends up, as have many bores, crusaders and politicians who attack pinball without rhyme or reason, with no logical argument against these entertaining and relaxing games.

This is one column which is recommended for "blow up" to two and even three times its size for every coin machine showroom in the nation. In fact, every pinball op should also carry a copy along with him, just in case he runs up against anyone who may think pinball isn't real entertainment—no different from movies, boxing, baseball, bowling, etc.

Plassie, N. J. newspaper columnist, features fact that Manny's shreifend of Telemusic Service, Inc., that city, will play a "mystery tune" through all his wired music locations. Following the great success of the radio program, "Stop The Music," Manny has tied in with a great big chunk of grand publicity by playing the "mystery tune" to about 50 wired music spots he has in this area.

He will create a jackpot, which will continue to increase daily, until someone calls in from one of his locations and correctly names the tune. This, plus good posters, general on-the-spot promotion, and other ideas should tremendously boom play.

A similar idea was used many months ago by Nebraska music operator, his Personal Music System and worked out very well. It will pay to watch Manny and, should he go over the top with the "mystery tune" angle, all other wired music ops can follow suit.

The fact that one well known and responsible coin machine executive wants to purchase a complete plant with dies, tools, facilities, rights and/or patents which is now producing, or ready to produce cup drink and bottle vendors and other coin operated machines, created much interest since his ad appeared in last week's issue.

We must maintain the confidence of an advertiser, suffice it to say that there are still many who believe in the future of this industry to the point where they are willing to invest heavily. These men foresee a boom under way very soon. Therefore, the same continue to drop out of the coin picture, a great many will profit by their very perseverance as well as their faith in coin machines.

One noted coinman tells us, "I'd like to have a warehouse full of good equipment right now and keep them in that warehouse for a few months." Further questioning revealed that he, like many others, is of the belief that the market on all good used equipment is bound to boom sooner than many expect.

There is no doubt, he claims, there will be a big return to buying of all types of equipment and that among the very first machines to be cleaned and will be the better used numbers. This has happened in past years, when buyers sat down on those machines and, this man says, will happen again this time.

"In fact," he reports, "we're already having trouble trying to dig up certain types of machines.

With this issue, "C.M.I. Blue Book"—"The Confidential Price Lists," again became the index price guide in The Cash Box. For many months columnists have complained because "The Confidential Price Lists" were no longer a regular feature of The Cash Box. Therefore, just as soon as larger sized paper became again available, the "C.M.I. Blue Book" appeared as in former years, an integral part of The Cash Box.

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Of all the many, many letters which I have received since I started to publish THE CASH BOX, I believe that this is the most outstanding. Here is a letter which, most definitely, gives the answer to what's wrong with this industry today. I feel, most sincerely, that every man engaged in the coin machine industry should read (and even reread) this letter. I have promised to keep the name of the writer confidential. But, suffice it to say, that I have investigated him, and I find that he is one of the most progressive of the "younger" operators in this industry. I also think that I can safely state, "one of the most intelligent." It is my hope that there will be very many, many more like him entering into this business. After you read this letter, please write me and tell me whether you, too, agree with this young operator as to his opinion regarding "the answer to the operator's prayer."

Bill Gersh

For a long time, in fact, as far back as I can remember, operators have always said, "If we can stop buying every new machine that's thrown at us by the manufacturers we'll enjoy better profits.

It seems that the time has at last arrived. But, are the operators enjoying better profits when they were constantly purchasing new machines?"

Here's the answer.

In the first place, some of the old machines which I've seen around my territory are so worn and decrepit-looking that I simply wouldn't want anyone, at least anyone who knows me, to think I owned them.

I've seen machines where Scotch tape has been used to hold together broken plastic; I've seen machines that have been marked with "out of order" signs for weeks. I've seen machines where the customer himself is actually ashamed to play them because of the filth all over and in them.

I don't know whether such an operator is earning "profits." But, I'm willing to bet that he isn't. And, I'm willing to bet lots of others aren't, ever since they stopped buying new equipment.

The tone of some juke boxes is enough to make anyone scream for help. I've seen phonographs where his records haven't changed in a month, and even two months.

In fact, there's one little diner where I eat my breakfast where I, personally, and even the operators who have asked me, don't put coins into the machines. It spoils my morning meal. I'm sure this operator hasn't changed the records in this counter model in the six months I'm patronizing the place.

That's only part of it. The other day we attempted to call some of the operators together in our territory in an effort to form a local association. There are so many problems cropping up on the industry every day that we believed we should get the men together and raise a little cash—so that we might be able to offset some of the tax bills and other things which are pressing down on us.

Well, to make a long story short, about 25% of the men phoned in personally (and who promised to be present) showed up for this meeting.

We found that one of the operators, who told us so at the meeting, was now in a small manufacturing business and didn't care what happened to his route. Yet, he admitted that his route was paying his rent, and actually paying for the food his family consumed.

That, in my estimation, isn't at all bad. His new business, as he explained, was simply selling records. But, why didn't he quit this business, we asked him, rather than bring lots of criticism and scorn upon us? He just laughed.

You were of the same mind. In fact, we found that it wasn't the manufacturers or the distributors who were introducing these new machines constantly, which kept these operators on their toes and doing a real business. It was the operators, themselves, who were hurting their own business.

They simply did not want to progress. They just wanted to "cash in." They believed that the "smart" angle was to get "all they could" out of the equipment they had purchased until they were forced to buy a new machine to keep someone from stepping into their locations.

This, of course, may not be true in all cases. We realize that. We also realize it isn't true in our own case. But, as far as I'm concerned, I'm going to state here and now (even though I have to go out to work) that I believe that whatever the manufacturers and distributors can do to get new machines on such locations with progressive and good operator-merchandisers backing them, they should do.

And, frankly, we're back of them 100 percent.

It seemed to me, when I got out of college, with my college fraternity chum, that when we went into this business there was nothing happening in other areas and for a good livelihood. We didn't expect "millions." We just wanted to make a good living, own a nice home, support our families, raise our children and save a few dollars for the future.

We never dreamed that we would come up against an element of business men who simply did not want to go ahead. Who did not want to progress. Who believed in remaining static, was just getting along. They had to do nothing—but let the machines do all the work for them.

Believe me we are not grousers.

We believed we should write you and tell you just exactly what is happening and what is needed. At least that's what's happening here in this territory. It may give you some idea of the position of the men, the way that some operators are facing up to the competition, and why old operators have found no reason in their thinking to get their patrons to insert more coin into their machines and that, many times, we sit for hours with them over a beer or two, while we both scheme out what should be done to make our equipment more attractive to the public.

Frankly, Mr. Gersh, I want to commend you to all who have written in a good way for the way in which you have carried on. I truly believe that the manufacturers' interests are at heart. And we do believe that you're the "true voice crying in the dark" to a lot of guys who don't merit your efforts. We believe in you. Yet, perhaps, in time, they'll recognize what you're trying to do for them and will come to the fold and do the job the way they should.

I think that lots of these boys were spoiled. They thought that all they had to do was plug the machine into the socket—and then just count the returns. This isn't the answer to the business—or any other business.

We know it wasn't the answer in the Army. We just didn't shoot off cannon—and believe that we had wiped out all the guys on the other side. We knew that all the cannon did was to give the way for the big fight ahead. And, you can believe me, Mr. Gersh, it was rough going, even after hour on hour of bombardment.

Maybe a lot of these guys should have been in the Army. Maybe in some case they should have. Maybe, then, they wouldn't fight so hard against the fact that they have to "work" to get their machines to "help bring in the income they need" to pay their bills and to continue to buy new equipment which wins storekeepers' approval and brings in greater prestige, greater understanding and more profits.

I believe I've written too long a letter already. All I wanted to do was to follow up on the many things which you have presented, on the good and the bad. You have written, so that other operators around the country, who know that what I'm saying is the "truth," will start the ball rolling again and this will, once more, be the great industry that it always was—the industry which made me and my partner, when we left Uncle Sam's service, and that other operators around the country, who know that what I'm saying is the "truth," will start the ball rolling again and this will, once more, be the great industry that it always was—the industry which made me and my partner, when we left Uncle Sam's service, and that other operators around the country, who know that what I'm saying is the "truth," will start the ball rolling again and this will, once more, be the great industry that it always was.
SPIKE JONES SPIKES JUKE BOX PLAY

Call it wacky, dizzy or zany music—Spike Jones and his City Slickers have consistently meant repeat phone play for music operators across the map. Current click for Spike and the boys is his sensational rendition of the "William Tell Overture." Juke box operators are sure to remember Spike's wonderful efforts this past year on behalf of the Coin Machine Division of the Damon Runyon Cancer Fund. Recent winners for Spike were "People Are Funnier Than Anybody," "Pass the Biscuits Mirandy," "My Old Flame" and "Blowing Bubble Gum." Exclusively featured on the Coca-Cola "Spotlight Revue," CBS, Friday evenings, 10 P.M., and RCA Victor Records. Direction: Music Corp. of America. Personal Manager: Ralph Wonders.
JUKE BOX DISK SALES
HOLD AS RETAIL MARKET TUMULES

The Bold Facts Are: Phono Ops Must Continue Buying
To Give Public Music They Want To Hear. Diskers Look
To Coin Biz For Definite Sales As Retail Field Slumps.

NEW YORK — As recording companies throughout the nation continued
efforts to bolster sagging disk sales, the juke box operator market con-
tinued to remain the stabilizing element in the record industry.
Recent actions by many of the major recording companies in cutting
down operational costs and overhead, and coordinated activity aimed at
boosting sales in the retail record market, vividly pointed out that music
operators are the one segment of the
disk industry who would continue to
represent a definite sales percentage
of the total sales volume in the disk
biz.

The position many a record dealer
finds himself in today was emphati-
cally shown at the recent National
Association of Music Merchants
(NAMM) Convention in Chicago.

Dealers at the show openly stated
that they are stuck with large inven-
tories of recordings, and would only
buy top song hits in the future in an
effort to hold the line. Record dis-

ducers, many who only came to the
NAMM show to collect past due bills,
rerated dealers' statements and
stated that they would swing the bulk
of their sales promotion behind the
juke box operators.

Recording industry officials attribute
the present slump in the disk biz to
several factors, but particularly to
the continuing costs of disk production.
Record buyer does not have those extra
pennies to spend on buying a recording
today. While the summer season is
generally viewed as poor in the
recording business, the slump this
season is more pronounced and came
at an earlier stage in the game. The
present condition in the disk biz is
not just a slump. Conditions in the
record business definitely point out
that "things are reverting to normal."

Along the retail record business has
taken a decided drop, the juke box
business, on the other hand, continues
to remain stable. Music operators
value each and every location they
have today. While revenue from pho-

graph operation itself is not at top
level, the juke box operator must con-
tinue to buy records to replenish rec-
ords on his machines, to give his
customers music they want to hear—
when they want to hear it.

With approximately 500,000 auto-
matic music machines in active use
throughout the nation and estimates
ranging from two to four record changes per week, per machine—mini-
um potential sales figures which
could be attributed to the juke box
industry are set at one million rec-

ords per week.

Record distributors themselves are
gradually increasing their sales drive
in the direction of the juke box busi-

ness. Juke box operators in rural
areas, who have had to travel great
distances to reach their nearest rec-

ord distributor are finding more dis-
tribs and smaller computerization.
Not only does this represent new busi-
ness to the record distributor; it also
means an saving to the operator who
underbidding had been paying retail
prices for records rather than make
that "long trip."

The business is there. Neglect the
juke box operator as a potent sales
medium and diskers are neglecting
an unlimited field.
**The Nation's Top Ten Juke Box Tunes**

**You Can't Be True, Dear**
BY ALADDIN
ON M-G-M 6494

**My Happiness**
BY CONRAD DE VEYVILLE
ON M-G-M 6217

**Woody Woodpecker**
BY JERRY MCGUIRE
ON M-G-M 8010

**Nature Boy**
BY DICK HAYMES
ON M-G-M 7001

**Tootie Oliver Doolie**
BY THE SHEETHEARTS
ON M-G-M 8010

**Little White Lies**
BY DICK HAYMES
ON M-G-M 8010

**The Dickey Bird Song**
BY THE CLARKS
ON M-G-M 8010

**St. Louis Blues March**
BY THE DOOLEYS
ON M-G-M 8010

**Love Somebody**
BY GEORGE FORD
ON M-G-M 8010

**Tell Me a Story**
BY FRANKIE LANSHORE
ON M-G-M 8010

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**SUMMER SALES TIPS on M-G-M Records**

**Johnny Desmond**
With Instrumental Acc.
M-G-M 10018

**Macklin Marrow**
And His M-G-M Orchestra
M-G-M 8010

**George Paxton**
And His Orchestra
M-G-M 8010

**Safe Seller**
M-G-M 8010

**Hal McIntyre**
With His Orchestra
M-G-M 8010

**Chickie Boom**
With His Orchestra
M-G-M 8010

**Beanero**
With His Orchestra
M-G-M 8010

**Art Lund**
With His Orchestra
M-G-M 8010

**Carson Robison**
With His Orchestra
M-G-M 8010

**Denver Darling**
With His Orchestra
M-G-M 8010

**M-G-M Coin Catchers**
Bert Sheeter's
Fiddle-Faddle
M-G-M 8010

Blue Barron's
You Were Only Fooling
M-G-M 8010

Jerry Irby's
Great Long Pistol
M-G-M 8010

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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"Friendly Mountains" (3:01)
"May I Still Hold You" (3:04)

SAMMY KAYE ORCHESTRA
(Signature 2929)

- Music styled in the Sammy Kaye manner and a pair of sides that speak the story. Sammy Kaye follows the much ballyhooed flier "The Emperor" through a stirring arrangement. Don Cornell in the vocal spotlight in pleasing mood. Echo of lyrics throughout the piece, the Kaye crew offer adequate background. Flips a light piece with Don Cornell and Laura Leslie splitting the vocal chores on "Mary, Mary, Quite Contrary." Wax is suitable for the dance spots, especially so in the college locations. People that go for Sammy Kaye should go for this duo.

"Whip-Poor-Will" (3:04)
"Look For The Silver Lining" (3:07)

TEN BENECKE ORCHESTRA
(Versal 2206)

- Plush musical setting of the Ten Benecke or is shown in brilliant fancy on odd. girl in evening gowns, Johnny's STEVENS hogging the vocal spotlight on the pair. Both sides show Garry and his boys displaying as the slow, the sneaky, modulating weave through the words. Wax has Garry spooning in smooth polished style to the metro of "Whip-Poor-Will," and the follow-up of the song is attrac-
tive and catchy as the mumps. Garry continues the velvet air surrounding this platter on the standard "Look For The Silver Lining." Orchestral setting displayed on these sides makes for handy and dancing and listening pleasure. Photo fans who thrill to the music is sure to go for this pair.

"The Peanut Vendor" (2:59)
"Siboney" (3:03)

RAY BLOCH ORCHESTRA
(Deluxe 1515)

- Ditty clicking like sixty in a million phone spots throughout the nation is offered here on a wonderful Ray Bloch or. Titled, "The Peanut Vendor," Ray and his boys display some excel-
clent work on wireheads of open take note platter. The tune itself is one that needs no urging on phone fans—and Bloch's top notch song styling and ops have a platter which can move. Flip shows an another laureate for Ma-
estro Ray Bloch's collection as he renders the attractive melody to "Siboney." Both sides of this platter are easily suited to wired music locations as well as the tender spots.

"Night And Day" (2:40)
"Poor Butterfly" (2:35)

JOHNNY LONG ORCHESTRA
(Signature 15196)

- Pair of fashionable sides by the Johnny Long orch. spring up here with the tint of buffalo about them in a big way. Too deep, an instrumental bit is the standard "Night And Day," has Johnny Long on the deck displaying their musical wares in able manner throughout. Wax might draw atten-
tion in the front aisles. Flip has The Ensemble on deck for the more familiar "Poor Butterfly." Smart styling shown here as the group walk the comely wordage should catch the eye of high society. Johnny's wide popularity and ops have some wax that can whirl like

"The Sad Cowboy" (3:02)
"I Long To Belong To You" (2:59)

ART LUND
(MGM 10223)

- The sincere, infectious voice of Art Lund blossoms forth once more in satisfying manner to set the stage for an avalanche of phone ops to be found for Art through the whole spate. It's the top deck of this pair that holds the promise. The slow, tender fashion

"Wrap Your Troubles in Dreams" (2:58)
"On The Street Of Regret" (3:00)

ZIGGY LANE
(DeLuxe 1155)

- The strong winning voice of bel-

ladee Maze Ziggy Lane and a pair of sides tained with the odor of buffalo loam as items phone ops should take a look at. Ziggy's nostalgic tone rings true on the top deck, the standard "Wrap Your Troubles In Dreams." Easy-going manner coupled with a spot of whistling spike the cookie in a refreshing fashion to add incentive for music ops. Ziggy's manner of presentation and phrasing are shown in gala style on the flip, titled "On The Street Of Regret." The outfit show above all the more to the pipers excellent tones. Both wax should be big and white big rate and space your machine.

"Sleep My Baby Sleep" (3:00)
"You Made Me Love You" (3:06)

JUDY GARLAND
(Decca 25393)

- This disking should undoubtedly solve the mystery connected with the widely heralded "Laisins And Al-

monds" platter. Utilizing the same melody and a fresh set of lyrics, Judy Garland steps out with a release of this spot plug dizzy. Wartime offered here is deeply set in the soul-
ful vein, with Judy's tender and rich

vocal beckoning an ava-

lanche of coin play. Song is a lullaby set in warm, ingratiating tones, sparkling brightly throughout. Flip has Judy spoonyng that ever long winner, "You Made Me Love You" with the Clark Gable ode and lyrics. Ops will remember what the tune did years ago—we see no reason for it not going today. Both sides are a blue ribbon package—get next to 'em.

"Rombling Rose" (3:00)
"So Tirlo" (2:56)

RUSS MORGAN ORCHESTRA, with BOB EBERLY
(Deeco 2449)

- Pleasant tolling of Bob Eberly coupled with the sensational rhythm of the Russ Morgan ork set the pace on this platter. Top deck, titled "Rambling

Rose" shows as one well loaded with possibilities to score heavily. The Russ Morgan platter is a slip pass, with Bob turning in an adequate per-
fomance that should boost the ditty into a featured spot. Flip has Russ and boys offering music styled in the "Morgan" manner. The muso himself enters the spotlight for the vocal feature of "So Tirlo." Wax stacks up as enjoyable and should meet with favor from the many Morgan fans. Both sides deserve ops listening time.

"Somebody" (2:41)
"Yes We Have No Bananas" (2:31)

AQUA STRING BAND
(MGM 22102)

- String band music, still kicking up a storm in some spots throughout the nation is offered in top notch manner here by the Aqua String Band, with two oldies on wax to offer the listeners. "Somebody" and "Yes We Have No Bananas," the flip comes out with loads of mellow syncopated rhythms which beckon coin play. Both sides of the platter should be well

understood by music ops since they were featured items years ago. Ops who still have a call for this brand would do well to get next to this disk.

"Hearts Win, You Lose" (2:47)
"I'm Making Believe I Don't Care" (2:46)

LARRY STEWART
(Bendas 2058)

- Pair of sides which might attract coin in tavern locations are these offered in fox style. Wax has Larry Stewart. Top deck, "Hearts Win You Lose" is tinted with those fox major wax provide play in the clowest spots. Ditty is an old song of a fox style, with Larry's pleasant vocal 

Kevin's "Siboney".
RCA VICTOR STARS
on
The Nation's
TOP TEN
Juke Box Tunes
(as reported by THE CASH BOX)

1. YOU CAN'T BE TRUE, DEAR
   WILL GIAHE
   DICK JAMES
   RCA Victor 25-1117

2. MY HAPPINESS
   DOROTHY MORROW ENSEMBLE
   RCA Victor 20-2965

3. NATURE BOY
   DICK JAMES
   EVE YOUNG
   RCA Victor 20-2944

4. TOOLIE OOLIE DOOLIE
   HENRI RENÉ
   RCA Victor 25-1114

5. LITTLE WHITE LIES
   TOMMY DORSEY
   RCA Victor 27521

6. THE DICKY BIRD SONG
   FREDDY MARTIN
   RCA Victor 20-2917

7. ST. LOUIS BLUES MARCH
   TEX BENEKE
   RCA Victor 20-2722

8. TELL ME A STORY
   SAMMY KAYE
   RCA Victor 20-2766

POPULAR
- My Happiness
- A Tree In The Meadow
- Hey, Pretty Baby
- Baby Don't Be Mad At Me
- There Must Be A Way
- Rambling Rose
- A Lovely Rainy Afternoon
- Just Far Now
- I'd Give a Million Tomorrows
- Sweet Leilani

FOLK
- Will The Angels Let Me Play
- I Never Knew What It Meant to Be Lonesome
- Dawn Where the Rio Flows
- Cowboy Country

RHYTHM & BLUES
- A Man Could Be a Wonderful Thing
- Hard Times Blues
- Na Whiskey Blues
- Nappy Head Womam

INTERNATIONAL NOVELTIES
- Tunnel of Love
- Portrait of a Toy Soldier
- Janie Polka
- Fireman Mazurka

ALL-TIME HITS by a NEW STAR
- "PREVIN PLAYS THE PIANO"
  - Hallelujah and But Not Far Me
  - My Shining Hour and This Can't Be Love
  - Just One of Those Things and Mad About the Boy
  - I Didn't Know What Time It Was and Should It

Riding High...Climbing Fast

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
“Hankein’” (2:55)
“Chickie Boom” (2:43)
HAL MCTYTE ORCHESTRA (MGM 10221)

Long missing — and long a phonolight, master Hal McIntyre and his crew set with a pair that beckon coin play. Was a balladeer on deck in the past who had a slow tender piece styled in Western manner, Fifer Frank Collins. Here on deck was a balladeer from a past fondly seen, with the refrain echoing in sparkling manner. Ditty should come off for a heavy and light flakl via its picture attachment, the Warner Brothers production “Two Guys From Texas.” Flip from Texas, the balladeer and the boy offering an all instrumental hit with “Chickie Boom.” The crew display their instrumental wares in able fashion throughout this piece, with a hand full coming in for kicks. Topside holds loads of promise—get next to it.

“Judaline” (3:00)
“The Flower Seller” (2:55)
GEORGE PAXTON ORCHESTRA
(MGM 10219)

Smart toning from balladeer Dick Merrick coupled with the smooth strains of the George Paxton orch set the scene for this duet. In Dick’s full fashioned voice blossoms forth in rich tones the “Flip” in this piece titled “Judaline.” Ditty is from the MGM flick “A Date With Judy” and should draw wide attention once it is released. Flip, “The Flower Seller” is a slow fashioning piece that kicked around a bit recently. Dick’s rendition here might boom the tune again. Add the top notch rhythm of maestro Paxton and oops have a platter that can go. “Judaline” for the coin.

“P. S. I Love You” (3:01)
“I Wonder Where My Baby Is Tonight” (2:58)
JOHNNIE DESMOND
(MGM 10225)

Pair of lush ballads for the moon-in-June set to swoon over are offered here in attractive fashion by balladeer Johhnie Desmond. It’s the top deck we go for, with the aromatic strains of evocative melody weeping down those fragile phrases that satisfy. Johnny’s smooth delivery is shown in both cases to greatest advantage throughout, with excellent orchestral backing filtering the song in top notch styling. Flip, titled “P. S. I Love You” is a repeat grade A performance for fans. Another sugar ’n spice platter afloat for the light romantic crowd. Both tunes of this cookie rate one listening attention.

“A Boy From Texas—A Girl From Tennessee” (3:04)
“I Don’t Care If It Rains All Night” (2:56)
JOHNNIE JOHNSTON
(MGM 10223)

Ditty kidding itself aloud in a slew of spots throughout the nation is offered here in fair fashion by piper Johhnie Johnstion in the theme of “A Boy From Texas,” Johnhnie shows his nostalgic voice to be adjustable. When you catch up with some favorable music furnished by the Sonny Burks crew. Flip has Johnhnie playing out a cue of the metro of “I Don’t Care If It Rains All Night.” A bunch of deep and refreshing and should garner its fair share of coin play. Folks that go for the brand of music that Johnhnie puts out, should go for this duo.

“Makin’ Love Mountain Style” (2:48)
“Finishing School Was The Finish Of Me” (2:30)
DOLORETTE SHAY
(Columbia 38238)

More novelty wax for music ope, with the Park Avenue Hillbilly, Dolorette Shay, on deck for the vocal refrain. Both sides of this pair show the chimp to fair advantage as she offers the mellow saga of “Makin’ Love Mountain Style” and “Finishing School Was The Finish Of Me.” Both are ditties that has been kicked around a bit and one that garnered its fair share of coin play. Dorothy’s rendition here should boost the tune to greater heights. Flip weaves around the title with Dotty spinning the mellow lyrics in able fashion, orchestral backing by maestro Mitchel Ayres makes for perfect listening on this all the way. Oups who have a call for Dorothy Shay won’t go wrong with this duo.

“Indian Love Call” (2:20)
“Windshield Wiper” (2:57)
TONY PASTOR ORCHESTRA
(Columbia 38223)

More repeat top-notch wax, with maestro Tony Pastor on deck serving it up. It’s the oldie that went wild lately, “Indian Love Call.” Always one of Tony’s best should be well remembered by music ope across the map. Vocal splendor by Tony spills in his fond nasal tones in de-lightful manner, with the ope backing him adequately throughout. Flip, “Windshield Wiper” shows as a light novelty piece with the maestro in the spotlight once again. Cute sound of the windshield wiper echoes throughout the wax as Tony spills the pleasant lyric. Phono fans who go for Tony Pastor, and that covers loads of territory, should go for this.

“Kille Kille” (2:29)
“Let ‘Er Go” (2:41)
TOMMY TUCKER ORCHESTRA
(Columbia 38247)

Mellow beat of the Tommy Tucker Vocal spot is heavy and alluring, and manner shows to excellent advantage on this piece. It’s the oldie, replete with vocal fun. Title “Kille Kille.” Ditty is offered in the same old Indian vein which scored not so much. Vocal flair is added by Amy Arnell, Roy Brown and that has Threes in capable fashion throughout. Flip shows loads of promise too as the maestro showers balladeer Kerwin Somerville to the mike for the wordage of “Let ‘Er Go.” Wax is built with loads of peppermint about it, with Kerwin offering the gala lyric in pleasing manner. Both a very good coin play—ops take it from here.

“Pretty As The Moon” (3:05)
“Don’t Blame Me” (2:30)
BEE KALMUS
(Apollo 1124)

Bowling into the disk spotlight via this platter is seen a pair that gets off in the right direction with this bit labeled “Pretty As The Moon.” Rains in the title is a vocal spot that might—yes, the pipes trill the soft and tender wordage in effective manner. Song itself is vibrant and full of deep meaning—Bee’s rendition bears it out adequately. Flip is the standard “Don’t Blame Me,” with Bee turning in another able performance. Top side is the one with the winning potential.

“Raggedy Ann” (2:56)
“Highway To Love” (2:50)
HELEN CARROLL and THE SATISFACTORS
(Victor 20-2915)

Pair of sides ops might use as fair filler material are these offered in pleasing fashion by Helen Carroll and The Satisfactors. Both sides spill in mellow melodies with much of the dance and listener crowd alike. Top deck is the one which houses the tune and the cute lyrics of “Raggedy Ann” make for easy listening throughout. Flip, “Highway To Love” weaves around the title with the group displaying their vocal harmony in capable manner. Orchestral backing by Russ Cake splices the platter and adds to its possibilities. Ops that have the spots should lend an ear.

“Tequila” (2:51)
“Crime Doesn’t Pay” (2:55)
LEE TULLY
(Hermosa 1654)

Pair of novelty sides replete with the stuff that goes well in the listener and merriment are these offered in favorable manner by Lee Tully. Top deck, titled “Tequila” spills in Latin tempo with Lee offering the licking lyrics. Second side, “Crime Doesn’t Pay” has the main ope with its song title in affable fashion with appropriate ope backing. Both of this platter won’t stop traffic, albeit they can be used in those spots where a call for music of this brand.

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

We've been spouting about the immense proportions of the juke box business for quite some time now, and when the other day a sudden thought struck us—have we all been giving short shrift to the operators who run the players in their machines? We checked around and came up with some very strong information. On the average, a music shop changes between two and four recordings in each of its machines every week. With approximately 100,000 juke boxes in active use throughout the country, the above basic credit to the coin machine market with a minimum of 1,000,000 recordings, record sales per week and continuing that thought, a minimum of 52,000,000 record sales per year. It probably would be hard as the devil to ascertain just how many records were sold to music ops this past year, but nevertheless, the above figures certainly bear out the importance of the automatic music industry. It should be noted that we are not taking into consideration the many more outlets for recordings through the music systems, industrial music, professional outlets and wall and bar boxes. As one wise sage in the disc biz put it, "Show me a recording industry that feels they can shelf the juke box operator and I'll show you a fool."

Henry Okun, who has handled the record exploitation and promotion for Art Mooney's smash MGM disking of "Four Leaf Clover", "Baby Face" and "Blue Bird Of Happiness", has severed all connections with the "gendarmes" Okun, who in the past has handled record campaigns for Benny Goodman, Claude Thornhill, Vaughn Monroe, Stan Kenton, Jack Smith, Francis Craig and others, plans on opening a record exploitation office in New York City, to handle a limited and selected number of clients. The way that gang at Decca carries on! Seems to me that they can lay claim to being one of the happiest outfits around. Bobby Melinn and Carl LeRoy all excited over the wonderful reaction shown their "Hair Of Gold" disking. Bobby heads Melfie Music, while Carl is the major mover at Metronome Records. And the kid that sings, Jack Emerson, real Hollywood material. Sam Donahue's "South of Memphis" and Claude Lewis past several months have been "hitting em' hard" at the Copacabana where her Decca Records continue whirling at a merry pace. Have ya heard Tiny Grimes' "Old Black Magic" on Atlantic? Recordings have been in top circulation. The Record name's Seaboard of Cincinnati and Mass. Music Dist. Co., with their smash "When I Get You Alone Tonight" going like mad. Benny Goodman bowls 'em over at the White Plains Country Club.

CHICAGO:

The College Inn of the Sherman Hotel, a leading spot in Chicago's night life for over 20 years will be closed indefinitely this coming July 5. The closing was partly due to the 25 cent cabaret tax, which the hotel management feels is too high to make the inn a profitable venture. But it is not the inn that will be opened later in the year as a restaurant only. People in Chi can look forward to many happy hours to be spent in the theatres this summer. Dick Haymes came into the Oriental for a week in July...ditto Vaughn Monroe...Peggy Lee and Dave Barbour due on stage of the Chicago Theater this month...Kay Thompson and the Williams Brothers doing a return engagement at the Blackstone...Victor's lovely songstress Jane Harvey taking her show of bows at the Chez Pare...Charlie Spivak currently in Minneapolis appearing at the Palace next month...and Aragon in late July...Sonny Thompson and Memphis Slim, setting the pace on Miracle Records planning a joint nationwide tour in the next few weeks.

Joe Whalen, veteran song man who for the past three years managed the Chicago office for Bregman, Voco and Conn, leaves for Toronto within the next month. Joe is setting up a coast to coast organization in the north country to represent several top-flight record companies and to exploit the catalogs of a few outstanding music publishers...Chester Conn in Chi, getting the BVC and Trinidad fims set up for the summer and fall schedules...Monroe Passalis of Chord Distributors tells us that "You Call Everybody Darlin'" is really catching on around town...Chord is the one distributor in town who has a man on the job competing juke box.

LOS ANGELES:

Art Rupe, proxy of Specialty Records, back from the NAMM show reports that the folks in Chi went crazy over his "You Don't Love Me" disking by Camille Howard...General consensus of opinion around town is that although plugging of platters has more or less slowed down, enough of it still exists to cause local diskers to continue taking aspirin...Modern Records' traveling family, the Ribar's on the road again. Joe in New York, Saul and Vaughn Monroe...Peggy Lee and Dave Barbour...opening the Chicago Theater this month...Kay Thompson and the Williams Brothers doing a return engagement at the Blackstone...Victor's lovely songstress Jane Harvey taking her show of bows at the Chez Pare...Charlie Spivak currently in Minneapolis appearing at the Palace next month...and Aragon in late July...Sonny Thompson and Memphis Slim, setting the pace on Miracle Records planning a joint nationwide tour in the next few weeks.

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COLUMBIA “LP” PLAN DOES NOT INCLUDE PHONO BIZ AT PRESENT

NEW YORK — Music operators throughout the nation this past week continued to wonder about the decision to offer LP (long play) records could be adapted to the use of the juke box industry. After no announcement was made from Columbia Records concerning the possibilities of the automatic music industry using Columbia’s LP disks, music men generally voiced the opinion that the plan will not meet with general approval of phonograph customers. The Columbia LP platters, a non-breakable Microgroove phonograph record which plays 27 minutes on a ten inch double faced record with full fidelity and absence of distortion, was demonstrated to the press this past weekend. The new record, is capable of producing entire symphonies and concertos as well as the complete score of a Broadway musical on a single record. At the press demonstration, Edward Wallerstein, Chairman of the Board of Columbia Records, disclosed that a wide and representative library of selections from his company's catalog is immediately available on LP Microgroove records. The selections include a wide variety of classical and popular numbers.

A newly developed low priced record player designed to fit any existing radio or radio-phonograph combination is required for the LP records, which turn at 33 1/3 revolutions per minute instead of the conventional 78 rpm.

"Our Columbia LP recording is set to retain at $2.85 for the 10" platter, in the popular field. "Our Columbia's main plant in Bridgeport, Conn. has been engaged for the past several months in press the new LP's for nationwide distribution," Mr. Wallerstein said. "Other selections will also be added to the list steadily and in the near future a large portion of Columbia's vast catalog will be available on this new miracle of electronic recording."

PROOF POSITIVE

THE EXPERTS AGREE!!!

THE CASH BOX

JUNE 24TH

SLEEPER OF THE WEEK

"YOU CALL EVERYBODY DARLIN'"

Backed by "LINGER AWHILE" TRACE REGENT 117

THE BILLBOARD

ADVANCE RECORD POSSIBILITIES

"YOU CALL EVERYBODY DARLIN'"

AL TRAC REGENT 117

Here's an idea item that's gatherin' steam. And Al Trace, who's been plugging the ok path for a good number of years, may have the lucky platter that'll move him up there. It grows on you.

"ONE SPOT" — TIP POOL SURVEY

JUNE 17TH — COMING UP FAST

"YOU CALL EVERYBODY DARLIN'"

by AL TRACE — REGENT RECORD 117

Reached $15 on Dec Hits this week and is climbing very rapidly to the big hit division. It started off with a bang as reported June 6th.

DEMAND THE ORIGINAL

DON'T ACCEPT SUBSTITUTES

THERE'S A REGENT DISTRIBUTOR NEAR YOU

Some Territory Available For Distributors

REGENT RECORDS INC.

38 MARKET ST., NEWARK, N. J.

Phone Mitchell 2-4719—2-4696

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
<table>
<thead>
<tr>
<th>Location</th>
<th>Songs</th>
</tr>
</thead>
</table>
| New York, N.Y.   | 1. **You Can't Be True, Dear** (Ken Grigs)  
2. **Nature Boy** (King Cole)  
3. **Woody Woodpecker** (Ray Kaye)  
4. **My Happiness** (Sin & Student)  
5. **Little White Lies** (Dick Hayman)  
6. **St. Louis Blues March** (Ted Steele)  
7. **Just Because** (Ray Kaye)  
8. **Love Somebody** (Sin & Student)  
9. **Put 'Em In A Box** (King Cole)  
10. **You Call Everybody Darling** (All Tracks) |
| Cleveland, O.    | 1. **You Can't Be True, Dear** (Ken Grigs)  
2. **Nature Boy** (King Cole)  
3. **Woody Woodpecker** (Ray Kaye)  
4. **My Happiness** (Sin & Student)  
5. **Little White Lies** (Dick Hayman)  
6. **Tell Me A Story** (Sunny Kaye)  
7. **Little White Lies** (Dick Hayman)  
8. **Haunted Heart** (Ray Kaye)  
9. **B dealie Ookie Doolee** (Andrews Sisters)  
10. **The Dickey Bird Song** (Freddy Martin) |
| San Antonio, Tex.| 1. **Nature Boy** (King Cole)  
2. **You Can't Be True, Dear** (Ken Grigs)  
3. **My Happiness** (Sin & Student)  
4. **Put 'Em In A Box** (King Cole)  
5. **You Call Everybody Darling** (All Tracks)  
6. **B dealie Ookie Doolee** (Andrews Sisters)  
7. **Love Somebody** (Sin & Student)  
8. **Baby Face** (Art Morgan)  
9. **Dickey Bird Song** (Freddy Martin)  
10. **I Want To Cry** (Savannah Churchill) |
| Paducah, Ky.     | 1. **You Can't Be True, Dear** (Ken Grigs)  
2. **My Happiness** (Sin & Student)  
3. **Put 'Em In A Box** (King Cole)  
4. **You Call Everybody Darling** (All Tracks)  
5. **Baby Face** (Art Morgan)  
6. **B dealie Ookie Doolee** (Andrews Sisters)  
7. **Put 'Em In A Box** (King Cole)  
8. **It's Magic** (Marcy Boy)  
9. **All Of Me** (Frank Sinatra) |
| Miami, Fla.      | 1. **My Happiness** (Sin & Student)  
2. **You Can't Be True, Dear** (Ken Grigs)  
3. **B dealie Ookie Doolee** (Andrews Sisters)  
4. **Put 'Em In A Box** (King Cole)  
5. **It's Magic** (Marcy Boy)  
6. **All Of Me** (Frank Sinatra) |
| Detroit, Mich.   | 1. **My Happiness** (Sin & Student)  
2. **You Can't Be True, Dear** (Ken Grigs)  
3. **B dealie Ookie Doolee** (Andrews Sisters)  
4. **Put 'Em In A Box** (King Cole)  
5. **I Want To Cry** (Savannah Churchill)  
6. **It's Magic** (Marcy Boy)  
7. **All Of Me** (Frank Sinatra) |
| Oklahoma City, Okla. | 1. **My Happiness** (Sin & Student)  
2. **You Can't Be True, Dear** (Ken Grigs)  
3. **B dealie Ookie Doolee** (Andrews Sisters)  
4. **Put 'Em In A Box** (King Cole)  
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Cleveland Phono Merchants Select “You Were Only Fooling” As July Hit Tune

“YOU WERE ONLY FOOLING” was the selections of the Cleveland Phono Merchants Association, this past week disclosed that “You Were Only Fooling” was select for MGN Records by Blue Barron and his orchestra, had been selected by the trade association as the Hit Tune for the Month of July.

This recording has already given indication of becoming popular in Cleveland, and has received considerable notice from record fans.

Promotion of the tune is in the hands of Stanford Levine, CPMA vice-president and chairman of the association advertising committee. Main promotion will be done by placing “You Were Only Fooling” with special title strips in the more than 3,000 juke boxes throughout the Greater Cleveland area.

THAT RECORD SMELLS!

NEW YORK—The next time you hear somebody exclaims “that record smells”—you can take it for granted that it does.

Bob Duberstein, vee pee of Modern Record Distributors, this city, past week disclosed to the trade that his firm is currently working on a promotion tie-up with several leading perfume firms to put out records that smell.

Aroma of each platter will coincide with the type of perfume offered on each recording. Delicate, fragrant songs will fairly reel with the odor of “Mandarin,” while lacy, airy melodies might smell of “Swish” etc.

Plans as yet have not been disclosed just how the perfume odor will escape from the recording. The perfume might be placed in a seal on the record label or manufactured right with the biscuit itself.

DISTRIBUTORS

- HIGH FIDELITY RECORDINGS

- QUALITY SHELLAC PRESSINGS

- TOP TALENT

- ATTRACTIVE LABEL

Available on DELMAC Records

Contact

DELMAC RECORD CO.
1315 HOWARD ST., CHICAGO 26, ILL.

Standard Songs are MONEY MAKERS!

"FINE AND DANDY"

Recorded by

MEL TORME—Musicraft
BENNY GOODMAN—Capitol
ART TATUM—Asch

Published by:

HARM'S, INC.
MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N.Y.

"CLOSE YOUR EYES” (2:56)

Awarded for the Best Record of 1947

"WALKIN' IN A DAZO” (2:38)

"La Danse” (2:44)

HOT LIPS PAGE ORCH.
(Columbo 30130)

"Hep vocal flavor and the solid bass of Hot Lips Page and his boys showcase this pair and spell heavy hot and cool style for music ops. Long missing from the phonograph scene, this duo should be a hit and his boys into the limelight again. This is a welcome return for the band, "Walkin' In A Dazo” weaves in slow tempo with Hot Lips howling the blues lyrics. Page puts all the riffs and solos together, his boys up to the mark as well. The band is bright and tight, the rhythm clean and tight, the band is thoroughly out.

"CLOSE YOUR EYES” (2:56)

"Tea For Two” (2:47)

SYLVIA SIMS
(2:56) (Deluxe 1113)

Throats warbling of chirp Sylvia Sims and a pair of sides which should be used to ops advantage. Wax, titled "Close Your Eyes” and the old favorite "Tea For Two”, shows the throb in top vocal manner as she parrots the heavy romantic woggie. Top deck, the top notch and the top of the platter. LP record has Sylvia howling the magic warbling of "Tea For Two" in her own inimitable style, as close as one can get.

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Short Shots From The Hills & Plains

Milton Estes and his Musical Millers will play in Mississippi and Tennessee early next month. Roy Acuff is scheduled for a slew of Indiana dates. Most of Acuff’s time these days is being spent at his $150,000 investment, Dunbar Cave. He has made it into a first class recreation center with regular folk music shows, tours of the cave, outdoor eating places, swimming etc. And the recent flurry of publicity over his possible nomination as Tennessee Governor on the Republican ticket hasn’t hurt his crowds any. Roy reportedly drew over 7,000 one Sunday date ago...

Cowboy Copas, Wray Ford, and Jimmy Hinchie in for a visit from Mississippi. Erwin doing a hang up job as disk jockey on WKBW, Buffalo, New York.

* * *

Sam Martin is all smiles lately due to the great showing of his new tune, “You Call Everybody Darlin’”. It was a Trendex, Negreti recording that started the noise off... Floyd Tillman going places with his latest Columbia release “I Love You So Much It Hurts”... Paul Cohen, Decca folk singer goes on about that smash recording of “The Last Thing I Want Is Your Pity. Decca is releasing the platter as a mystery disk under the flag of the “Yokum Brothers.” Supposed to be a very top-notch pop art... Tex Stetson’s latest “Capture Sue” showing strongly in the East. Ditty was penned by Dave Miller, well known folk disk jockey at WAAT, Newark, N.J.,... Texas, Texas” Tyler has done it again with his latest 4-Step platter “Daddy Gave My Dog Away”, Tex Williams into Carnegie Hall in New York City this coming July. ** * *

Johnny Bond going great guns with his double-decker smash Columbia platter, “John’s Other Wife” and “Oklahoma Waltz”... Lew Childre will take his unique brand of country music into Virginia, Maryland, North Carolina and West Virginia... Bill Monroe skedding dates in Tennessee... Eddy Arnold really riding high on the folk and western hit parade with “Johnny Bond” and “Rosie”, “Arnold’s Theme”. “Texarkana Baby” going like wildfire... Have ops noticed the length of Cowboy Copas sensational popularity with “Signed, Sealed and Delivered” Ditty is pretty much of a “standard” by now and continues to catch coin everywhere... What’ happen to Red Foley and Cliff Stone? haven’t heard from them in quite some time...

“Tennessee Moon” “The Hope Of A Broken Heart” COWBOY COPAS (King 714)...

It’s Cowboy Copas on deck again with another sensational nickel nickel! More watts music from Decca with the fond strains of “Tennessee Moon” ringing true throughout the platter as a spell setting country music ops. Ditty fits Cowboy’s top notch song styling like a glove, in fact the same manner as his “Tennessee Waltz”, Copas delivers some terrific vocal strains to set the stage. Flip shows as another perfect winner as Cowboy sets with “The Hope Of A Broken Heart”. Ditzy is a folk lament with Copas displaying his usual fine manner in the song. “Tennessee Moon” the side to ride with—hop on.

“Blow The Whistle, King The Bell” “I Lost My Love” GABE DRAY AND THE HERDSMEN (Musicraft 556)... Pair of sides beckoning coin play in a big way these are offered here galloping by with Ditty and The Herdsemen. Topside is replete with laughter and merriment as The Herdseman of “Blow The Whistle, King The Bell” weaves thru the wax. Ditzy finishes with loads of noises of whistles, bells and gongs. Flip slows down a bit with a vocal group purring the pretty wondrous in grade A harmony. Ork backing on this side should draw loads of attention in music circles. Both sides rate ops avid listening attention.

“Rock And Rye” “My Heart’s As Cold As An Empty Jug” TEX RITTER (Capital 12119)... Sure fire winner for the phonos is this bit offered in sensational manner by Tex Ritter. Ditzy, titled “Rock and Rye” has Tex cloning his way thru a drunk comedy routine that scores like sixty. Play “My Heart’s As Cold As An Empty Jug” shows Tex wailing the slow lament of this ode in favorable fashion. This song will take into account Tex’s wide popularity and ops are sure to have a smash disking—especially so with “Rock and Rye”...

“Skip To My Lou” “Noughty Girl” ESIMERALDY (Musicraft 571)...

Wonderful voice of Esimeraldy and a pair that should boost ops take in the machines. Traditional square dancing rhythm of “Skip To My Lou” shows as a comer, with the chip displaying her mellows pipes in nasal tones that icy. Ditzy, titled “Noughty Girl” which shows the gal’s versatile stylings off to excellent advantage. Dig the title here for the hill of fun. Ops looking for a lypo in their spots would do well to get next to this.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
New York—Despite a lack of record material and a large amount of news, the record companies have continued to lead the way in the disk biz. The continuing influx of hit recordings in the form of phonograph records and the strong influence of the major platteries has continued to keep the majors at the present time, during a supposed lull in the record business, the news before. The recent popularity of such songs as “My Happiness,” “You Can’t Be True Dear” and “Sabre Dance” is known to be of great concern for the major platteries. Many of the latter are now being watched by the majors very closely, and when the spark of a potential hit bursts, the majors have been called to exercise pressure aimed at the direction of buying the master recordings.

Indie record companies as a group this past week pointed to the music operator market as one of the mediums responsible for the wide success of their songs. Many state that the promotion of their hits through a juke box does not exist with the disk jockey or other sources and means of record exploitation.

A recent statement by Vic Damon, president of Damon Records, who recorded the smash hit “My Happiness” reads, “The newest of the labels, Damon, has become to one of the million dollar with the smash hit original. ‘My Happiness’ wishes to take issue with the majors by stating that more than half the nation’s best known disk jockeys have enthusiastically plugged our Jon and Sondra Steele recording of ‘My Happiness’.”

Mr. Damon referred to a recent article in a leading weekly trade paper which stated that the majors were burning new at indie desperation tactics to hype disk hits. “We believe our formula for exploitation” he continued, “and we do not give away records to juke box operators. Those people (Ed. Note: the ofps.) know a hit when they hear it, and as evidenced by the fact that more than 90% of all juke box operators chose the original.”

“All we have done to promote our record is to advertise in trade papers modestly and send out complimentary vinyls to disk jockeys. We believe that most indie follow a similar path. We did not.”

NEW YORK—The sensational rise to prominence of bob race music recently pointed to the field of the top platter sellers in the current record market. Although many phonograph fans and disk buyers still shrug at progressive jazz by one music, the disk itself has come into its own. Music men point out that only thru this new medium of musicians can musicians attain their greatest degree of versatility. Sales of any kind of records in this field have fairly leaned in recent months and in many cases, soldout popular platters.

**Harmonia Records Adds Distributors**

Two important additions to its list of distributors have just been announced by Dr. Anthony Denis, president of Harmonia Records.

One of the nation’s largest record distributing firms, David Rozen & Company of Philadelphia, has been given the Harmonia franchise by eastern Pennsylvania, while the New England market will be served by Mercury Distributors, Inc., from their warehouses in Boston and Hartford.

The two labels which have recently been taken over by Harmonia, continue to be sold under their original labels. These are the Sonart label, which consists of Yiddish polkas and the Amuke label, Ukrainian polkas. The combined catalog now consists of an impressive array of international favorites (Harmonia has a large Polish and Italian catalog) popular novelties and standards.

**Apollo Skeins Spiritual Disk Promotion**

New York—As a result of Mr. Max Jackson’s hit record “Little Deepner,” Ralph Beach, general manager of Apollo Records, met with Miss Jackson and a group of record distributors at the NAMM convention and discussed plans for nationwide promotion of the “Deepner” number and her other fast moving tunes.

Represented at the meeting, which was held for Miss Jackson, were Roberts Record Dist. Co. of St. Louis; Barnett Dist. Co., Baltimore; Pacific Dist. Co., Detroit; Penn Midland Inc. of Pittsburgh; Harry Rosen Co. of Philadelphia; Klayman Dist. of Cincinnati; and the M & M Dist. Company of Green Bay, Wis. Plans for the promotion of the popular spiritual seller (including disk jockey, music operator and dealer promotion.)

**Signature Records Set With New Plan Of Reorganization**

**Platter Buys Many Indie Platteries**

New York—Signature Records, Inc. this past week was learned to be set with their new reorganization plan. The new plan, it is said, will allow the platter to reorganize as an independent without any ties which they had entered into when they filed petitions for bankruptcy under the provisions of the Chander Act.

It was learned that the organization had secured additional money, which would allow them to go ahead with plans for expansion. The figure obtained was reported to be $100,000.

Foremost in the company’s plans is the long awaited move of the firm to its new quarters in Shelton, Conn., the site of a new pressing and compact factory. Signature will press its own compound, in addition to pressing platters for other firms. The diskery disclosed that a concrete plan will be announced in the very near future.

Meanwhile Signature this past week obtained a large amount of master recordings from a group on indie platteries. Among them was the much heralded indie hit on Stellar Records, “Maybe I Love You,” by Judy Tremaine.

**The Lucky 7—Naturals**

Buffalo—Eye of the Week—The Cash Box

1. “John’s Other Wife”
2. “Tell Me Why”
3. “I’m A Lucky Little Petunia”
4. “Shoe Shine Shuffle”
5. “Gin Rummy Polka”
6. “Brother Bill”
7. “Tell Me, Tony”

**BUSINESS LOANS OF ALL TYPES**

- **CHATEL MORTGAGES TO MANUFACTURERS**
- **CUSTOMERS NOTES TO MANUFACTURERS**
- **OTHER COLLATERALIZED LOANS**
- **MECHANIC’S OR MATERIALS ACCOUNTS RECEIVABLE**
- **OF MERCHANTS FACTORY CORP., 1430 BROADWAY, NEW YORK CITY W 7-2250**

**Chorio-Rythmic Music Pub., 1338 Battery St., N.Y.**
Jersey Music Op Hypo's Phono Play
Via Wired “Stop The Music” Show

PASSAIC, N. J.—Tele-Music, local juke box operating company is soon to introduce a new method of promotion in the music field, destined to boost phonograph income and offer phonograph patrons a novel introduction into the “quiz field”.

Cash prizes will be awarded to folks who identify a “Mystery Tune” which will be played twice nightly over a music system. The first phonograph patron to call in the correct title and orchestra of the tune played, will receive a cash award. If no one solves the “mystery tune” the prize will be increased each night until someone guesses the song correctly.

“There are already about 50 boxes in the area which have the facilities to play the “mystery tune”, Manny Ehrenfeld, proxy of Tele-Music disclosed.

BUSINESS IS GOOD WITH US—AND—OUR DISTRIBUTORS BECAUSE

SAVOY HAS THE HITS!

661 THIRTY-FIVE THIRTY COME WITH ME BABY

664 BOUNCING WITH BENSON BOOGIE 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

5551 MY FAULT Married Women Blues

by BROWNIE MCGHEE

DISTRIBUTORS—A FEW TERRITORIES STILL AVAILABLE

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

CAMILLE HOWARD
AND HER TRIO
A New Star on Her First Release!

“YOU DON’T LOVE ME” backed by
“X-TEMPERAMOUS BOOGIE”

THE CASH BOX
"DISK BUYERS DO NOT KNOW THAT CURRENT WAX IS NEW"—MUSIC PUBS AND PLATTERIES SUGGEST HEAVY PUBLICITY CAMPAIGN

Large Majority Of Phono Fans Believe Current Records Are Old Due To Poor Press On Disk Ban

NEW YORK—"A large majority of the nation's record buyers and automatic music customers are under the impression that recordings currently out in the market are old, and many further believe that no new recordings have been issued since the start of the recording ban." That was the general sentiment voiced by a large group of prominent music publishers in New York this past week.

Pointing the finger at the poor publicity campaign and the lack of information which greeted the public at the outset of the Petrillo ban, music publishers expressed the opinion that a large portion of the current record and sheet music sales slump can be attributed to this fact.

One well noted music publisher stated, "I walked into a record shop recently and was confronted with a situation that literally scared me when I thought of its ramifications and the possibility of it being duplicated in other sections of the nation. A record buyer refused to buy a recording which I know to be a new release simply because he believed that the clerk was putting something over on her when he told her that the recording was new. Without a doubt this scene must have been duplicated in hundreds of record shops throughout the nation.

I have learned this past week that an agency of the music publishing industry and a group of record manufacturers are planning a large scale publicity campaign aimed at reaching the nation's record buyers and phono fans. Plans are being made to reserve large advertising space in conjunction with the campaign. One publisher suggested that disk jockeys announce the fact that all recordings played are new songs and be sure to keep the recording ban.

Foremost of the music publishers who are 'on top of things,' and notably so, are Tommy Valando, head of Laurel Music Publishing Co., Eddie Joy, of the Joy-Joy firm, and Maurice Hartman of Chorio-Rytvo Music Publishers.

"A campaign should certainly be planned to inform record and sheet music buyers that the current crop of records and sheet music on the market are new," said Tommy Valando.

"I know for a fact that sheet music sales have slumped as a direct result of the lack of proper information on the recording ban," he continued.

"A large majority of the buying public is under the impression that recordings and sheet music out today are old, and they simply refuse to buy because of this. People were told that there was to be no recording at the outset of the Petrillo ban and many believed that this means no new records and no new songs. They did not know of the many recordings cut prior to the ban."

Several publishers and diskers have voiced the opinion that a fund be set aside immediately for the start of this publicity campaign. Meetings among many are known to be scheduled in the near future.

Court Gets Report On Majestic Records

CHICAGO—A special Master in Chancery recommended this past week dismissal of a petition of the Majestic Radio & Television Corp. and Majestic Records, Inc. to reorganize under Chapter 11 of the federal bankruptcy law.

Holding that Chapter 11 is inadequate to grant sufficient relief, the Master, Charles A. McDonald suggested that reorganization under Chapter 11 would prove more beneficial to secured and unsecured creditors and some 7,000 stockholders in 37 states.

Under Chapter 11 the debtor, or bankrupt, is allowed to remain in possession and continue the affairs of an estate. Chapter 10 requires the appointment of a trustee who may sue all previous officers and directors of the debtor.

The Master's report was filed this past week with Federal Judge Philip L. Sullivan. Schedules filed by the companies showed combined assets of more than $8,000,000 and debts of only half that amount. The companies claim their assets are in a non-liquid condition.

Majestic Records meanwhile continued to function as an operating record company, by releasing recordings of new songs. A like many of the firm's distribution lines have not been kept, a large percentage of distributors continue to handle Majestic records.
The Top Ten Tunes Netting Heaviest Play Compiled from Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans.

1. **LONG GONE**
   - Sonny Thompson (Miracle 126)

2. **GOOD ROCKIN' TONIGHT**
   - Wynonie Harris (King 4210)

3. **YOU DON'T LOVE ME**
   - Camille Howard (Specialty 307)

4. **RUN JOE**
   - Louis Jordan (Decca 24448)

5. **DON'T FALL IN LOVE WITH ME**
   - Ivory Joe Hunter (King 4220)

6. **NATURE BOY**
   - King Cole (Capitol 15054)

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

8. **RECESS IN HEAVEN**
   - Dan Grissom (Jewel 2004)

9. **WRITE ME A LETTER BLUES**
   - Saunders King (Rhythm 206)

10. **TOMORROW NIGHT**
    - Lonnie Johnson (King 4201)

From THE CASH BOX, June 26...

"Here's a hunk of wax, music ops are bound to be featuring in no time at all. Following up her sensational success with "Fool That I Am" Gladys Palmer teams with maestro Sonny Thompson to come up with a pair of nickel numbers. Wardrobe of song full and meaningful... sure to win ops' approval."

**“LONG GONE”**
- Sonny Thompson (Miracle 126)

**“IN THE RAIN”**
- Gladys Palmer (Miracle 127)

**“MESSIN’ AROUND”**
- Memphis Slim Quartet (Miracle 125)

For MIRACLE PROFITS—You'll Do Well to Load up on these MIRACLE HITS!

MIRACLE RECORDS
500 E. 63rd STREET CHICAGO 37, ILL.
The trend to more entertaining pin-balls continues. Williams’ “Yanks” started the parade a few weeks back, and Chicago Coin’s “Spinball” followed thru with a speedy spinner feature. Other makers may now expect to follow suit with similar entertaining pin-balls, but, all report that they will retain the “Chainsaw" feature for which the players seem to like so well.

In the music machine field there is now a drive under way to prove to jukebox owners that it is definitely pay day to remove old equipment from the shelf and invest in new equipment. Not only are wholesalers making the new machines more attractive with higher tradesmen and longer time payment plans, but, they are also showing the ops that because of lowered servicing cost, better tone and the fact that records last longer, they are actually saving money with new machines, sure to obtain a better set-up with merchant and when all is said and done, much higher profit average.

Ops of bell machines aren’t enjoying this summer as well as they did past summers. The reason being that they simply haven’t the territory for the bells which they had in former years. As a consequence, many of the other midwest states closed to them, the bell ops have to seek other territory. At the moment, they actually have the far west and the deep south are the spots where bell purchases are going ahead.

More and more Chicago ops calling for Genco’s “Total Roll” on which an injunction has been obtained, they simply being shipped into the Windy City from almost every spot in the nation. Some of the eastern distributors enjoy a boom because of this. The belief is that the injunction is good “for at least a year.” But, in the meantime it is becoming ever more difficult to obtain “Total Roll.” Ops who have them aren’t willing to let them go at the price offered.

In the console field the demand continues for Bally Deluxe Triple Bells with wholesalers willing to pay good prices for these. At the same time the Bally factory continues right on producing new ones and selling them just as fast as they ever did. The console field, without too many of new sales, is fine, and fans, is going on right ahead and tho the size of the market is cut down, the manufacturers are right out into territory after territory.

If all indications are to be taken under consideration there will be a revival taking place in the one-ball field sooner than expected. The machines have continued to go right ahead, in much smaller quantity it is true, but moving. That’s what’s most important. The past few weeks has been a revival in the field with more one-balls shipped and more being called for.

Arcade owners have disappointed this summer. Many wholesalers, as well as manufacturers, believe that the arcades would be “on the buy” for new equipment. Instead, orders have been held down, and with the eastern arcade owners in a mess because of the weather, many of them have kept each week-end (including Memorial Day) there is something, whether this market will sufficiently recover to get in good action this year.

It is reliably reported that some of the nation’s leading amusement machine manufacturers have some really “great” products in their factories, but, are withholding these until conditions turn about to make it worthwhile to enter into larger scale volume production.

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**MANUFACTURERS’ NEW EQUIPMENT**

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HOW TO USE THE "C.M.I. BLUE BOOK"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter the C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than set new quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, condition, serial, appearance, demand, time of the year, etc., will be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make objective price adjustments to the peculiarities of his territory.

METHOD: The C.M.I. Blue Book should be read as follows: First price listed is lowest price for the week; second price is highest price. Where only one price appears it should be considered lowest price.

WASHINGTON (Con't)

WURLITZER

135 Step Receiver 15.00 25.90
135 Imp. Step Fast 17.50 30.00
135 Imp. Step Up 17.50 30.00
137 Imp. React. 27.50 45.00
137 Bar Box 32.50 45.00
238 Music Transmit 7.50 9.50
238 Speaker 25.00 35.00
138 Adapter 22.50 27.50
Steel Cab Speaker 140.00 175.00
112 Wall Box 5/10/25 6.00 15.00
112 Wall Box 5/10/25 Wire 15.00 32.50

WURLITZER (Con't)

150 Tilt Steel Cab 129.50 199.50
400 Wood Box 249.50 295.00
600 Wood Box 95.00 110.00
600 Wall Box 95.00 110.00
700 Wood Box 189.50 235.00
700 Wall Box 189.50 235.00
900 Wood Box 272.50 330.00
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2000 Wood Box 420.00 500.00
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2300 Wall Box 499.50 600.00
2300 Wall Box 499.50 600.00
322 Wireless Wall Box 7.50 12.50
320 Wall Box 59.50 75.00
320 Wireless Wall Box 7.50 12.50
252 Wire Bar Speaker 5.00 9.50
252 Wire Bar Speaker 5.00 9.50
259 Speaker Box 10.00 20.00
259 Speaker Box 10.00 20.00
350 Wireless Strollers 25.50 35.00
350 Wireless Strollers 25.50 35.00
10 25c Box with 10 25c Box with 69.50 75.00
120 Speaker Cabinet 50.00 75.00

SEESENBURG

Selectomatic 10 24.50 40.00
Symphonola 35.00 65.00
Model A 11 115.00 175.00
Model B 32.50 50.00
Model C 77.50 125.00
Model M 59.50 95.00
Model K15 68.50 99.50
Model K25 65.00 100.00
Model K35 65.00 100.00
Regal 39.50 55.00
Hi Tone RC 149.50 195.00
Gem 89.50 290.00
Classic 149.50 220.00
Mayfair RC 139.50 240.00
Mayfair RC 139.50 240.00
Melody King 169.50 300.00
Crow 110.00 175.00
Crow RC 110.00 175.00
Concert Grand 117.50 175.00
Colonial RC 189.50 250.00
Colonial RC 189.50 250.00
Concert Master RC 175.00 250.00
Concert Master RC 175.00 250.00
Cabinet 149.50 245.00
Cabinet 149.50 245.00
Major RC 139.50 219.50
Major RC 139.50 219.50

ABCF Bowling 15.00 25.00
Action (Rev) 15.00 25.00
All American 10.00 15.00
American Beauty (Rev) 15.00 25.00
Arizona (Rev) 15.00 25.00
Ballyhoo 40.00 75.00
Baseball 79.50 105.00
Bermuda 135.00 150.00
Boomtown 125.00 150.00
Big Hit Single Play 15.00 25.00
Big Hit Multiple Play 21.00 35.00
Big Parade 15.00 25.00
Blonde 15.00 25.00
Bonnie 95.00 135.00
Bomberman (Rev) 15.00 25.00
Bolleo Way 15.00 25.00
Boomtown 20.00 25.00
Bowling League 65.00 75.00
Brazil (Rev) 20.00 25.00
Brick 20.00 25.00
Bubbles 29.75 35.00
Build Up 125.00 150.00
Capt. Kidd 15.00 25.00
Carnival 35.00 50.00
Caruso 15.00 25.00
Cisky 20.00 35.00
Cinderella 149.50 189.00
Coney Island (Rev) 15.00 25.00
Commerce 15.00 25.00

ROCK-OLA (Con't)

1526 Bar Box 19.50 29.50
Dial a Tone 4.00 5.00
1886 Speaker 21.50 45.00
3615 Jr Colonel Rock 50.00 150.00

PACKARD

Pla Mor Wall & Bar Box 19.50 27.50
Metro 7 Phone 35.00 45.00
Hideaway Model 400 235.00 450.00
13 Bar Bracket 2.00 5.00
Commander 17.50 55.00
Cedar Adapter 30.00 55.00
Maple Adapter 46.50 50.00
Juniper Adapter 27.00 28.00
Emp Adapter 35.00 50.00
Amp Adapter 15.00 25.00
Ash Adapter 35.00 50.00
Orch Adapter 45.00 50.00
Iris Speaker 55.00 59.50

MILLS

Zephyr 35.00 55.00
Studio 35.00 50.00
Dance Master 25.00 35.00
Dance Master 25.00 35.00
De Re Mi 25.00 50.00
Panoram 125.00 185.00
Throne of Music 79.50 89.50
Empress 150.00 200.00
Panoram Adapter 180.50 200.00
Panoram 10 Wall Box 5.00 8.50
Panoram 10 Wall Box 5.00 8.50
Panoram 10 Wall Box 5.00 8.50
Conv. for Parlor Peak 10.00 150.00
Conv. for Parlor Peak 10.00 150.00
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BUCKLEY

Wall Box 2.00 5.00
Bar Box 15.00 25.00
Wall & Bar Box G. S. 3.00 5.00

AIREON

Super DeLuxe (76) 179.50 325.00

AM I

Hi-Boy (302) 165.50 295.00
Sing-A-Tower (48) 295.00 395.00
Streamliner 5, 10, 15 235.00 450.00
Top Flight Sing-A-Tower Singing Tows (301) 145.00 145.00

FREE PLAY PIN GAMES

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The Cash Box

Buckley

BUILDSThe Best

NEW CABI N ET ASSEMBLIES

FOR MILLS ES CALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
Cherry or Diamond Ornaments,
Mercury, Copper, Gold, Green,
Aluminum Grey, Chocolate, Surf Blue.

$50.00

- Complete new precision-cut light wood Cabinets expertly finished with perfect fit new aluminum casings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/3 or 3/4.
- 5c-10c-25c chrome Dacron-lithium or Coin Intake.
- Payseat Cups with anti-spoon Cups.
- 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 offering 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 quantity production.

The new Buckley Music Box is completely chrome plated, with beautiful red dial plates and attractively designed. The new track odds feature with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box equally popular for wall or bar installation.

$29.00

BUCKLEY TRACK ODDS has long been recognized as the most economical coin machine that would stand up month after month—year after year—and outshine all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.

4233 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

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

Reports From Wholesalers Tell Of Substantial Pick-Up. Demand For Top Used Equipment Best In Months.
Wholesalers Inventories Now At Lowest Ebb.

NEW YORK—The sale of used machines is once again booming, according to reports from distributors and jobbers throughout the entire country. Up to a few weeks ago it was generally admitted that used equipment was moving slowly, but then a spurt was noticed. Machines that had been stocked up on the floors of the wholesalers were being demanded by operators.

However, it was pointed out that the equipment was offered at bargain prices, which may have been the deciding factor. But, they state, the equipment was sold, and now there is a decided demand from operators for more and more of the better used machines.

One nationally known distributor reported that his floors have been cleaned of all types of used machines during the past three weeks. "It is clear that operators have a need for used machines to fit into their secondary spots" he stated "but up until the past few weeks the rates have been holding back from buying. Now the trend seems to be to clean up and bolster their routes with better used machines... machines that are me- chanically right and look good. And as far as the price they are paying, my equipment, while priced reasonably, is slightly higher than asked by other wholesalers, but my customers know that the equipment is in the best possible condition. Whatever the reason is for the spurt in buying, I don't know what it is. All I know that my machines are moving, and others in this city report similar happy conditions. As a matter of fact, I'm in the market to buy myself as I have orders to fill."

Another wholesaler explained that his sales of used machines have spurted, and tells us that the export market is very active. "In order to fill the export orders, and as a matter of fact, to satisfy my local trade who have also shown signs of coming to life, I have had to do considerable buying myself" he claims. "It is interesting to note" he continued "that during the past few weeks, other wholesalers whom I've contacted for used machines for my needs, tell me that they too have found sales improving considerably. I guess all the industry needs for a return to the usual activity is the slightest indication of optimism."

An Eastern distributor, who wholesales practical every type of coin operated equipment tells us that his shipping department has been working overtime to fill orders. "We had a rush of orders in the past few weeks" he stated "and in my opinion there's a combination of reasons. In the first place, we've expanded our advertising budget. Then, our salesmen on the road and on our sales floors have been working harder than have the officials of the company. One reason beyond these, is that we've been selling considerable equipment for resort and summer locations, and our export trade has increased."

1st Machine Ad Ever In Chinese

MANILA, PHILIPPINES—In order to stimulate play on coin operated amusement machines in this city, Bill Suter of Morcoin Company, Ltd., has inaugurated a series of newspaper ads directed at the general public.

One of the ads (shown above) is carried in a Chinese language paper, and Suter writes that the editor of the paper informed him that it was the first ad ever to appear in Chinese on coin operated equipment.

Morcoin Company is distributor for several American coin machine manufacturers, as well as the leading operator on the Islands.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Frank Hammond, Phila. Coinman, Dies

PHILADELPHIA, Pa. — Frank Hammond, well known coin machine personality of Philadelphia, died here suddenly on Tuesday, June 22 of a heart attack. He was 47 years.

Hammond had been closely associated with the music machine side of the business for many years, having organized the music operators of that area into the present association. He served as the first manager of the association. Branching out from Philadelphia, Hammond was the moving spirit in bringing together the operators of Eastern Pennsylvania into one organization. Some of the areas brought in were Camden, N. J., Harrisburg, Allentown, and Reading, Pa.

After leaving the association, Hammond was connected with Sol Hoffman's Tri-State Music Company of Harrisburg; Sam Taras' Mayflower Novelty Company of Philadelphia; Sam Stern's Scott-Croese Company, Philadelphia; and finally went into business for himself, forming a partnership with Fred Stum, joinging equipment in Philadelphia. In between his connection with Mayflower and Scott-Croese, Hammond served his country in the United States Army for the duration.

He left two brothers and his mother. Burial was Friday, June 25.

NEW ORLEANS, L.A.—Louisiana Senate Bill No. 301, passed by the Louisiana Senate on June 21, is being watched very carefully by coinmen here, as they consider it to be of vital importance in the conduct of their business.

This bill proposes to amend Act 212 of 1938 (as amended by Act 205 of 1940). Act 212 of 1938 authorizes parishes and municipalities of more than 300,000 in population to levy license taxes on games of skill and chance and similar mechanical devices. The present law provides that the proceeds thereof be used by the city for relief purposes. While House Bill No. 105, pending in the Louisiana legislature, Senate Bill No. 301 was introduced, proposing that Act 212 of 1938 be repealed, thus rescinding the authority of cities over 300,000 to impose coin machine taxes.

Senate Bill No. 301 was referred to the Affairs of the City of New Orleans Committee where it was amended. In effect, the amendment provides that cities over 300,000 shall continue to have the power to impose coin machine taxes. The recent amendment makes only minor changes in the original 1938 Act as it now exists. Whereas the proceeds under the original Act were limited to relief purposes, new the city may impose coin machine taxes for "public and quasi-public charitable institutions in the parish or municipality," the funds to be controlled by the parish or municipal director of Public Welfare.

Senate Bill No. 301 now goes to the House for its consideration. If this bill becomes law, the City of New Orleans will continue to have the power to improve coin machine taxes independent of the state tax.

Sections 2 of the House Bill No. 105, approved June 7, providing that "No parochial or municipal corporation or other subdivision shall have authority to levy any tax imposed by this section" apparently would not be controlling.
FABULOUS AMazing ALI-BABA

All the Features that Make Gottlieb Games Profitable

Plus PROGRESSIVE BUILD-UP BUMPERS!
Most sensational idea since our widelyimitated Original Flipper Bumpers!

Plus HOLD-OVER BONUS
Terrific Play Incentive!

CONTACT YOUR DISTRIBUTOR AT ONCE!

GAUGED PRODUCTION
AND
CONTROLLED DISTRIBUTION
PROTECT YOUR INVESTMENT!

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

Millions Of New Dimes In N. Y.
Ops Urged To Take Advantage Of Condition

NEW YORK CITY—With July 1st only days away, the city is beginning to see brand new ten-cent pieces. July 1st is the date when the subway systems change over from five cents a ride to ten cents.

Anticipating a terrible demand for additional dimes, the mint has shipped 20,000,000 into the city. The retail outlets—department stores, chain cigar stores, chain drug stores, and other large organizations dealing directly with the public, have agreed to cooperate with city officials in circulating the coins. Change from any coin of larger denomination, or paper money is being doled out in brand new dimes. New Yorkers are practically “dime heavy.”

In checking personally, we found that of the change in a man’s pocket today, the percentage of dimes to any other coin is two to three to one.

With these conditions prevalent, operators of coin machines can use it to their advantage. The 10c play, either 1 or 2 for 10c; 5 or 6 for 25c; and, should be exploited. This is a great opportunity for music machine operators in particular, and shouldn’t be passed up.

Music operators all over, but New York in particular, should study the item on the inside front cover of this issue, and the accompanying card. Juke box play can be stimulated by the proper exploitation of the equipment, and with the current situation whereby dimes are flooding the city, operators can secure their share of them, plus volume play of quarters.

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

...because of continued, popular demand and beginning with this issue the

"C. M. I. BLUE BOOK"

("The Confidential Price Lists")

...is incorporated into and becomes an integral part of each week's issue of

THE CASH BOX

★

SUBSCRIPTION PRICE RETURNS TO

$15.00

PER YEAR

★

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
PUT YOUR MONEY ON A PROVEN WINNER!

Williams

YANKS

Operators' Demands Force Us To Continue Production Indefinitely!

ORDER FROM YOUR DISTRIBUTOR NOW!

N. Y. Union "Picketing" Case Returned To Magistrate's Court After Reversal by Court of Appeals

Hearings To Start June 28

NEW YORK — The recent case "People against Fred Minna, is not fully concluded. This is the case of a union picket who was convicted of disorderly conduct by a Magistrate's decision, and then was reversed by Special Sessions of the Court of Appeals. The matter was ordered for a new trial in the Magistrate's court, and is now scheduled for Monday, June 28.

In reversing the original conviction of the Magistrate's court, a majority of the Court of Appeals stated: "In the opinion of the majority of the Court, peaceful picketing directed to the Complainant's machine by a union because it is not serviced by a member of the union would not be unlawful. This would seem to be so even though the Complainant claims to service the machine himself. ... If there is a legitimate grievance, the attention of the public may be called to it in a peaceful manner in the exercise of the right of free speech."

In returning the case to the Magistrate's court, the Court of Appeals wrote "Ordinarily our reversal would be accompanied by a dismissal of the complaint. However, in this instance, a new trial should be had where the facts concerning the servicing of the machine and other branches of the case may be fully developed so as to present an accurate and complete picture of the factual situation to which the law may be applied. Accordingly, the judgment is reversed and a new trial ordered."

The decision of the Special Sessions court, while reversing the Magistrate, is not too clear. The attorney for the Union, Sidney Levin, points out the reason for the new trial is not to determine the point of law regarding the "right of peaceful picketing" by the Union, but to review the facts on whether the picket was "disorderly" by making false statements to customers who were patronizing the location.

Others in the trade state that in their opinion the case will be completely reviewed to determine the facts as ordered by the Court of Appeals in its decision as quoted above.

However, the fact remains that the case must be tried once again in the Magistrate's court on June 28, and any decision may be forthcoming.

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

NEW YORK—The Videograph Corporation, this city, announced this past week that production was being boosted and that, within a few weeks, they believe they will reach a new production mark. The firm has been well under way for sometime, according to Lou Per- man, president, but were stymied from getting into volume production because of scarcity of tubes and other component parts. This, it now seems has been somewhat overcome and deliveries are coming through to the firm much better than expected.

It deliveries of components continue at the present pace", Perman reports, "we believe that within a few short weeks, we shall be able to satisfy all demand for 'Videograph' units and", he continued, "we can report at this time that demand has continued unabated since the first an- nouncements we made regarding our 'Videograph' machine."

"Videograph" features an Emerson television receiver in combination with a juke box mechanism. Collection re- ports from test location are exceeding any statements yet made by the firm.

Distributors are being appointed to handle territories at TV stations come into being as new cities throughout the country. In cities where television is now operating demand for the ma- chines has continued with the firm working hard to meet all requests for delivery.

Perman also stated, "we shall be in better position to now appoint more distributors for 'Videograph', especially in territories where tele- vision is just entering the field, be- cause of our production increase."

Business Opportunity

CLASSIFIED ADVERTISING SECTION offers you the opportunity to list what- ever equipment, merchandise, parts or supplies you want to sell or trade at an economical price in the one publication that really gives you action. Rate: $c per word (Count all copy, name and address. Minimum ad $1.00) ALL ADS—CASH WITH ORDER.

Write or type your ad out below and mail to:
CLASSIFIED ADVERTISING DEPT.
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!
Price are bouncing around like rubber balls... one well known op tells me that on his last "shopping expedition" among the Windy City's distrub and jobbers... he was quoted five different prices for the same machine with the same features. He could get one for $150, another for $175, and would be offered $200 for the same machine. He said he'd been told the lowest price quoted and it'll meet it... Anyway, it means that the ops are getting better breaks (and better service) for the equipment they need. With take reported going up... with the new, seeking new machines to replace some of the old junkers they have... this offers us an unusually good opportunity for the average op to get the new equipment... but fast, while the low prices are in effect for advice is that used machine prices are slowly wending their way upward as demand increases throut the country.

Over at Bally Mfg. Co. there was plenty of good action this past week. Bally's "Rancho" pinball—one swell hit and the belief is that the firm's next one will come up with a "new rush." In the meantime Bill O'Donnell, intrepid sales manager, head lugs all around town, selling and balancing the deal that the "Triple Bell" has now been in constant production for two years... which is a production record... and, as per usual, George (The "G") Jenkins is in their phlegm thru the line for some sweet orders on Bally's products... and Tommy Callaghan, Dapper Daniel, is still carrying something that looks like anything but a craptipe—and that's hard to imagine on Tommy. Recent visitors around the Bally plant included Louis Bosberg of New Orleans who swears and swears he wouldn't be buckin' those big time football games come the playoffs... and, the claim is that Louis will be in there after the season gets under way because he knows much more about football to disregard this great sport.

Herman Paster of Mayflower Distrib. St. Paul, in this past week and visiting around with his mfrs to see what he can bring back to the boys in Minneapolis and the world... you can imagine how this puts pressure on the other two Samuels, of course, being Wollberg and Gensberg, who guide the destinies of this organization which, by the way, is publity busy with their newest dicker, "Spinball."... Frank Bannister of Bannister Distrib. Indianapolis, around town and talking up the fact that "things are getting better and better"... a little more of this same type of optimism (or Couesiam) whichever you prefer, would help lots in the coiniz... Joe Ash of Active Amusement, Philadelphia, one of our regular commentators, also around this man's town and talking about thia and while learning what the mfrs will have for his beautiful big showrooms and offices in the Queen of Cities, said: "The Repubs are in his town because he's a Democrat? Is that it, Joseph?"

Billy DeSelm is one guy who just can't be pinned down for a minute these days... Billy is eagerly looking forward to the opening of the big new United plant on California and Roscoe and wants to get into that brand new, big office which he wants to get all shined up and pretty looking for visitors. Which reminds us that Herb Oettinger has now decided that maybe he wouldn't be so bad off if he wouldn't have let them cover up that tremendous cave the construction gang dug. He could use that for his "private" office. Just imagine bending over to yell to Herb, ten feet down in the ground. "Hey, Oettinger, someone's here to see you." Dr. Watsam of Cedar Rapids, Ill., was around our town... bumped into him over at Buckley Mfg. Co. where he was checking over the new equipment... especially interested in that new bell which features a new kind of play with new type symbols... Sam Tidlico and Bob Buckley of Console Distrib. Co., New Orleans, also around town this past week and telling all and sundry about their new big repair shop, offices and showrooms at 4540 Metairie Rd. in Jefferson Parish, where the boys carry a stock for all the ops in the New Orleans area and have some very enticing dealers, mostly from the West Coast, who come in to see what the locals are doing. The boys also have Sammy and... Bob and Sam... here's wishing you lots and lots of luck in your new quarters.

Monte West, AMI's well known (and well liked) sales engineer is down in the deep south (and will probably come back talking with a broad "A") for a long time. He reports that he is doing well out of the Memphis market and will be traveling even further South all the way down to Nick Carabajal's Crown Novelty Co. in New Orleans to teach mechanics in that well known town all the whys and wherefores of the AMI Models "A" and "B"... Monte doesn't expect to see the Windy City until sometime in July... Art Weinand

of Rock-Ola on his way to the West Coast to see what makes the Magic-Glo phonos sell so well out where the Pacific rolls placidly along... Art advises that sales from the West have been on the upsweep for some months now and that a repeat of the last tour of the U. S. S. Ben Par and some of the others pulling away hard all day for Rock-Ola products. Art, too, doesn't expect to return until sometime in July... so it looks like the phonos people here will be on the road! punching away dur- ing that month.

Harry Williams of Williams Mfg. Co. still out in California noting what's what and meeting with his Dad, Bill Williams, who has been hewing like mad for more and more "Yanks"... and "Street" Moore of Williams leaves the factory, too... He's on his way to visit with George Prock down in Dallas, Tex. and discuss thisa and thatha about Williams' plans... so Sammey Stern is "on the job" now keeping his nose pinned right down to the grindstone and trying to satisfy all the requests he's been getting for more "Yanks." "It seems," Sam says, "like we'll never stop makin' 'em." (Is that bad?)... This year, just last week, some of the factories are planning to shut down for the usual two weeks vacation period... O. D. Jennings & Co. already advise that their plant will be closed for the two week's week right after July 4. Excess will be on hand, tho, to handle all his details and office people will also probably be around... this is a money saving ideas which meets with approval of all the nation's leading industrialists for it doesn't keep their labor force too thinly spread out over the summer months.

Of interest to all music ops is the report we received from one down state who tested The Cash Box "Volume Play Promotion Plan" and who reported back that the 6 plays for 25c idea clicked so well, he's planning on swinging over all of his machines to "volume play" and, in the meantime, wants The Cash Box cards to come to him for all of his spots each and every week...which makes us at The Cash Box here feel swell...and which should make more and more music ops feel better when they, too, note the returns after they make a test.

Grant Shay over at Bell-O-Matic Corp. is planning a very special camapign which will be breaking very soon and which should be of good interest to all bell users... in fact, at this time, Bell-O-Matic is among the very busiest of all the firms in this man's town with orders keeping acomin' in regularly... Tried to get in touch with Dave and Lou Gensberg over at Genco this past week, but, just my luck, all the Gensburgs out to lunch and wasn't able to contact them. Ops I met at the factory advise that Genco's last three games were all "great"... which is something for any manufacturer to be very proud of.

George Glassgold, N. Y. attorney in town this past week, and reported to have come and gone before we could catch hold of him. From what we hear, Counsellor Glassgold did one fightin' job in Nee Yawk in an attempt to get the N. Y. City's law not to vote that ban bill into effect... We're also given to understand that he's far from licked... with a new angle or two already in the works... Was that a "Videograph" machine we saw in a downtown spot? If it is, seems like coin operated television will become a normal thing, sooner than later and for the coin collector... "Videograph" may be the answer... Joe Beck seen around our town, but, couldn't get hold of him to ask him "what about it?"... Was that Woof Solomon of Columbus we saw on Randolph Street the other eve?... Hear that M. S. (Bill) Wolf of L. A. is expected in town any minute now... "Doc" Eaton and his B. W. looking for an apt. in Chi... if you know of one contact the Eaton's... Didn't see Sol Gottlieb around for a while. Where you been, Sol? But, with their grand game, "Ole King Cole," and the usual orders, and with Dave Gottlieb's announcement of the continuation of Gauged Production the factory must be a rather busy place, with Dave, Nate and Sol working harder than ever... Dave Wallach of Marvel Mfg. Co. reports some interesting plans. We'll be waiting, David... What's happenin' to Ray Rich? Did they "drown" him on his last tour in the U.S.S. A. and Irene? Or did they? We hear Art Garvey gave up playing "gin" with Ben Becker because Art has been winning with such regularity it was like taking candy from a baby.

www.americanradiohistory.com
EASTERN FLASHES

With the City Council bill banning pin games passed by the Board of Estimate, and now awaiting the Mayor's signature to make it law, columnists are already wondering what will happen to the pin players. Since the bill must be a waiting period of ten days to two weeks before the Mayor can sign it, it is believed that the signature is already affixed, but is being withheld for the legal time period. As mentioned many times in previous issues, the only recourse for the trade to engage in a court battle in an effort to have the bill declared as a violation of their constitutional rights.

Meanwhile the Supreme Court injunction proceedings go on. The hearings are in the second week, and no one knows how long it will continue. Tentative plans have been worked out for a meeting of the City Council hearings recently was picked up by the Assistant Corporation Counsel at the injunction hearings while Holtzman was appearing as a witness and as reported by the Appeal. He has informed the Council that his firm would not be asked to go to New York City, as he was away on a long boat trip, it is believed that the signature is already affixed, but is being withheld for the legal time period.

The heavyweight championship fight between Louis and Wolcott brought a large number of coinmen into the city. Scheduled for Wednesday, June 23rd, it is estimated that 40,000 fans had identified the important matchmaking event.

A short item appeared in the press this week stating that the Brooklyn police were going to smash seized equipment on Wednesday, June 23rd. Among the items listed were vending machines (the italics are ours)-Ben Becker, Ben Becker Sales Company (Daily Bungalow representative) leaves for Chicago this week-end. It sounded to us like he intended to spend his time in the Windy City on business, but one of his buddies tells he's going for the sole purpose of seeing Art Garvey (not physically—no one in his right mind would try that) in a few sessions of "Gin." And, you mid-western clothes bountry note these Becker company distributers (Rock-Ola distributor) does a redecoring job on his beautiful Newark, N.J. offices and showrooms. Dave circulates the trade, announcing that his firm is in action, with his doors wide open for the operators to visit him for bargains. He tells us that he's taken his coat off, rolled his sleeves up, and is ready for any type of work. Like the old days, oh Dave?

Barney (Shug) Sugarman, Ruyon Sales Company, returned from his second raid trip (this one to Connecticut) and brings back the same good news—plenty of orders for AMI Model "B." Sury had to stay in town this week-end, working on a large order for a New York company, and most of them to see the fights. And while here, visited Ruyon's office. Abe Green, the Ruyon Newark, N.J., head, comes in to see the visitors. Morris Roid, telling Barney how much he liked the expedition, said, "I've been waiting for a few sessions of "Gin," and, you mid-western clothes bountry note these Becker company distributers (Rock-Ola distributor) does a redecoring job on his beautiful Newark, N.J. offices and showrooms. Dave circulates the trade, announcing that his firm is in action, with his doors wide open for the operators to visit him for bargains. He tells us that he's taken his coat off, rolled his sleeves up, and is ready for any type of work. Like the old days, oh Dave?

Subway fares in New York City go to 10c on July 1, and all the large retail outlets, such as department stores, chain drug and cigar stores have loaded up with thousands of the new dimes. It looks like the dime will be the big news later July 1. This is the opportunity for music and newspaper sales to cash in on this condition. Make sure you look at the card enclosed with this issue that will promote more dime and quarter play. As one operator who tested the card secretly, writes from Florida, "I've tried the card, and now I'm counting quarters"...DeWitt (Doc) Eaton, pays a visit to the big city, and makes it his business to say "hello" to all along coinrow...H. F. (Denney) Dennison, just back from the sands of Miami Beach, Fla., and looks it. A dear, Covington, La. swimming in the beautiful clear waters of the Rouge River. And a half dozen other activities kept everyone busy all day...There were chickens, goats, hot dogs, chili, and cokes among other things. Nobody seems to care...Bally's new pin game "Rancho" with the revolving turret is fascinating the crowds at the Penny Arcade on Canal Street.

NEW ORLEANS

Louis Boasberg, New Orleans Novelty Company, is being complimented for his recent coup in getting permission to install pin games in the Walgreen chain of drug stores here. Louisa thinks that it will help all in the trade and that it will gain more of their prestige...All the locations for the New Orleans Novelty Company machines...Several coinmen made the trip to Chicago for the Sugar Ray Robinson versus Kennedy Dossouens fight, but it was postoned several times. Some of them returned, without seeing the fight, but did have the opportunity to visit the factories.

Nick Carbajal of Crown Novelty Company seen sporting a new '48 Buick. Between breaking in the new car, and taking time off to go fishing with his fishing Coon, Bogue, which has proven very popular here. The company's new president, George Doucet, is located on July 18. The Music Guild of America, music operators association, moves to 100 Astor St., Newark, N.J., July 1. Sam Walder and Ed Levey, officials, will have larger quarters to conduct the association business.

Jack Rubin, well known coinman here, expects to take a slow drive out to the West Coast, starting out around the 1st of July. Jack will combine the trip as a vacation and business arrangement...Jack Semel, one of the better card players in the industry, gave a corresponding some real professional high stakes. We've tried to the Magic Artist opportunity was given to Glassgold, coin machine attorney, in Chicago...Joe Ash, Active Amusement Machines Company, Philadelphia, Pa., also went on the Windy City. Seems to us that Joe was practically a success was Teddy Soddle, Binder & Meyer...tells us he has a parlay on the Zale-Graziano and Louis-Wodcott fights, with his parlay on the underdog in both. He's already ahead on the Zale winner, and now's pressing for Wodcott.

Bob Buckingham and Sam Tridico, Console Distributing Company, report that they are wonderful pleased with the acceptance of their new office and shop located at 3425 Metairie Road, Jefferson Parish. It is the biggest of all their shops. They have an entire floor devoted to the display of Buckingham's "Crazy-Croon" and the new bells. In addition the shop is said to be equipped to repair anything with a coin chute...Jimmy Kell, originally from N.O. Orleans, and now a resident of Florida returns for a visit and seen lunching with Bob Buckingham, Sam Tridico and Dave Martin...Curly Maloney, one of the coinmen who went to Chicago for the fights, stayed on patiently waiting for them to get going.

Dixie Coin Machine Company supplied the pin game, Chicago's "Changhali," the title of the in the Windy City this week. The pin game in the picture was specially constructed and really does some neat tricks...Paul Piccard, Joe Mitchell, Jack Singleton, Nick Carbaia, Al Morgan, Alfred Holt, Paul Danove, Adrian Martin and Joe Ben Jones seen lack their fingers after a Southern Fried Chicken dinner at De Latour's Chicken Inn at the lake front...Visitors at the Dixie Coin Machine Company were Pauline Scottie of La Rose, La., Emil Kall of McComb, La., Earl Johns of Earl's Novelty Co., Crowley, La., Paul Sherbelle, Jeanette La., and Viel Devillier of Monroe, La.

The employees of the New Orleans Novelty Company, their families and friends have the time of their lives at a picnic and outing at Bogalaya Falls Park. The picnic is at the very popular Park of the Bogalaya River, and a half dozen other activities kept everyone busy all day. There were chickens, goats, hot dogs, chili, and cokes among other things. Nobody seems to care...Bally's new pin game "Rancho" with the revolving turret is fascinating the crowds at the Penny Arcade on Canal Street.
And this... The boys who are good at waiting contend that while there's suspense there's hope.... The impatient lads would rather have the axe at once—if there's going to be an axe at all. For the 17 appeal on the rollover order, on which the Appellate Court is still mulling its decision.... Opinions of spectators and interested parties regarding the decision are divided. One group feels that Justice and the other group feels that their attorneys were too far outweighed when they went into court but still feel they are right.... Others claim that the attorneys didn't do as well as they might have done.... One thing most of the commentators on Coin Row seem to have overlooked is that legal action one that can't be entirely judged by the blows struck and the speeches made.

There's a whole lot behind the scene action which often is the deciding factor....such as legal precedent, the court's outlook on a particular issue, the lawyers' standing with the court, etc.... While furiously chewing on their own fate, the local gentry extend regrets and sympathy to their brethren in New York, who are struggling.... Bill Williams has locked up the small channel seems to be the channel of the anti-amusement game element.... We would like to report that the intention of the Industry in New York to fight it out is winning sympathy here in this too.... Several top Genetours out a few we talked to this week are considering carrying their case to the State Supreme Court, if need be.... That sounds like sound tactics to us.... once they have seen the tendency to the anti-amusement game and other amusement game.... Ran into Art Crane at Badger Sales Co. and the General Manager told us he was off the same day on an extensive junket and sales tour of Phoenix, Tucson, Denver, Salt Lake City, San Francisco and back to Los Angeles, showing off the wonders of Geno's latest 5-ball, "Merry Woman," the new game, complete with something different in the kickout box. ... Described by Art as packing more action than "Mardi Gras".... It'll be available locally in a few weeks.... W. R. Haplen, Jr., of Badge Co., also got a few words in saying the Kenney electromechanical machine and saying that the double weekly shipment of 20 is still far short of ope's demand.

Meanwhile, the town's game men are making the most of the shuffleboard trade.... Audrey Stember talked up the new "Catalina" boards, regular and 8 ft, rebound, to us.... Claims they're the "thickest thing yet" and, as factory district, he should know.... Game's made right here in L. A. and comes with or without electric scoreboard and coin operated or remote control.... There's no doubt that districts, ope's and locations owners are determined to adapt the shuffleboard so that they offer as much attraction and control as possible for California's other amusement game.... Ran into Art Crane at Badger Sales Co. and the General Manager told us he was off the same day on an extensive junket and sales tour of Phoenix, Tucson, Denver, Salt Lake City, San Francisco and back to Los Angeles, showing off the wonders of Geno's latest 5-ball, "Merry Woman," the new game, complete with something different in the kickout box. ... Described by Art as packing more action than "Mardi Gras".... It'll be available locally in a few weeks.... W. R. Haplen, Jr., of Badge Co., also got a few words in saying the Kenney electromechanical machine and saying that the double weekly shipment of 20 is still far short of ope's demand.

Paul Laymon proudly demonstrated Bally's new "Ranchico" 5-ball, with its "Pinball Trippler".... Bally's Deluxe Bowler also gracing his floor. Bill Wolf of M. S. Wolf up to San Diego for a short one and we had to take a rain check on that lunch date till next week.... Arnold Micon in at Pacific Coast with his "Jr. Pinball"....... Bill Williams was locked up when we dropped by and we could only assume that he was hustling "Yanks," although there was nary a one on his show room floor.... This was Lady's Day with us (and that bad!).... At Automatic Games we talked a few touches with charming Lynn Tobias, talking about the "good old days" up in San Francisco, where we both put in some time in the entertainment biz.... Her present bosses, Dennis Jackson and Sammie Pom, are getting pretty fancy, with an infield floor, and paralyzed ceiling and colored wood interior for their office.... Lynn kibitzed that, first thing you know, you'd have to knock before entering.... Caught Jack Simon almost ready to take off for Vegas on business trip (wife included).... He told us Chi Coin's "Spinball" spun right out as fast as they arrived and Jack Ryan will be waiting at the door for that new shipment.... Jack (Simon) reports Phil Robinson now out of the business and looking to sell off that P'Naii Jr'8th Convention.... Speaking of conventions, many of the local lads are hoping that Govt. Earl Warren doesn't emerge as the "dark horse" candidate or settle for the vice-presidential slot. The one thing everyone's tired of is being a Democrat.... They just figure he should stick around as California's governor since they credit him with giving the amusement industry a fairly shake.

Dropped in at long last on the Clark Distributing Co. and had a nice chat with E. F. McF. Clinton, vice-president in the firm's sumptuous new quarters at Washington and Western.... Admired the whirlwind of its eye-catching show room and impressed with its fine tone and handy flipper program changer.... Seen around the Row this week: Bob Chacon from Los Angeles; J. F. Schultheis, manager of H. E. White, with his gun. One of the distributors and operators feel that their attorneys were too far outweighed when they went into court but still feel they are right.... Others claim that the attorneys didn't do as well as they might have done.... One thing most of the commentators on Coin Row seem to have overlooked is that legal action one that can't be entirely judged by the blows struck and the speeches made.

MINNEAPOLIS

The South Dakota quarterly meeting took place at Aberdeen, South Dakota, at the Sherman Hotel, June 20, 21, and 22nd. The Twin Cities distributors had their representatives attend this meeting. Discussions during the meeting were the question of legality of music being operated in local places. The case still hasn't been taken to court.

Roy Foster and his son, of Sioux Falls, South Dakota, in Minneapolis for several days on a buying trip, calling on distributors in the Twin Cities area. ...FredFixeld and his son, of Pembina, North Dakota spent a few days in Minneapolis, Fred, giving his son a nice little vacation.... Al Roes and son of Watertown, South Dakota, in Minneapolis for several days visiting Al Roes's parents who live in Minneapolis, while his son enjoys a vacation with his grandfather. They seem like it was "Fathers and Sons Day" in Minneapolis the past week.

The Hy-G Music Company enjoyed a fine turn-out at their open house last June 9. Beautiful floral bouquets were sent to the Hy-G Music Company from the Wasting Manufacturing Company, Chicago; the Gottlieb Company, Chicago; and Chieko Coin Company, Chicago. Refreshments were served all day long. Roses were given to the ladies that attended the open house. It was a very successful party.

Ozio Truittman of the Bush Distributing Company, Miami Florida arrived in Minneapolis last week, winding up final business and will return July 1st.... Mrs. Oscar Sundon of Montevideo, Minnesota, left for New York City on June 1st. She was in Minneapolis visiting her family for the care of the business.... D. K. Carter, Minneapolis, left for Woodin, Minnesota, to visit his folks for a few days.... Herman Warn of Salem, South Dakota, visited his folks in South Dakota. Mrs. Warn enjoyed herself immensely, making the rounds of Minneapolis Department Stores.

Herman Pastor of the Mayflower Distributing Company, St. Paul, Minnesota, in Chicago for several days on business.... Sam Taran, former Wurlitzer Distributor of Miami, in Minneapolis to make his contribution to the show business.... Floyd Fields of St. Cloud, Minnesota, spent a few hours in Minneapolis calling on a few distributors.... Ray Thozen and his son, Don of Tracy, Minnesota, enjoy a few hours in Minneapolis, visiting friends.
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