"OUR WURLITZER 1100s ARE AVERAGING $8.00 PER WEEK MORE THAN OUR FORMER BEST PAYING PHONOGRAPHs"

IRENE WALTERS, I & W Amusement Co.

"...AND, WHAT'S MORE, EACH 1100 IS SAVING US $4.00 PER WEEK ON RECORDS AND SERVICE"

W. P. WALTERS, I & W Amusement Co.

NO WONDER Irene and W. P. Walters, of the I & W Amusement Co., Louisville, Kentucky, say that they are so satisfied with their Wurlitzer 1100s that they hope to replace all the other phonographs on their route with this sensational new model.

Only New Wurlitzers have the famous Zenith Cobra Tone Arm and "Quick-As-A-Flash" replacement units that make possible earnings and savings never approached by any other commercial phonograph.

Mr. and Mrs. Walters say, "The Cobra Tone Arm has cut our record cost at least half. The tone quality of this tone arm is excellent."

Their last statement is important. Thanks to the Zenith Cobra Tone Arm, records sound as good after 1,000 plays as they did the first time—can be played upwards of 2,000 times with only 5% loss of fidelity.

You, too, can make more money by replacing your old phonographs that take in too little—cost too much to service. Trade them in for Wurlitzer 1100s. Pep up your route with Wurlitzer 1100s in your top spots—and a better paying phonograph than the one it replaced in every other location. The Rudolph Wurlitzer Company, North Tonawanda, New York.

Ask your Wurlitzer Distributor about GENEROUS TRADE-IN ALLOWANCES on your old phonographs EASY TERMS ON WURLITZER 1100s
Business-wise operators know one sure way to make any location pay. When you install a CORONET, you get the finest automatic phonograph made. The performance is perfect...the price is 495...and the proof is in the profits. So find out about CORONET today! Contact your Aireon representative...or the factory direct...for complete information.

The World's Finest Phonograph Equipment ...at the World's Lowest Prices
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.

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COUPONENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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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, $45 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 allied to automatic coin operated amusement 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 machine industry as well as all financial, banks and other financial institutions expressly interested in the financing of coin operated equipment 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 on all new 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

Quietly, while others seek the "big deals," certain ops have been going ahead, building up business which are proving among the most profitable in the country. Most interesting is the fact that so little is heard about them. They never canvass. But, they do take immediate advantage of every opportunity. Take the skee-ball games which are now appearing on locations. More coin men should give more time and thought to what they can do. The end of the rainbow, in most cases, is right in the operator's own backyard.

On Thursday morning, July 1, people awoke in both New York City and across the Hudson in New Jersey, to what "indu-lation" means. In New York all subway turnstiles (over 3,000 of them) that morn-ing featured "dime" chutes. In New Jersey cigarettes had jumped 8¢ per pack. The coin machine business is among the very, very few that hasn't yet kicked up its price to the public. Why not a public relations campaign on this fact?

Used machine sales continue to spiral upward. While salesmen report they are finding it difficult to obtain the equipment they need. And yet, only a very short time ago, wholesalers were saying, "You can't give 'em away," Proving, once again, a little harder and more intensive effort, plus keen concentration and intense merchandising will point the correct way out.

Inclusion of the "C. M. I. Blue Book" (The Confidential Price Lists) in each issue has made a very interesting effort. Already many words of commendation have been received on this move. As one well known coinman advises, "Can attribute first sales jump we've enjoyed directly to open publication of the 'C. M. I. Blue Book.'"

No other idea ever presented has clicked as well as the "volume play" plan. Those who made the original 6 for 50c play tests are now among the most enthusiastic of the music ops and are, in the majority of cases, switching all their machines to 6 for 50c. The new "volume play promotion cards," originated and created by The Cash Box for these firsts, are even used in the tests, are helping to boost collections by bringing in more and still more quarts into the machines. The cost of only 50c per week per jukebox, as one of these men advises, "No music machine can afford not to feature The Cash Box cards."

Regardless of "advertized" high prices, the psyche of the trade remains. The changing made between wholesalers and ops are among the best the trade has ever known. And if some of the noted columns and radio commentators are correct in their predictions about the general world situation, all of the nation to make sure that they are well insured, to ensure themselves the equipment they will need, should be arranging for deals with them. It's better to "have on hand" than to have to "seek." Especially when a sudden switch for some of the larger manufacturers in the field cuts coin machine production to "absolute minimum." Don't get caught short this time.

Full column report in the said New York Times (Sun., July 5) the fact that world famous Macy's department store was now in process of giving and doing all for the customer and had appointed impor-tant executives to this task. Competition is getting keener by the second and this progressive organization was anticipating the time when it would again have to put up a real battle for the public's budgeted spending dollars. In short, this and other famed firms, are going back to a slogan which was a prewar byword, "The customer is always right." (Reread the editorial which appeared in last week's (July 3) issue of The Cash Box which is the operator's "player," which covers this subject most thoroughly for this industry. Here's a truly great editorial on an operator, of, about, and for operators.)
VOLUME PLAY CARDS BOOM
JUKE BOX COLLECTIONS


NEW YORK—Word continues to spread rapidly throughout the entire automatic music industry of the success being enjoyed by those music operators who are now featuring the Cash Box "Volume Play Promotion Cards." Especially from those sections where the original tests were made, have orders for these cards continued to pour in.

It is because of the great success which was enjoyed throughout the tests, and the fact that these ops now want to receive the Cash Box "Volume Play Promotion Cards" each week, that this publication has been able to make these cards available to all music ops everywhere in the country at an extremely low price.

Tests proved that for the cost of only 5c per week per machine ops upped their average better than 20%.

The majority of the operators used the 6 for 25c card. This "big bargain," which is now being offered the public because of the "volume play plan" presented by the Cash Box thru its editorials, has been clicking tremendously.

In addition, as explained in the many editorials on "volume play" which appeared in the Cash Box, duplication of play actually brings this down to 3 or 4 plays for 25c.

In short, because of the use of the Cash Box "Volume Play Promotion Cards" players have been picking practically the same tunes. Therefore, the ops have been getting the overplay advantage on all phonos.

The "volume play plan" is based on obtaining more "quarters" in every phonol collection. The "nickel" coin chute can remain as it is. The "ten cent" chute also remains. But, the big push is put behind getting 25c coins. This ups the collection average for juke box ops.

One noted juke box operator wrote the Cash Box, "We adopted your idea by changing over to 6 plays for 25c and featuring this on the front glass of the phonol. We have increased our collections by over 20% to date with more "quarters" in the cash box than we ever before enjoyed."

He also writes, "But, since you sent us your "volume play promotion cards" to test here, can tell you that we are getting still more and more "quarters." These cards are the greatest play stimulator we have ever heard of or ever used. They are absolutely terrific. We want you to continue to send us these every week."

It was because of tests like this which the Cash Box quietly conducted thru some of the best known juke box ops in the nation, and in different parts of the country, that it is now able to present to all operators the Cash Box "Volume Play Promotion Cards" at the cost of only 5c per week per machine.

The card, as it appears in this issue, features one side 6 for 25c play and on the other side, 5 for 25c play. It isn't necessary to close up the 5c coin chute for ops who feature this card in the front glass of their phonos.

The card drives hard with direct-point-of-sale-advertising-promotion to get the players to insert "dimes" and "quarters"—even tho the "nickel" chute iswide open to continued play.

But, as reported last issue, and again reported this issue, the majority of the ops are featuring the 6 for 25c play action which they have found to be a tremendous play stimulator and brought more "quarters" into their machines than any other system ever devised.

The great success of the "volume play plan" is due to the fact that the public is enjoying the music in a jukebox by a simple substitution of a card. The new cards were received and inserted in about 200 jukeboxes in one week.

Here, then, the juke box operator can offer the public an unusually fine bargain in popular songs by inserting a "quarter"—and the majority of the public will grab the bargain.

Then, again, the trade must remember that the time has come when "play promotion" is of utmost importance. It is good merchandising. It means the difference between profit and loss. And "volume play" brings ops profits, bigger profits than they have ever formerly enjoyed.

Many ops plan to use the Cash Box "Volume Play Promotion Cards" on tables and in booths in their locations. These men will have only one side of the card printed with whatever system they want to feature so as to use them through the location as well as place them inside the front glass of their phonos.

A western juke box op, who was also one of the original music ops who made the test for the Cash Box writes, "Never saw anything like it. This card took hold immediately. We used the 6 for 25c side and changed over our equipment.

"We never before enjoyed so many quarters in our collections. The storekeepers, too, were pleased. They now want us to have cards tucked up in all booths and some want them to be stapled onto the menu at all the tables."

"Looks to me like this is going to be what the juke box op needs to save his business."

"We want to compliment you and ask you, regardless of what the price is, to please continue to send the cards each week with the new tunes on them. Your system for rating the tunes and the dateline is very good. Keep up the good work. All music ops will learn that the Cash Box is out there working for them when you present this plan nationally."

The cost to the operators for obtaining better play action, for boosting their take, is but 5c per week per machine—only one card minimum number of cards to be shipped to any operator—100—at the cost of only $5 per 100 which also includes the wrapping and first-class mailing cost.

JUKE BOX OPERATORS USE THIS ORDER FORM TODAY!

The Cash Box
381 Fourth Ave.
New York 16, N.Y.

Only 5c Per Card
(Minimum Order 100 Cards)

Please rush "Volume Play Promotion Cards" for next week—featuring next week's "Top Ten Tunes." Enclosed find my check for . Continue to ship me same number of cards for the next weeks.

Name
Firm
Address City State

July 10, 1948
“BULL MOOSE” JACKSON

When music ops gather and speak of hit recordings, it’s a cinch that “Bull Moose” Jackson’s name is mentioned. Riding hot and heavy on juke boxes throughout the nation with a slew of hit recordings, Bull Moose continues to byo phonograph with each turn of the wax. Famed maestro Lucky Millinder hung the nickname “Bull Moose” on Jackson several years ago, and it has been with him ever since. Jackson started his rise to national prominence with “I Love You Yes I Do,” and has since followed with “All My Love Belongs to You,” “I Want A Bow Legged Woman” and his latest “I Can’t Go On Without You.” He is currently on a nation-wide personal appearance tour. Exclusively featured on King Records. Direction: Moe Gale Inc. Personal Manager: Lucky Millinder.
DISKERS OPTIMISM UPPED AS KAPP PLAN TO END RECORD BAN WINS APPROVAL


NEW YORK—As the “Kapp Plan” for the Institute of Music in America got around trade circles this past week, recording companies and their officials expressed wide optimism as to the possible end of the current recording ban.

Although the larger majority of diskers queried did not know the basic aspects of the plan itself, it seemed that many more or less, would readily accept any plan which would put an end to the disk ban.

The plan, proposed by Decca prexy Jack Kapp and drawn up by him and several attorneys, basically embodies the idea of furthering the interests of the music industry to the general public. The plan itself is far-reaching and if accepted by the American Federation of Musicians would undoubtedly put the spotlight on the music and recording industry as public benefactors. It is also easily seen that if the “Institute of Music” is received by Petillo and the union with favor, it would place the latter in the public’s eye as one of the nation’s most favorable labor leaders.

The legal aspects of the plan, with which the recording companies and their legal experts are most concerned, was viewed by many as being quite simple. Foremost in the minds of all diskers was whether or not the mode of royalty payments stipulated in the plan would meet with the approval of Taft-Hartley and Petillo. Also it was rumored in trade circles that Petillo had wanted a “welfare fund” of some sort, it was learned that if this could not be accomplished, he would accept a substitute. The Taft-Hartley Law prohibits payments by an employer (in this case the recording companies) to a representative of an employee (the AFM). The contention by most attorneys familiar with the plan is that royalty payments by the recording companies to an organization not a representative of the employee would pass the scrutiny of Taft-Hartley and win the approval of those officials connected with the law.

The basic purposes of the plan are:

To further music appreciation by the people of this country, to conduct research into the music industry, to further promote the music education of the peoples of this nation.

To establish community music centers bent on furthering the interest in music of local musicians and bands.

Make provisions for the furthering of musical interest by the nation’s war veterans and armed services.

Support and endowment of libraries of music to recognized schools, libraries, opera companies, choral societies and other recognized institutions devoted to musical education.

The plan further proposes three classes of members: industry members who will make payments to the institute; musician members or the American Federation of Musicians; public members, not otherwise connected with the music industry.

Members of the trade queried this past week expressed full support to the Kapp plan, and many were emphatic in their praise of Kapp for the noble work and effort which was necessary to formulate the workings of the plan.

Spokesmen for the American Federation of Musicians were noticeably quiet when questioned about the plan. As a matter of fact, several members of Mr. Petillo’s much heralded public relations department, expressed complete ignorance of the facts concerning the presentation of the plan to Mr. Petillo. It was readily evident that most diskers, music publishers and trade men would take to the plan only as a means of ending the current recording ban.

Word has it around the trade that a statement would be issued by Petillo this coming week.
The Cash Box, Music
Page 7
July 10, 1948

The Nation's TOP TEN Juke Box Tunes

BUSINESS REPLY CARD
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES
4¢—POSTAGE WILL BE PAID BY—
THE CASH BOX
381 FOURTH AVENUE
NEW YORK (16), N. Y.

TOOLIE OOLIE DOOLIE
In the fifth spot again with ops reordering in the droves.
CA-15059—The Sportsmen
CN-1223—Vaughn Horton
DN-2015—Dana Serenaders

LITTLE WHITE LIES
Repeats its click position of last week. A top song for the phonos.
CO-38114—Dinah Shore
DE-24280—Dick Haymes

NATURE BOY
Gradually drops down this week, altlin play continues to hold in most locations.
CA-15054—King Cole
CO-38210—Frank Sinatra
DE-24439—Dick Haymes

TELL ME A STORY
On the bottom a week ago—into the eighth spot this week.
CO-38050—Frankie Carle O.
DE-24329—Ames Bros.

THE DICKEY BIRD SONG
In seventh place last week, this plug tune drops to the ninth spot here.
CO-38085—Jerry Wayne
DE-24501—Gary Clinton O.

ST. LOUIS BLUES MARCH
Still racking up sensational coin play. This point to this ditty as one of their best ever.
VI-20-2722—Tex Beneke O.

FIRST CLASS
PERMIT No. 43309
(See. Sec. 510, P. L. & R.)
NEW YORK, N. Y.

The Cash Box, Music
"You Call Everybody Darlin" (2:57)  
"Lonesome For Someone" (2:58)

BRUCE FARR (Capitol 15128)

- Ditty literally burning up, a load of phonos throughout the land is ordered here—craw, May, and Bruce Hayes. It's the mellow beat of "You Call Everybody Darlin," with the sprightly rhythm background setting you in gale mood. Flip switches to a slow tender piece with the title acting as the hill of fare. "Lonesome For Someone" is another fine offering from Bruce's pipes and his song styling in effective verse mood throughout the platter. Topside is the one they'll rave about—run out and latch on!

"Let Me Call You Sweetheart" (3:00)  
"Red Soils In The Sunset" (2:31)

JACK CURTIS (Capitol 15130)

- Pair of oldies well suited to those tavern locations are these offered in fair fashion by balladeer Jack Curtis. "Let Me Call You Sweetheart" is a well-known standard that might grab the music op's fancy for its repeat use as love songs. Jack's vocal efforts on the platter are pleasant enough, and allow this Hanker of wax with a little Heave-Wave to enrich his musical needs. Instrumental backing provided by the Clarence Fuhrman group spurs the cookie throughout, to balance the platter and add to its wares a potential deck. You know your route better than we do—take it from here.

"It Began In Havana" (2:43)  
"Nola" (2:40)

BARCLAY ALLEN (Capitol 15131)

- Ops that go for the style of music piano thumper Barclay Allen displays are sure to reap harvest with this. Formerly featured with the Freedy Martin crew, Allen shows his tip-top fingers in all his glory with this wonderful arrangement of "It Began In Havana" and "Nola," both in light Latin rhythm, with the notable rhumba rhythms offering the flip-seekers something to shout about. Flip, a standard, gets an excellent sendoff via Barclay's ivorys, with the fond melody echoing brilliantly throughout the entire waxing. Ops with waded music locations should climb on the bandwagon with this pair.

"Lu Louder" (2:49)  
"Mary Ann" (2:51)

PUPI CAMPO ORCHESTRA (Capitol 15130)

- Pair of sides styled in the gai Latin meter of the Pupi Campo and the rhythm of "La Lunesola" and "Irida," both of which that ops in need of filler material can go for. Top deckers, "Lu Louder" and "Mary Ann," win the crowd by their high glee and sophisticated style. Their crew displaying their wares in effective fashion, with the vocal spot shown here as a winning one. Pupi, with a band vocal thrown in the platter to add to its winning possibilities. Although it's a bit slow, we do, nevertheless, make for pleasant listening. Ops who have the spots should lend an ear in this direction.

"Honkerin'" (2:54)  
"I Went Down To Virginia" (2:57)

GORDON MacRAE (Capitol 15128)

- This hunk of wax titled "Honkerin'," from the forthcoming Warner Brothers flicker "Two Guys From Texas," is an offering from Gordon in infectious and draws the listener closer to the phone for another earful. The song has light bounce tempo and feeling about it, with the smooth measure of vocal fragrance supplied by MacRae rating as heavily as a spade flush. On the flip with a ditty that kicked around some, Gordon comes back with another pleasurable performance in "I Went Down To Virginia." Tune repeats the merry tempo of the top deck, with Gordon's voice leading the way throughout the platter. Orchestral backing on the pair is also fine, with Gordon in top notch wares throughout. Everything is in place with Gordon to give this platter a little toffee appeal.

"Shoe Shine Shuffle" (2:49)  
"Love Me Or Leave Me" (2:59)

PAT FLOWERS (Vletter 20-2930)

- Pretty chirling of thrush Martha Tilton and some great wax for music ops here as the duo of "Shoe Shine Shuffle" and "Love Me Or Leave Me." Both are in that mellow pitch ringing true throughout the entire waxes. Ditty has lots of rhythm to it—and of the sort that makes silver jingle in the phono. On the flip with the well-known "Blow Gabriel, Blow," realizado and with another piece of wax to boost ops' phono take, the gal's lyrical lift on this piece is something to marvel at—it really is that good. Add the wonderful musicality of the Dean Elliot trio and their band and you have something that can really spin to their best advantage.

"Day In-Day Out" (3:02)  
"I Don't Stand A Ghost Of A Chance" (3:04)

TONEY MARTIN (Dcoce 25739)

- Pair of relase sides by Tony Martin and the set up of two oldies standbys that whirled merrily not so long ago. Among Tony's strong vocal qualities showcase the plush music and melody of the top deck, "Day In-Day Out," and the standard of "I Don't Stand A Ghost Of A Chance." These spots that go for the quiet, velvet music Tony offers should hold still for this duo.

"Twelfth Street Rag" (2:47)  
"Hearthquake Boogie" (2:44)

MILT HEARTH TRIO (Decca 24447)

- Pair of playful sides by the Milton Hearth Trio and the mellow meter of "Twelfth Street Rag," "Hearthquake Boogie," slow waltz like wax ops might want to take a peak at. Top deck is an oldie with Milt and the boys displaying their instrumental wares to the full. Stereo spot here is a winning one, the original piece by Milt, has the boys giving out with loads of charm and musical pleasure. Repeats the idea of this wax to meet with the requirements of those tavern spots. Ops take it from here.

"Cinderella Polka" (2:55)  
"In Paradise" (2:52)

LAWRENCE DUCHOW with the RED RAVEN ORCH.

- Music fashioned in the gay polka style of maestro Lawrence Duchow and a ditty that should certainly boot ops' phono takes is "Cinderella Polka." That Lawrance offers in gai mood and manner to set the tempo as well as boot ops' phono. Ditty bounces along in light polka style and is a little more in top notch wares in excellent manner throughout. Flip slows down considerably to the tempo of a walk, with the crew shining brightly again. Ops who have a call for this brand of music would do well to go next to these sides—but pronto!

"If I Live To Be A Hundred" (2:50)  
"Where The Apple Blossoms Fall" (2:58)

MONICA LEWIS with THE KELLY BROTHERS (Decca 24447)

- Pair of slow, delightful sides for music ops to take a peak at these offered in pleasing fashion by chiph Monica Lewis and the Ame Brothers. Top side is the one to watch—it's currently kicking up a storm in a slew of phonos across the land. Monica's tempo is all suited to the standard "Where The Apple Blossoms Fall," with some top notch harmony singing in the background throughout. Flip pair is also fine with two oldies standbys, with some nice lush wares to offer that ops might keep close by.

"There's The Same Old Lovelight In Your Eyes" (2:49)  
"The Toodle-Ay Song" (2:46)

NANCY DONOVAN (Ddeo 1167)

- Silver tonals of thrush Nancy Donovan and a side that may boost ops' phono takes is this slow, waltz meter of that pleasing oldie titled "There's The Same Old Lovelight In Your Eyes," not as well know but it is an incentive here. Nancy's strong vocal qualities center on the title side, "The Toodle-Ay Song," as a feminine piece, with able orchestral backing rounding out the side. Flip, with the usual tackling of Nancy, comes as a novelty hop of wax which may attract ops' attention. Wax makes for a good phono take and offers opns one with Nancy in the limelight throughout. Ops that have a call for music of this brand take note.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
the original 'Woody' voice from the famous movie cartoon!

'WOODY WOODPECKER'

With THE SPORTSMEN
Featuring MEL BLANC

and his original Woody Woodpecker voice from the Walter Lantz Cartoons

There's only one real 'Woody' and Capitol's got him!

Flipover: 'I'd Love To Live In Loveland With A Girl Like You'

with THE SPORTSMEN and orchestra

CAPITOL RECORD 15145

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"I'm Sorry But I'm Glad" (2:50)
"A Tree In A Meadow" (3:03)

MARGARET WHITING
(Capitol 15122)

slow pipes spill in sharp tones that satisfy throughout the deck, as the comedy wardrobe of the song hits the spot. Ditty is one that will make phonos fans dig for silver and dig again, and again. Wax spills in medium slow tempo, with Maggie displaying her vocal styling in fair fashion. Orchestral backing of the Frank DeVol orch adds to the platterimmerance and is sure to win wide appeal in the dog circles. On the flip with "A Tree In A Meadow" in the show, I came back again with another strong contender for phonos honors. Alto the ditty has it all the more and possibly get a scene for that phenomenal coin play. "I'm Sorry But I'm Glad" has the tint of buffalo about it. Latch on!

"Cu-Koo Bird Waltz" (2:51)
"The Red Red Robin" (2:53)

ANN VINCENT
(Mercury 5164)

Ditty kicking up a storm in many spots throughout the nation is offered here in sparkling manner by chery Anne Vincent. Titled "Cu-Koo Bird Waltz," Anne spills the tender wardrobe in fair fashion. Her strong vocal tones are sure to garner a slew of attention in phone circles. Ditty itself is catchy as the melody—it draws the listener closer to the phone with each listening. On the flip with the standard "Red Red Robin," Anne bounces back with another pleasurable performance. On the same sides of the platter to boom it all the more. Wax rates a look-see.

"You Call Everybody Darlin'" (2:53)
"Blue Bird Polka" (2:51)

GEORGE OLSEN ORCH.
(Frisco 1027)

Pair of playful sides by the able and popular George Olsen, and has "You Call Everybody Darlin'" and "I'm Headin' For A Shotgun Weddin'" spew here to beckon coin play in a big way. This one is the one to watch; its pleasant melodic phrase would win a great deal of the cake. On the flip with "Blue Bird Polka," Ditty is a light novelty piece and should be in for its fair share of phone play. "You Call Everybody Darlin'" is the slide to ride with.

"I'm Sure But I'm Glade" (3:00)
"A Loving Rainy Afternoon" (2:39)

THE THREE SUNS
(Victor 20-2194)

Light melodic patter of the Three Suns features the thirds "I'm Sure But I'm Glade" and "A Loving Rainy Afternoon." Top side, a slow dainty ballad has the group that wins with daintier charm in excellent fashion. Wax spins cleverly enough to satisfy, with the vocal splendor on this deck pointing to a slew of phone plays. "A Loving Rainy Afternoon," has the crew at their best as they offer their top notch instrumental tones in brilliant fashion. Ops with wired music spots should do well with "The Sunny Deeps"—they rate your avid listening attention.

"Rambling Rose" (2:59)
"There Must Be A Way" (2:49)

PERRY COMO
(Victor 20-2194)

Enchanting vocal splendor of the ballad "Rambling Rose" is the more wax that is a clinch to clinch with phone ops. Bound to be a featured item on music ops in all parts of the land in the very near future. Perry offers the lightest melodic tenor of "Rambling Rose" on the top deck in gala manner. Ditty bounces along at the top with the smart lyric ringing true throughout the waxing. As the wonderful instrumental patter of the Russ Case orch and ops have a deck that can really go. On the flip with well known "There Must Be A Way," Perry bounces back with another potential winner. With refreshing manner sparkles throughout the waxing as the plush wardrobe trickles in beautiful phrases of musical simplicity. "Rambling Rose" for the moos.

"Woody Woodpecker" (2:39)
"Mish Mosh Polka" (2:52)

THE HONEYDREAMERS
(Wax 10)

Ops don't have to be told about this one! It's the maddening sound of the "Woody Woodpecker" and The Honeydreamers with that most unusual phrasing of this song. Ditty whirs in a great manner, the deceased wildlife combo displaying their able tones of harmony in pleasant fashion. Title of the side rings true as the wax grows with polish. Flip, a novelty piece titled "Mish Mosh Polka" has the combo delivering the spring stuff in gay time. Although the wax itself won't stop traffic, it nevertheless should meet with fair requirements.

"I Kiss Your Hand Madame" (2:56)
"I'm Getting Sentimental Over You" (2:00)

SPIKE JONES ORCHE.
(Victor 20-2194)

Crazy antics of the Spike Jones crew is all around on these two! First, "I Kiss Your Hand Madame" is a tune that fairly glitter with the spark of coin play. Spiffy track and their versatile styling in top notch manner on the pair, with the refrain echoing brightly all through. Top side, "I Kiss Your Hand Madame" starts off strutting in the back-ground by chery Betty Norman and Ed Stewart hype the platter to add even more razzle for music ops. Flip, a gentle novelty piece has Betty Norman in the limelight with the novel phrase of "I'm Headin' For A Shotgun Weddin'". Grab the title here for the bill of fare. Ops should get next to "I Found A Rose,"

"Just For Now" (2:56)

THE THREE SUNS
(Victor 20-2194)

In the softer patter of the Three Suns features the thirds "Just For Now" and "A Lovely Rainy Afternoon." Top side, a slow dainty ballad has the group that wins with daintier charm in excellent fashion. Wax spins cleverly enough to satisfy, with the vocal splendor on this deck pointing to a slew of phone plays. "A Lovely Rainy Afternoon," has the crew at their best as they offer their top notch instrumental tones in brilliant fashion. Ops with wired music spots should do well with "The Sunny Deeps"—they rate your avid listening attention.

"Bathing Rose" (2:59)
"Whatever Will Be Will Be" (2:49)

PERRY COMO
(Victor 20-2194)

Enchanting vocal splendor of the ballad "Bathing Rouse" is the more wax that is a clinch to clinch with phone ops. Bound to be a featured item on music ops in all parts of the land in the very near future. Perry offers the lightest melodic tenor of "Bathing Rose" on the top deck in gala manner. Ditty bounces along at the top with the smart lyric ringing true throughout the waxing. As the wonderful instrumental patter of the Russ Case orch and ops have a deck that can really go. On the flip with well known "Whatever Will Be Will Be," Perry bounces back with another potential winner. With refreshing manner sparkles throughout the waxing as the plush wardrobe trickles in beautiful phrases of musical simplicity. "Bathing Rose" for the moos.

"Nora" (2:39)
"I Like To Hear The Rain Fall" (2:52)

THE HONEYDREAMERS
(Wax 10)

Ops don't have to be told about this one! It's the maddening sound of the "Nora" and The Honeydreamers with that most unusual phrasing of this song. Ditty whirs in a great manner, the deceased wildlife combo displaying their able tones of harmony in pleasant fashion. Title of the side rings true as the wax grows with polish. Flip, a gentle novelty piece titled "I Like To Hear The Rain Fall" has the combo delivering the spring stuff in gay time. Although the wax itself won't stop traffic, it nevertheless should meet with fair requirements.

"If You're My Girl You'll Call Me" (2:56)
"I'm Getting Sentimental Over You" (2:00)

SPIKE JONES ORCHE.
(Victor 20-2194)

Crazy antics of the Spike Jones crew is all around on these two! First, "If You're My Girl You'll Call Me" is a tune that fairly glitter with the spark of coin play. Spiffy track and their versatile styling in top notch manner on the pair, with the refrain echoing brightly all through. Top side, "If You're My Girl You'll Call Me" starts off strutting in the back-ground by chery Betty Norman and Ed Stewart hype the platter to add even more razzle for music ops. Flip, a gentle novelty piece has Betty Norman in the limelight with the novel phrase of "I'm Headin' For A Shotgun Weddin'". Grab the title here for the bill of fare. Ops should get next to "If You're My Girl You'll Call Me,"
NEW YORK:

Smartest promotion stunt of the week—the gimmick that maestro Skitch Henderson used at the Cafe Rouge, Hotel Pennsylvania, Skitch passed out an announcement of the opening along with a shiny new dime, for his many fans to use in getting to the Penn. The dime gimmick was very appropriate inasmuch as it was giving the Savoy Sates their new subway fare this past week. And speaking of the latter, we wonder if the fare will have any effect upon band business. Could in these mad days. Most fabulous in the Tex Beneke band isn't Tex himself, as he will readily admit, but road manager Johnny O'Leary, who has been with the band almost since the day the band was formed, has never missed a date with the band, and has never been seen without a cigar in his hand. But Johnny has only been known to light the cigars once in the history of the band. That occasion was when Tex Beneke had the last job up onto the stage of the Capitol Theatre for the first time after the war.

Herman Lubinsky, of Savoy and Regent Records, informs us that he has issued an injunction against Al Trace and Sterling Records, for the latter's cutting of "You Call Everybody Darlin.'" The situation meanwhile seems to be in a muddle. The dirty, currently skyrocketing in every section of the nation, has Trace in arms also. Trace claims that only one member of his present band took part in the Sterling session, with Lubinsky supporting his claim. The injunction reportedly costs an account for the Sterling sales of the platter and a restraint order compelling Sterling to "cease fire." Arthur Freeman, formerly Chicago branch manager for Apollo Records, has been appointed general manager for Paul H. Milemore Inc., New York indies distribute. "Ryvco's "Little White House" by Milt Herth-Larry Douglas No. 1 on Dave Miller's WATA Hillbilly Hit Parade. Congrats to LA'sstudied and distributed by Record City. The grand pappy of a bumbling boy born Thursday, July 1st... Horace Heid setting up a record deal whereby he will manufacture and sell record albums of the top talent on his Philip Morris artistes. Dale Harrison, columnist for the Chicago Tribune, recently conducted a program idea for Chicago's lending disk jockey, Al Benenson, a great fellow out on the South Side, was the winner. Ernie Simon and Lynn Burton ran second and third... Frankie Laine opened at the Chase Hotel in St. Louis the 24th and is drawing rave from everywhere. The program has the best sound. Tommy's "Little White Lies" is one of the better renditions of the song... Herbie Fields, currently playing in Milwaukee, is due in Chicago on the Sibley One Tuesday, will open at the A1 on South Street. The show is due in Chicago. Allen will come downtown to the Capitol Louise. Lucille Gordon and John Red Allen will follow me back into the Bismarck the 15th of July... In the meantime, the marquee on the Bismarck is attracting attention with its "Will Back All Star Revue." Florian Zebach comes into the Palmer House after the Hildegarde show.

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CHICAGO:

An engineer in New York recently discovered a new process for making records. It is called "Quality Control" and permits more volume while decreasing the surface noise. Within sixty days, Universal Records will be out with it. A "Q. C." label will be on all their records. Test Records have been made already and have proved very successful... Tommy Dorsey is playing onethousanders throughout the country this week... Tommy found the Eagles in Milwaukee last week. Tommy's "Little White Lies" is one of the better renditions of the song. Herbie Fields, currently playing in Milwaukee, is due in Chicago on the Sibley One Tuesday, will open at the A1 on South Street. The show is due in Chicago. Allen will come downtown to the Capitol Louise. Lucille Gordon and John Red Allen will follow me back into the Bismarck the 15th of July... In the meantime, the marquee on the Bismarck is attracting attention with its "Will Back All Star Revue." Florian Zebach comes into the Palmer House after the Hildegarde show.

Los Angeles:

Capitol Records folk up in arms with their latest winner by Gordon MacRae. "Hankerin'". Loads of folk in the disk biz holl and Gordon as the nation's next major record artist. Work in MGM was "Words and Music," he continued. Perry Como put in an up with purchased a house in the Valley, just north of Hollywood, and with his wife and youngsters will make his permanent residence here. No word on new out. Como thus joins hands with Jack Smith, Andy Russell, Gordon MacRae, Clark Dennis, Dick Haymes and Frank Sinatra... Herb Jeffries, Exclusive Records star, followed Nellie Lutcher into the Red Feather Club. Herb is currently mixing a bit of "Nature Boy" with the old "Brother Can You Spare A Dime..." Phil Regan, scheduled to sing the national anthem at the Democratic convention in Philadelphia, July 11th.

WARM WEATHER LIFTS JUKE BOX BIZ


NEW YORK—Warm weather, according to reports received from juke box ops, has given the business a real "lift." These men report that resort locations have been holding in store and ever larger collections. They feel that it is a result of the fact that the weather season will prove to be one of the best in many years.

City ops, too, are more enthusiastic than was first thought they would be. They claim that collections are "holding up well." (Some in the cast attribute this to the rainy weather which has kept people at home.)

In general, tho, city ops report, one reason for their collections holding up as well as they have is due to the fact that the tavern spots have cut down much of the interference they formerly were faced with from the television receivers.

"It seems," one large city op reports, "that the tavern owners, themselves, are no longer as enthusiastic over television and are, of their own accord, cutting down on the free shows. They will feature lending sports events, but halt there. In fact, some of them are even reported to be removing the TV receivers.

In general, it is believed that the "lift" which has been given collections is also attributable to the greatly increased patronage which many of the locations are enjoying. Younger crowds are also responsible for the play increase.

"MY HAPPINESS"

by JON and SONDRA STEELE

"IT'S INCOMPARABLE"

Say the Jukes, Jocks and Record Counters

DAMON RECORD D-11133

DAMON RECORDING STUDIOS, INC.

1221 BALTIMORE AVENUE KANSAS CITY, MO.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
### New York, N. Y.
1. **You Can't Be True, Dear** (Ken Griffa)
2. **My Happiness** (Jann & Stanlee Streets)
3. **Woodie Woodpecker** (Key Kyser)
4. **Little White Lies** (Dick Haymes)
5. **Love Somebody** (Doris Day-Buddy Clark)
6. **The Dicky Bird Song** (Freddy Martin)
7. **Tell Me a Story** (Sammy Kaye)
8. **Confess** (Papa Page)
9. **Haunted Heart** (Perry Como)
10. **Cuckoo Bird Waltz** (Ken Griffa)

### Chicago, Ill.
1. **Woodie Woodpecker** (Key Kyser)
2. **You Can't Be True, Dear** (Ken Griffa)
3. **Nature Boy** (Key Kyser)
4. **My Happiness** (Jann & Stanlee Streets)
5. **Little White Lies** (Dick Haymes)
6. **You Can Call Everybody Darlin'** (All Trues)
7. **William Tell Overture** (Spade Jones)
8. **Just Because** (Freddy Martin)
9. **Tell Me a Story** (Sammy Kaye)
10. **Tootie Ooglie Doolie** (Andrews Sisters)

### Los Angeles, Cal.
1. **You Can't Be True, Dear** (Ken Griffa)
2. **Woodie Woodpecker** (Key Kyser)
3. **Nature Boy** (Key Kyser)
4. **Put 'Em in a Box** (Key Kyser)
5. **My Happiness** (Jann & Stanlee Streets)
6. **Tootie Ooglie Doolie** (Andrews Sisters)
7. **Haunted Heart** (Perry Como)
8. **Tell Me a Story** (Sammy Kaye)
9. **Little White Lies** (Dick Haymes)
10. **Confess** (Doris Day-Buddy Clark)

### Cleveland, O.
1. **Woodie Woodpecker** (Key Kyser)
2. **Confess** (Papa Page)
3. **Tea Leaves** (Alas Dole)
4. **You Can't Be True, Dear** (Ken Griffa)
5. **Nature Boy** (Key Kyser)
6. **My Happiness** (Jann & Stanlee Streets)
7. **Put 'Em You'll Be There** (Garden Johnson)
8. **You Can Call Everybody Darlin'** (All Trues)
9. **Little White Lies** (Dick Haymes)
10. **Bluebird of Happiness** (Art Murray)

### St. Louis, Mo.
1. **Little White Lies** (Dick Haymes)
2. **Woodie Woodpecker** (Key Kyser)
3. **Love Somebody** (Doris Day-Buddy Clark)
4. **Confess** (Doris Day-Buddy Clark)
5. **Nature Boy** (Key Kyser)
6. **Just Because** (Eddy Howard)
7. **You Call Everybody Darlin'** (All Trues)
8. **Maybe You'll Be There** (Jann & Stanlee Streets)
9. **Cuckoo Bird Waltz** (Ken Griffa)
10. **Sentimental Journey** (Ken Griffa)

### Kingman, Ariz.
1. **Nature Boy** (John Larenos)
2. **Sarre Dance** (Audraeus Sisters)
3. **Tootie Ooglie Doolie** (The Spirituals)
4. **You Can't Be True, Dear** (Ken Griffa)
5. **Just Because** (Frank Yankovic)
6. **Spanish Siles** (Tuxx Rambler)
7. **Now is the Hour** (Marsha Whiting)
8. **Larry, Larry, Little Brother** (Flip Demon)
9. **Sweetie Pie** (Johnoo Meyer)
10. **No, No, No** (The Meditations)

### Saginaw, Mich.
1. **You Can't Be True, Dear** (Ken Griffa)
2. **Woodie Woodpecker** (Key Kyser)
3. **Tootie Ooglie Doolie** (Jann & Stanlee Streets)
4. **Valencia** (Ken Griffa)
5. **Caramba It's the Samba** (Peggy Lee)
6. **Tootie Ooglie Doolie** (Ken Griffa)
7. **I Hate to Lose You** (Audraeus Sisters)
8. **Little White Lies** (Dick Haymes)
9. **Nature Boy** (Key Kyser)
10. **Haunted Heart** (Guy Lombardo)

### CliffsPark, N. J.
1. **Woodie Woodpecker** (Key Kyser)
2. **You Can't Be True, Dear** (Ken Griffa)
3. **My Happiness** (Jann & Stanlee Streets)
4. **Woodie Woodpecker** (Key Kyser)
5. **Tootie Ooglie Doolie** (Audraeus Sisters)
6. **Put 'Em in a Box** (Eddy Howard)
7. **Little White Lies** (Dick Haymes)
8. **Tootie Ooglie Doolie** (Audraeus Sisters)
9. **Tell Me a Story** (Sammy Kaye)
10. **It's Magic** (Tony Monroe)

### Covington, Ky.
1. **You Can't Be True, Dear** (Ken Griffa)
2. **My Happiness** (Jann & Stanlee Streets)
3. **Woodie Woodpecker** (Ken Griffa)
4. **Tootie Ooglie Doolie** (Audraeus Sisters)
5. **Just Because** (Frank Yankovic)
6. **Put 'Em in a Box** (Doris Day)
7. **Sunrise Boogie** (Frankie Carle)
8. **Lies** (Dick Haymes)
9. **Heartbreaker** (Audraeus Sisters)
10. **After You've Gone** (Freddy Martin)

### Miami, Fla.
1. **You Can't Be True, Dear** (Ken Griffa)
2. **Larroo Larroo Lillie Bolerous** (Peggy Lee)
3. **My Happiness** (Jann & Stanlee Streets)
4. **Tootie Ooglie Doolie** (Audraeus Sisters)
5. **Love Somebody** (Doris Day-Buddy Clark)
6. **In the Mood** (The Moonglows)
7. **I Wish I Knew the Name of That Game** (Eddy Howard)
8. **Seesaw** (Buddy Clark)
9. **Woodie Woodpecker** (Key Kyser)
10. **Melody Time** (Freddy Martin)

### Savannah, Ga.
1. **My Happiness** (Jann & Stanlee Streets)
2. **Woodie Woodpecker** (Key Kyser)
3. **Love Somebody** (Doris Day-Buddy Clark)
4. **Heartbreaker** (Perry Como)
5. **William Tell Overture** (Spade Jones)
6. **Confess** (Papa Page)
7. **William Tell Overture** (Spade Jones)
8. **Nature Boy** (Key Kyser)
9. **Confess** (Papa Page)
10. **Tea Leaves** (Alas Dole)

### Milwaukee, Wisc.
1. **My Happiness** (Jann & Stanlee Streets)
2. **Love Somebody** (Doris Day-Buddy Clark)
3. **Confess** (Papa Page)
4. **Nature Boy** (Key Kyser)
5. **Put 'Em in a Box** (Eddy Howard)
6. **Little White Lies** (Dick Haymes)
7. **Tootie Ooglie Doolie** (Audraeus Sisters)
8. **Sax-Boogie Boy** (Arthur Johnson)
9. **Tootie Ooglie Doolie** (Audraeus Sisters)
10. **It's Magic** (Tony Monroe)

### Cleveland, O.
1. **Woodie Woodpecker** (Key Kyser)
2. **Confess** (Papa Page)
3. **Nature Boy** (Key Kyser)
4. **My Happiness** (Jann & Stanlee Streets)
5. **Put 'Em You'll Be There** (Garden Johnson)
6. **You Can Call Everybody Darlin'** (All Trues)
7. **Little White Lies** (Dick Haymes)
8. **Bluebird of Happiness** (Art Murray)

### Chickas, Okla.
1. **My Happiness** (Jann & Stanlee Streets)
2. **Baby Face** (Art Murray)
3. **Nature Boy** (Key Kyser)
4. **Put 'Em You'll Be There** (Garden Johnson)
5. **Put 'Em in a Box** (Key Kyser)
6. **You Can't Be True, Dear** (Ken Griffa)
7. **Little White Lies** (Hal Turner)
8. **Larroo Larroo Lillie Bolerous** (Peggy Lee)
9. **Good Rocking Tonight** (Frankie Marvin)
10. **Now Is the Hour** (Margaret Whiting)

### Walton-Salem, N. C.
1. **My Happiness** (Jann & Stanlee Streets)
2. **Put 'Em in a Box** (Eddy Howard)
3. **Tootie Ooglie Doolie** (Audraeus Sisters)
4. **Heartbreaker** (Audraeus Sisters)
5. **I Hate to Lose You** (Audraeus Sisters)
6. **Love Somebody** (Doris Day-Buddy Clark)
7. **Just Because** (Eddy Howard)
8. **Baby Face** (Art Murray)
9. **Better Luck Next Time** (Perry Como)
10. **It's Magic** (Tony Monroe)

### Stamford, Conn.
1. **Woodie Woodpecker** (Key Kyser)
2. **My Happiness** (Jann & Stanlee Streets)
3. **Put 'Em You'll Be There** (Garden Johnson)
4. **Put 'Em in a Box** (Eddy Howard)
5. **I Don't Care** (Audraeus Sisters)
6. **Love Somebody** (Doris Day-Buddy Clark)
7. **It's Magic** (Tony Monroe)
8. **Heartbreaker** (Audraeus Sisters)
9. **Put 'Em in a Box** (Eddy Howard)
10. **Larroo Larroo Lillie Bolerous** (Peggy Lee)

### Butte, Mont.
1. **My Happiness** (Jann & Stanlee Streets)
2. **Tootie Ooglie Doolie** (Audraeus Sisters)
3. **Love Somebody** (Doris Day-Buddy Clark)
4. **Heartbreaker** (Perry Como)
5. **William Tell Overture** (Spade Jones)
6. **Cuckoo Bird Waltz** (Ken Griffa)
7. **A Little White Lies** (Dick Haymes)
8. **Tootie Ooglie Doolie** (Audraeus Sisters)
9. **Tea Leaves** (Alas Dole)
10. **That Ain't Right** (Frankie Marvin)
NEW TYPE MUSIC NEEDED NOT NEW TYPE RECORDS TO BOOM MUSIC BIZ


NEW YORK — As a well known member of the music industry stated, "Producing a new type, long play record, is like building a house from the roof down. The real problem is to produce a new kind of music to re-capture the interest of the public." In short, as this noted leader intimated, "build the house from a solid foundation up."

Today, as is well known, the public is getting "tired of the sameness of pop tunes. A change is definitely needed. That change can once again reactivate and boom the entire music field.

Jazz? Swing? Hop? Most of the men in the field believe the new music will come from an entirely new era of composers. The new generation seeking its own music level. This will be the music that will revive interest.

The public has become wholly discernible. The hits, "Four Leaf Clover" and "Baby Face," were old timers from "way back when. "Nature Boy" brought prose poetry to the lyricists. It can be said that "Nature Boy" may have opened the first door to what can follow tomorrow.

More encouragement should be given to youth by the industry. Youngsters may hold the key to a new era of prosperity for the music industry of tomorrow. There must be some new methods introduced which will seek out the new music.

Just to arrange for a new type record with the songs which the public are slowly, but very surely tiring of, certainly isn't good logic. And logic, farseeing business methods and keen, intuitive understanding of what the public requires, should be the foremost consideration of the music industry.

Somewhere there is the music that will open the path to tomorrow. It is up to the nation's publishers, diskers, artists, to seek it out. To experiment. To dare be different, original, better.

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THE CASH BOX Race Record Review

"A Woman Is A Warrissome Thing" (2:50)
"Beyond The Stars" (2:46)
HERB JEFFRIES (Exclusive 44a)

MIRRACLE PARADE OF HITS

"MIRACLES" ARND IND "MIDNIGHT JUMP" WITH MEMPHIS SLIM AND HIS HOUSE ROCKERS N-123

NEW TYPE MUSIC NEEDED NOT NEW TYPE RECORDS TO BOOM MUSIC BIZ

The music industry knows its loss. Yet, this can be very easily cured, if the members of the trade will come together to seek what the public does want. So that all the field will again prosper.

It's a new generation. New fathers and mothers. A new type American who hasn't seen years of peace. Men and women who have their talk constantly. Who look forward to hardships. Regardless of the facts, these people know, want loss, know fatigue, know lack of confidence, know instability, know the future isn't theirs alone but, that any second, a tiny spark can once again set the world afire.

This is not the generation that was placed in the berry garden of yesterday and listened to Vienna waltzes. This is a generation, instead, that has learned the crying needs of tomorrow. It has seen inflation make it sell its war bond savings, that has tried hard to forget yesterday's militarism and faced today's peace-time draft.

This, then, is the new generation. Asking for a different kind of music—its own music. Not a new type record, but, indeed, a new type music with a new singing air, "Seek and ye shall find."

"Move Out Baby" (2:41)
"Rough Weather Blues" (2:51)
JIMMY LIGGINS (Specialty 525)

Here's a blue ribbon package for music ops. It's Jimmy Liggins on deck with a pair that spell coin play all over the lot. Jimmy runs to his excellent, well arranged, with the top deck "Move Out Baby" in the limelight. Wax spils in bouncing fashion, with some mellow beat behind. Flip, just what the title indicates has Jimmy in fine voice telling us about those "Rough Weather Blues." Both sides will score like mad—and make the kids dig for silver.

"Jilted Blues" (2:44)
"Any Old Place With Me" (2:51)
JOHNNY MOORE (Exclusive 40a)

Sharp and round tones of Johnny Moore's Three Blazers and the set up of a pair that should help ops take in race spots. The delightful voice of piper Charlie Brown, coupled with some wonderful instrumental tones by the boys show in fine style here to set the stage for some mellow coin play. "Jilted Blues" weaves around the title, with some gala guitar work by Johnny and Oscar Moore trickling thru. Flip is a lighter piece, with the metro making for happy music and some wonderful listening pleasure. Get next to the pair—but pronto!

"Nappy Head Woman" (2:50)
"No Whiskey Blues" (2:30)
DR. CLAYTON'S BUDDY

Victor 20-2554

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RACE DISK O' THE WEEK

"Why Be So Blue" (2:49)
"I Keep On Worrying" (2:54)
ROSETTA HOWARD (Columbia 30127)

Pair of firm sides which might suit ops needs are these offered in effective and adequate styling by blues chanteuse Rosetta Howard. Altho the material offered here doesn't showcase the Howard gal to best advantage, it makes for fairly pleasant listening nevertheless. Top deck spills around the title, with the pop wording sliding off Rosetta's heavy tonalling. Flip, a straight blues ditty has Rosetta in better fashion with "I Keep On Worrying." Wax rates your listening time.

"Come Down Baby"

"Don't Pay Me No Mind"

COUSIN JOE with DICKIE WELLS BLUE SEVEN

(Signature 1013)

Mellow chanting of Cousin Joe, but with the fine instrumental work of the Dickie Wells Blue Seven spike this platter and make it rate like a spade flush. Top deck, titled "Come Down Baby," with Cousin Joe warbling some heavy blues, with the title acting as the bill of fare. Flip, "Don't Pay Me No Mind," has the crew offering some jump tempo blues, done with all the riff and holler one can possibly stand. Take note of the Wells crew, they get some mighty swell kicks in. Both sides should reap harvest in the phono.

THE LUCKY 7—NATURALS

Bulls-Eye of the Week—The Cash Box

1. "John's Other Wife" Recorded by JOHN BOND and JESSICA JOHNSON BORDWIN—Orphans
2. "The Little White House" (With The Little Green Birds) Recorded by MEL GREY—Lloyd DOUGLAS Decca
4. "Shoe Shine Shuffle" Recorded by PAT WILSON—Victor 20-2350
5. "Rosalie O'Toole" Recorded by BILL CLEMENTS—On Orphans 2002
6. "Brother Bill" Recorded by TONY TOSTOVER—RCA Victor
7. "Tell Me Why" Recorded by ALAN JERARD—National

CHEROKEE-RYVYCO Music Pub. 1585 8th Ave., N.Y.
Modern Records Take Over New York Branch Distrib Office

NEW YORK—Bob Duberstein and Gloria Friedman, major domos at Modern Record Distributing Corp., this past week announced that they had sold their interest in the distributing firm to Modern Records, Inc., Hollywood.

Duberstein and Miss Friedman plan on re-entering the record distributing business and at present were learned to be dickering for new quarters. Duberstein disclosed that he is seeking many new record lines and will scrutinize several offered him. Tentatively heading the New York office for Modern Records is Joe Bihari, vice president of the plantery.

THE RAVENS’ LATEST
9045 SEND FOR ME IF YOU NEED ME UNTIL THE REAL THING COMES ALONG VOTED “DISC OF THE WEEK” by The Cash Box HIGHEST RATED DISC by The Billboard 9040 BE I BEMUSE OR NOT 9035 WRITE ME A LETTER 9035 OL’ MAN RIVER 9036 WE’RE NO YOU 9039 SEARCHING FOR LOVE

THE SMASH HIT!!

“WHEN I GET YOU ALONE TONIGHT” and “HEARTBROKEN” by Dick Keen & Orch. SLEEPER OF THE WEEK—The Cash Box Write for Catalogue Dist. Some Territories Available

TUNES OF THE WEEK

Charlie Barasch & his Orch. 25006—THOMPSON REDDING RHUMBA Billy Eckstine Break Off with The Golden Voice 9104 COTTAGE FOR SALE 9106 I LOVE THE RHYTHM IN A RIFF 9106 I’M IN THE MOOD FOR LOVE LONG, LONG JOURNEY 9107 PRISONERS OF LOVE ALL I SING IS BLUES

Buddy Holland 7017 SIMPLE THINGS EVERY NIGHT

Jack Carroll 9101 MAYBE YOU’LL BE THERE STARR’S BY STARRLIGHT

BLUE SHADOWS ON THE TRAIL

an OUTSTANDING record line-up:

BING CROSBY ... Decca 24433 BUDDY CLARK ... Columbia 38170 DENNY DENTH ... London 223 VAUGHN MOORE ... RCA Victor 20-2785 ART MOONEY ... MGM 10204 ANDY RUSSELL ... Capitol 15063

GENE AUTRY ... Columbia 2048 ROY ROGERS and SONS of PIONEERS ... RCA Victor 20-2780 FOY WILLING ... Majestic 6030

Published by SANTY-JOY Inc.

FROM Walt Disney’s

MELODY TIME

BLUE SHADOWS

ON THE TRAIL

“Sad, Sad & Blue"

“That’s Right”

JOHNNY BOND (Columbia 2044)

- The plaintive vocal chanting of picker Johnny Bond and the set up of another sensational folk waxing music opus should go for in a big way. Johnny’s smooth lament shows in top notch slying on this hunk of wax titled “Sad, Sad & Blue.” Wonderful harmonics background spikes the platter and adds to its winning potential. On the flip with “That’s Right”, Johnny switches to a novelty piece with the boys in the band joining in. Nice spot of piano shows to brilliant light here also. It’s the top deck the many Bond fans win go for. Get next to it!

“Blue Melody”

“Georgia Boogie”

CURLEY WILLIAMS (Columbia 2044)

- Pair of sides ops might go for are these offered in fair fashion by Curley Williams and the Georgia Pickers. With Joe Pope on deck for the vocal spotlight, the wax shows as material which should garner its fair share of coin play. Titled “Blue Melody” and “Georgia Boogie,” Pope charts the top deck in effective fashion with the crew backing him adequately. Square dance rhythm of the flip is brighter and should attract phone fans. Opa who have the spots should take a look-see here.

“If You Don’t Love Me”

“I Won’t Be Waiting For You”

OKLAHOMA SWEETHEARTS (Columbia 40124)

- Harmony sponging of the Oklahomans has a pair of sides that have the spark of coin play about them. Wax titled “If You Don’t Love Me” and “I Won’t Be Waiting For You” is offered in able fashion, with the gals vocal tones shining brightly on the pair. Topside is the one we like—we’re sure you will too. Flip laps around the title as some mellow, fiddle work blends to round out the wax.

“Where Blues Are You Now”

“Southern Special”

CECIL CAMPBELL (Victor 20-2181)

- Cecil Campbell and his Tennessee Ramblers on deck for the mellower offering of “Where Blues Are You Now” and “Southern Special.” Top side shows loads of promise as Cecil takes the spotlight to pipe and yodel this blues ditty. Flip shows as a rhythmic chbo chbo story wax featuring some wonderful string work throughout. Folks that go for Cecil Campbell, and there are many, are sure to go for this pair.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
MUSIC BIZ FOR P.R. PROGRAM

Public Relations Campaign to Advise Public Present Disks Are New Taking Strong Hold Among Music Biz Leaders

NEW YORK—With the opening gun shot of this past week by The Cash Box regarding the fact that the music business is missing one of the greatest opportunities in its history by not advising the public generally that the records now offered for sale are "new," not just repressings, the entire music biz has rallied to this cause and leaders here are now discussing the advisability of immediately instituting a public relations campaign of outstanding proportions in major mass media to correct this impression.

Publishers, artists, recorders, and others identified with the industry, are of the opinion that this would call great attention to the new songs and that both sheet music and recordings would once again enjoy a much better sales market.

It is also the belief of these leaders that this would help to foster greater attendance at many theatres where artists are now appearing if the fact is brought home that the songs being played and sung, and which are also obtainable in sheet music and on disks, are brand new, pressed prior to the Petrillo ban in the case of the disks.

Interest is extremely great in a general public relations program for the music industry. The field has needed such a program, even before the ban went into effect, many stated. The belief now is that the need has grown much greater and that unless something is done the entire trade will continue to lose much business.

One very well known publisher stated, "The need for a public relations program is paramount in the music industry. The public have been neglected. The time has now arrived when the members of this field, at least its leaders, should come to the fore and give the public the facts so that interest will grow to buy more music in all its many forms."
JUKE BOX TRADE NOW BUYING OVER 35% OF ALL RECORDS SOLD

Prediction of Total Record Sales for Year Finds Juke Box Biz Climbing Higher on Comparative Percentage Basis. Juke Boxes Continue to Buy Well Over Million Disks Per Week. May Reach 40% Figure With Fall-Winter Seasonal Increase

NEW YORK — Predictions issued by major diskers to the effect that this would be a $150,000,000 record sales year places the juke box biz in the position of at present using 84.99% of all records being sold.

This is based on an absolute minimum of 2 new records per machine per week, times the 500,000 machines on the market. The general opinion in the automatic music biz is that the 2 per week figure is “very low” and should not be used as an “average”. But, even if used as an average, it means that $2,000,000,000 of the disks sold this year will be to juke box firms.

As the Fall-Winter season of 1948 comes into being there is always a good buying apart on the part of the juke box operators. With the further fact that collection averages have been reported as “going up”, this gives every indication of a buying apart this Fall.

It means that the juke box industry may reach a figure surpassing 40% consumption of all records sold. Such a figure brings back the days when the diskers were coming out of the depression slump of the early ’30’s and the juke box business helped lift sales to new high levels.

One result of these figures, which are being studied by experts in the disk field, is that they now plan on directing at least 40 per cent of their advertising and exploitation budgets to the juke box business.

Many are also of the opinion that some of the major firms may even use a larger percentage of their ap-plications, beginning this Fall, toward obtaining complete cooperation of the juke box field. Already some of the budgets are arranged to this end and will be starting the first part of their program very soon to catch the uplift as the ops switch machines from resort spots back to cities.

It is also interesting to note that the juke box industry's purchasing continues at a steady pace, and even if figured on the 2 record per week per machine average, held around the 20% purchase mark during the best sales period the diskers enjoyed. Heaver promotion to the juke box field, now that these figures are more openly known, is of good advantage to all the music firms.

BUDDY CLARK and DORIS DAY — COLUMBIA 38174
JIMMY DORSEY — MGM 10194
TONY MARTIN — VICTOR 20-2812
MILLS BROS. — DECCA 24409
PATTI PAGE — MERCURY 5129
THE 4 TUNES — MANOR 1131
KING COLE TRIO — CAPITOL

OXFORD MUSIC CORPORATION
1619 Broadway, New York 19, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
<table>
<thead>
<tr>
<th>Week of July 10, 1948</th>
<th>July 3</th>
<th>July 6</th>
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<tbody>
<tr>
<td><strong>1.</strong> <strong>YOU CAN'T BE TRUE, DEAR</strong></td>
<td>115.7</td>
<td>121.1</td>
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<tr>
<td>AP-1121 - N. EMMETT</td>
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<td>CA-15077 - THE SPORTSMEN</td>
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<td>BU-1032 - R. DEAVILLE</td>
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<td>DE-24439 - DICK HAYMES</td>
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<td>CO-38211 - MARLIN SISTERS</td>
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<td>DE-24447 - THE HARMONKINGS</td>
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<td>DI-2032 - ALAN DALE</td>
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<td>ME-5128 - JOHN LAURENZ</td>
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<td>VI-20-2761 - BUDDY CLARK</td>
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<td><strong>2.</strong> <strong>NATURE BOY</strong></td>
<td>114.9</td>
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<td><strong>3.</strong> <strong>WOODY WOOD-PECKER</strong></td>
<td>91.5</td>
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<td>CO-38197 - KAY KYSER</td>
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<td>CO-38197 - KAY KYSER</td>
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<td><strong>4.</strong> <strong>LITTLE WHITE LIES</strong></td>
<td>93.5</td>
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<td>CO-38114 - DINAH SHORE</td>
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<td>DE-24280 - DICK HAYMES</td>
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<td>ME-8065 - STEVE GILSON</td>
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<td>VI-27251 - TOMMY DORSEY</td>
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<td><strong>5.</strong> <strong>MY HAPPINESS</strong></td>
<td>75.8</td>
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<td>BU-1032 - R. DEAVILLE</td>
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<td>CA-15094 - THE PIED PIPERS</td>
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<td>CO-38117 - THE MARLIN SISTERS</td>
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<td>DA-20-17 - ANNE VINCENT</td>
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<td>DM-1113 - JON &amp; SONDRA STEELE</td>
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<td><strong>6.</strong> <strong>TOO-LIE OLLIE</strong></td>
<td>69.7</td>
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<td>CA-15097 - THE SPORTSMEN</td>
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<td>CO-38211 - MARLIN SISTERS</td>
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<td><strong>7.</strong> <strong>THE DICKY BIRD SONG</strong></td>
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<td>CO-38085 - THE DELL TRIO</td>
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<td>DE-24301 - LARRY CLINTON</td>
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<td>MA-1234 - GEORGE OLESEN</td>
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<td><strong>8.</strong> <strong>HAUNTED HEART</strong></td>
<td>31.9</td>
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<td>CO-38112 - BUDDY CLARK</td>
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<td>CO-38085 - THE DELL TRIO</td>
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<td>DE-24301 - LARRY CLINTON</td>
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<td>DE-24380 - ANDREWS SISTERS</td>
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<td><strong>9.</strong> <strong>LOVE SOMEBODY</strong></td>
<td>31.8</td>
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<td>CO-38174 - DORIS DAY &amp; BUDDY CLARK</td>
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<td><strong>10.</strong> <strong>ST. LOUIS BLUES</strong></td>
<td>31.4</td>
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<td>VI-20-2761 - BUDDY CLARK</td>
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<td><strong>11.</strong> <strong>BABY FACE</strong></td>
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<td>AP-1141 - PHILLIE ALL STAR STRING BAND</td>
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<td>CO-38014 - JERRY WAYNE &amp; DELL TRIO</td>
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<td><strong>12.</strong> <strong>BETTER LUCK NEXT TIME</strong></td>
<td>25.2</td>
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<td>CA-15094 - JO STAFFORD</td>
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<td><strong>13.</strong> <strong>THE LUSKINS</strong></td>
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<td><strong>14.</strong> <strong>WILLIAM TELL OVERTURE</strong></td>
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<td><strong>15.</strong> <strong>IT'S MAGIC</strong></td>
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<td>CA-15073 - GORDON Mackae</td>
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<td><strong>16.</strong> <strong>SABRE DANCE</strong></td>
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<td><strong>17.</strong> <strong>HEARTBREAKER</strong></td>
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<td><strong>18.</strong> <strong>REST</strong></td>
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<td>AL-Abdul</td>
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<td>AP-Apella</td>
<td>MI-M-G</td>
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<td>AR-See</td>
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<td>BI-Blot</td>
<td>MG-Modern</td>
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<td>CA-Capitol</td>
<td>MU-Musiker</td>
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<td>CO-Decca</td>
<td>RE-Regent</td>
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<td>CS-Coast</td>
<td>SA-Savoy</td>
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<td>DE-Demda</td>
<td>SD-Super Disc</td>
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<td>DE-Dow</td>
<td>SN-Standard Phonaphone</td>
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<td>DE-Dolcos</td>
<td>SP-Speciality</td>
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<td>EX-Exclusive</td>
<td>ST-Starring</td>
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<td>ID-Ida</td>
<td>T-Tony</td>
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<td>IP-Int</td>
<td>UN-Universal</td>
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<td>MA-Majestic</td>
<td>VT-Victoria</td>
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<td>ME-Mercury</td>
<td>VT-Victorophone</td>
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</tbody>
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**ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY**

| 21. **CONFESSION** | 12.6  | 11.6   |
| 22. **LAROOG LAROOG** | 11.5  | 5.9    |
| 23. **YOU CALL EVERYBODY DARLIN'** | 12.2  | 15.1   |
| 24. **PUT 'EM IN A BOX. THE DORIS DAY WITH A RIBBON** | 10.1  | 12.6   |
| 25. **FELLA LITH AN UMBRELLA** | 8.9  | 14.6   |
| 26. **MAYBE YOU'LL BE THERE** | 7.1   |        |
| 27. **FIDDLE FIDDLE** | 5.1  | 5.1    |
| 28. **CARABA: IT'S THE SAMBA** | 5.1  | 10.1   |
| 29. **TWELFTH STREET BRAH** | 4.1  | 10.0   |
| 30. **BEYOND THE SEA** | 4.0  | 2.5    |
| 31. **MAHARAJAH OF MAGADH, THE** | 3.9  | 10.5   |
| 32. **BLUE BIRD OF HAPPINESS** | 3.8  | 4.1    |
| 33. **DECK OF CARDS** | 3.7  | 4.0    |
| 34. **DON'T BLAME ME** | 3.6  | 1.3    |
| 35. **NOW IS THE HOUR** | 3.5  | 10.6   |
| 36. **IT ONLY HAPPENS WHEN I DANCE WITH YOU** | 3.1  | 4.4    |
| 37. **YOU WERE MEANT FOR ME** | 2.1  | 4.5    |
| 38. **SUSPICION** | 1.6  | 4.2    |
| 39. **BOY FROM TEXAS** | 1.2  | 1.4    |
| 40. **KEEN AND PEACHY** | 1.1 |        |
Buckley
BUILD S THE Best
NEW
CABINET
ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:
Cherry or Blended Ornaments,
Morcon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Sert Blue.

• Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
• Club Handle and Handle Color chrome plated.
• Heavy brass chrome plated Reward Plates, 2/5 or 3/5.
• 5c-10c-25c denomination Coin Intake.
• Payout Cups with anti-spoon Cups.
• Drillproof Plates.

$50.00

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 materials and workmanship have not been sacrificed. This sensational new price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity single program of selections always in full view, Buckley's exclusive 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 TRAC K ODDS has long been recognized as the only seventeen-cent race horse game that would stand up month after month—and stand up against 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 probable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.

4223 West Lake Street - - - Chicago 24, Illinois

(PHONE: VAN BUREN 6426-37-38-4533)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Here’s the “shot-in-the-arm” 5-Ball game you’ve been waiting for ... your big opportunity to “get well” in a hurry! CARNIVAL is a modern pepped-up version of the famous BALLY RESERVE of 1938 ... with original BALLY RESERVE BUILD-UP BONUS that steps up, up, up and keeps players glued to the game, fascinated by the simple, easy-to-understand score-system (hit all 12 bumpers) and the powerful appeal of the EVER-INCREASING BONUS. Bally’s new CARNIVAL is BALLY RESERVE plus HIGH-SCORE competitive play appeal ... plus new fast action ... plus KICKER-BUMPERS ... plus new modern flash ... plus new 1948 trouble-free mechanisms. Earnings on test locations are double and triple usual 5-ball average. Get your share. Try CARNIVAL on your slowest spot and you’ll agree ... IT’S BALLY RESERVE AGAIN!
**Iowa Operators To Meet July 20th At Des Moines**

Des Moines, Ia.—Leading operators of the state have notified all other operators throughout Iowa that a meeting will take place at the Fort Des Moines Hotel, Des Moines, on Tuesday, July 20.

Explaining the purpose of the meet as a necessity for all concerned to attend, as means and methods of improving business will be the main subject under discussion, response has been almost unanimous. Operators are more than anxious at this activity that will bring in more money for our equipment. We wrote the operators in this state that we intend the meeting to serve as a steppingstone to start them on a new way to prosperity, and proposals made will be beneficial to all concerned.

Reservations for tickets must be made before July 15.

**Georgia Operators Form Association**

MACON, GA.—The operators of the State of Georgia have formed an association called the Georgia Coin Machine Operators Association.

Officers elected to head the new organization are: Bryan Morris, Nashville, Ga., president; L. C. Renfroe, Fitzgerald, Ga., vice president; Ed Heath, Macon, Ga., secretary; Julian Martin, Macon, Ga., treasurer. Directors voted in are: J. H. Thompson, Hawkinsville, Ga.; J. N. Canady, Dublin, Ga., and B. C. Ford, Cordele, Ga.

The reasons for the formation of the association are explained by Ed Heath, secretary. "The primary purpose of the association is to fight unfavorable legislation and prohibitive tax measures and licenses," states Heath. "At present, we have about twenty-five members out of a potential two hundred and seventy-five good operators in the state. We expect to get a majority to join up.

"A few non-member operators come to each meeting in a doubting Thomas state of mind," continued Heath. "After they hear our program outlined, they become highly enthused and join immediately. We are not attempting to tell any operator what commission he must take from locations, or do we ask them to promise not to 'roll' each other. We tell them to run their own businesses."

**Texas Coinman Querires Trade To Form National Coin Machine Credit Bureau**

SAN ANTONIO, TEX.—W. M. Slagle, well-known Texas coinman, is studying the coin field with the intention of starting a "National Coin Machine Credit Bureau." Slagle has spent considerable time on the project, and has been encouraged to delve into the subject deeply by many of the coin companies. (Ed. Note: The Cash Box has pointed out the necessity for a Bureau of this kind many times.)

Slagle contacted two hundred of the leaders in the industry this week by mail, outlining the details of the plan, and informing the wholesalers just what type of service the Bureau would make available. "My organization," points out Slagle, "will compile a credit report on everyone in the coin machine business—pinball, phonographs, vendors, candy and cigarette machines, scales, etc.—giving each report a careful check and recheck, keeping this report up-to-date at all times and reporting to our subscribers when in need. The service will include mailing delinquent letters for those who report past-due accounts, even acting as a collection agency. We will check all credit reports with the operator, even though substantially all distributors list the subject to be a good credit risk. Reports will be submitted in two or three minutes by telephone or wire. All subscribers will have an identification number; all operators, a serial number, thus safeguarding the confidential nature of our reports."

The initial two hundred letters sent out by Slagle are described as "feelers" and he says the replies received will determine whether the Bureau is to be established.

**Apology To Sidney Levine**

NEW YORK—In reporting the case of "People against Fred Minns" in the issue of July 3, page 29, the name of Sidney Levine was mentioned as the attorney for the Union. The name of the Union’s lawyer is Samuel Mezansky, and Levine has absolutely no connection with it. His name was inadvertently mentioned where Mezansky’s should have appeared.
"OPEN SESAME!"

ALI - BABA

GETS YOU IN with the PASSWORD TO PROFITS

... Gottlieb PLAY-TESTED FEATURES Plus

PROGRESSIVE BUILD-UP BUMPERS!

It's NEW! Sensational as Gottlieb Original Flipper Bumpers!

and HOLD-OVER BONUS

Additional Play Incentive

IMMEDIATE DELIVERY FROM YOUR DISTRIBUTOR!

GAUGED PRODUCTION AND
CONTROLLED DISTRIBUTION
PROTECT YOUR INVESTMENT!

D. Gottlieb & Co.

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

REMEMBER BALLY RESERVE?

SEE Bally's NEW CARNIVAL

LAKE CITY AMUSEMENT CO.
1648 ST. CLAIRE AVENUE
CLEVELAND, OHIO

The Only

40 Selection Wall Box!

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

"There is no substitute for QUALITY!"

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Bally Revives "Reserve" Idea In New Five-Ball Game "Carnival"

CHICAGO — Bally Manufacturing Company, this city, and its distributors throughout the nation, are expressing their greatest enthusiasm about the new ball-five game "Carnival."

"We decided that the industry needs a real 'shot-in-the-arm' game," explained Ray Moloney, president of Bally, discussing their newest sensation. "Ten years ago," Moloney continued, "the entire industry was in the doldrums. Then Bally crashed out with 'Bally Reserve' and overnight turned the 'pin-ball depression' of '38 into an era of undreamed-of prosperity. Today the industry is again crying for a life-saver game. So Bally comes up again with 'Carnival'—another 'Bally Reserve.'"

"And let me point out" stated Moloney "that the expression 'another Bally Reserve' is not just a slogan. 'Carnival' is reviving the original build-up bonus introduced in 1938 by 'Bally Reserve,' with the entire accumulated replay bonus received by player who hits all 12 bumpers on the playfield. In addition to the 'reserve' idea, 'Carnival' features high-score competitive play appeal, kicker-bumpers operated by player-controlled buttons, currently popular playfield action features and an unusually colorful glass, playfield and cabinet."

"Carnival" is also described as having an automatic coin-divider incorporated in the game for convenience of the location attendant. Several new mechanical-electrical improvements are also said to be embodied in the game.

Expressing more than his usual amount of enthusiasm, George Jenkins, Bally vice president and general sales manager, stated "Nation-wide sampling of 'Carnival' has resulted in orders exceeding present capacity, and increased production facilities are being provided as rapidly as possible."
ON EVERY OPERATOR'S SCORE BOARD

Williams

YANKS IS THE WINNER!

ORDER FROM YOUR DISTRIBUTOR NOW!

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

AUTOMATIC HOSTESS
UNIT OF 20
LIKE NEW
ORIGINAl PRICE $14,800.00
WILL ACCEPT BEST OFFER
DAVID ROSEN, INC.
Exclusive AMI Distributor
855 N. Broad St., Philadelphia 23, Pa.
Stevenson 3-2053
503 Evergreen Ave., Baltimore 23, Md.
Edmonson 5322

MUSIC OPS-IT'S MONEY IN THE BANK!
SEE...
PAGE 4

WANT—WILL PAY
WURLITZER 800-GOOD
SEEBURG 8800
Write—Wire—Phone Immediately
DAVELOWY & CO.
547 Tenth Ave., New York 18, N. Y.
Tel. BR 5-0617

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

COIN MACHINE MOVIES
For Regular Panoramas and Solo-Vue Reels of 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE $2.50 TO $5.00 Per Reel
PHONOFILM
3333 N. Knoll Dr., Hollywood 36, Cal.

Remember Bally Reserve?

See Bally's NEW CARNIVAL

MAYFLOWER DIST. CO.
2218 UNIVERSITY AVENUE
ST. PAUL, MINNESOTA

1618 W. WELLS STREET, MILWAUKEE, WIS.
Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
ATTENTION!
Coin Machine Salesmen
AND
Roadmen

Unusual opportunity to make real money—full time or part time—as you travel. You don’t have to go out of your way one inch to earn some real cash. Right in keeping with whatever you are now doing or selling. Even the laziest salesman can earn $15 per day. No real work. That’s all been done for you. In fact, big direct mail campaign covering all operators under way right now. Here’s a really golden opportunity for a few tried and seasoned coin machine roadmen. Write Now!

BOX 710
% THE CASH BOX
381 Fourth Ave., New York 16, N. Y.

San Antonio Ops Get New Assn Under Way

SAN ANTONIO, TEX. — At a gathering of the leading operators of this area on June 24, an organization of the common into an association was proposed by Richard Warncke of R. Warncke Company. Those attending the meet at the Gunther Hotel were of the same mind and organizational procedure was instituted.

Roy Jackson of United Amusement Company, introduced Warncke, who spoke to the group, who represented 65% of the operators in San Antonio, accounting for over 1,000 pin ball tables.

J. J. Parker of the State Restaurant Association, one of the featured speakers, pledged the full support and cooperation of his association with the coin machine men.

A Board of Directors was appointed, with members voting them full authority to carry on the association’s work. The board includes: Richard Warncke, Roy Jackson, Harold Neal, C. A. Redgravens, and S. W. Martin.

In order to finance the association’s work, a fee of one dollar per machine was agreed to by all present.

The aims of the association were expressed by its leaders. It will work for the betterment of the coin machine operator by combating any single law enforcement bureau from going beyond its legal powers, create measures for public relations work, and watch all tax matters.

Genco’s MERRY WIDOW

Featuring Sensationally
NEW
"CONTACT BUMPERS"
FLIPPER ACTION
KICK OUT HOLE
SINGLE, DOUBLE,
TRIPLE BONUS
SUPER HIGH SCORE
7 EXTRA ROLL-OVER
BUTTONS

You’ll find MERRY WIDOW even BETTER than TRIPLE ACTION, TRADE WIND or MARDI GRAS!

ORDER FROM YOUR NEAREST DISTRIBUTOR

Genco Builds Greater Games
2621 North Ashland Avenue • Chicago 14, Illinois

"Positively-No Television"

NEW YORK — Harriet Van Horne, radio and television columnist for the World-Telegram, included the following short item in her Tuesday column:

"Nicest letter in this week’s mail is from a bartender. He read an item here, expressing a fond hope that some day a sensible saloon keeper would advertise: ‘Positively-No Television.’"

"This bartender can’t stand television. Writes: ‘You gave me a great idea; I have hung up the sign.’"

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

WANT—Used records. Will positively pay more. Sell to the East's largest distributor of used records. Will pick up. Write, sign envelope to: BERNARD MUCHNICK, 1315 NO. 52nd ST., PHILADELPHIA 31, PA. Tel.: CR 3-8628.

WANT—Bally Victory Derbys, Bally Entrees and Jockey Clubs. Check Separators. Cash or trade, whatever you need. Also want '46 and '47 Seeburgs and '46 and '47 Wurlitzers. Quote lowest prices, first letter. SILENT SALES CO., 200 ELEVENTH AVE., SOUTH MINNEAPOLIS 15, MINN. Tel.: GEneva 3645.

WANT — Mutoscope Cranes, Fan Floors, Red Tops, etc.; late Bally One-Ball Games free play and automatic; Keneey Bonus Super Bells; Bally Triple Rolls, etc.; Jennings Super DeLuxe, DeLuxe, Standard and Club Console Slot machines; Wurlitzer, Seeburg, and Rock-Olas post workers, Phonographs; Ballycard Chrome Boxes. Write, Call, or ship to: W. E. PONSER, 4126 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: Gland 3585.

WANT—The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: SEISED RECORD EXCHANGE, Anthony "Tony" Galgan, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: Diekens 7060.

WANT—Keneey Bonus Super Bells 2-Way 5 & 23c, 3-Way 5-10-25c; Bally Triple Rolls; Bally Eurekas; Mutoscope Diggers; used Packard Boxes; will buy over-stocks of late pin games for re-sale. Quote best prices, quantity and condition in first letter. M. A. POLLARD COMPANY, 725 LARKIN STREET, SAN FRANCISCO 9, CALIF. Tel.: ORdway 2-3069.

WANT—5 Ball F.P. original Flipper games and new game elements; Slots, all makes and models; Keneey Bonus Super Bells; Bally Triple Rolls; Eurekas; late model phonographs. All equipment must be in A-A condition. State quantity and prices in 1st letter. NOBRO NOVELTY, 369 ELLIS STREET, SAN FRANCISCO 2, CALIF. Tel.: 1x-40-5476.
CHICAGO CHATTER

Lots of nice comment around town about the editorial (the letter written to The Cash Box by an operator) which appeared in last week’s issue ... it seems that many others have seen the way this op does ... and some tell me that they’ve expressed themselves in the very same fashion many times in the past. But, it seems, it took this one to “strike” the letter and, therefore, the entire industry had an opportunity to read all about what a progressive op thinks of those others ... who just believe that all that is necessary is to “plug in the machine and collect.”

W. W. (Bill) Rabkin, proxy of Filben, is becoming one of the industry’s travelingest men. Bill just returned from a very successful trip to the east and now, without even hesitating long enough to press his suits, is on his way to the West to see if he can register some more jake box men waiting to talk with him. While waiting for Bill we walked about the plant and the activity here is something to see. Production is under way and the firm are shipping right along. Sam Drucker, by the way, also of the same firm, just returned from a Filben showing in Roanoke, Va., where Frank Page showed the new phone and Sam claims that this was one of the most successful showings ever yet held. “Plenty of business,” Sam reported.

Gordon Sutton (that parlor football star) who has been using his plane to whirl around the various Simplex offices, reported that collections are picked up everywhere in his territory and that ops are getting happier by the second. Gordon also has a new gadget ... a little box containing a copy of all the ops in this territory. The Illinois Simplex firm have what they call a “parts truck” out on the road now which calls right on the ops and gives them the parts they need and wants—right out of stock in the truck itself. This idea isn’t new, as Gordon says, it is proving very handy here in this territory and he says that it has an in other parts of the country. (By the way, Gordon, where’s Larry (Spavin) Cooper, he hasn’t heard or seen him in weeks.)

Skheet Moore returned from Texas without a lariot, without a horn and howling because he had run into a stretch of hot and rainy weather which almost melted down his last hundred pounds. “But,” buttmed Jep, “with all the bad weather and the fact that I didn’t return with a ten gallon Stetson, chaps and lariat, business was marvelous. The Texas coinmen are going for ‘Yanis’ in a big way and, we believe, ‘Yanis’ is going to set a modern record for the Long Star State.” All production at Williams’ is still heavy on the bank and the new model, Sutton or Harry Williams have any idea at all when they will be able to stop.

Over at Bally—things were buzzing at a speedy pace all week long. Distributs from all over the country in town to see Bally’s newest—“Carnival.” Seemed like old times all over again to see these boys back in town and talking business. All were enthusiastic over the program which has been outlined at Bally on “Carnival.” Herb Jones, George Jenkins, Bill O’Donnell and all the other Ballyites working away on long distance phones, answering wire and letter and answering telephone calls to boot, reported the announcements went out to the Bally distris regarding the fact that following “Rancho” which clicked very well—the new “Carnival” was going to revive the industry. Maybe this is the Bally game the trade has been waiting for so long.

Execs and employees of Chicago Coin will be enjoying a two week vacation from all work in the factory. All those high and mighty execs leave the office for that long period. Dave claims recreation was better than he expected and he hopes that this newest Marvel will be the one which will start the boom for the firm. ... Fritz Burgeson of Barrington, Ill., seen in town and dashed right over to the Jennings’ plant where he wanted to get more and more of the machines he needs. ... Also saw Fred Anderson, who is Jennings’ distr for northern Illinois, at the big factory on West Lake Street and found Fred full of good enthusiasm and advising that business conditions are “okay.”

Some as like some of the “older” coinmen will never learn ... will never believe that they “are” growing old ... take the case of Herb Gettiner of United ... who still thinks he can play baseball like Joe DiMaggio, or catch like Gilly Hartnett used to, or field like Eddie Collins did when he played the keystone sack, or hit like Ted Williams ... but, to make a long story shorter, Herbie went out this past Sunday “to show the kids how it used to be done,” a phrase with that fact that’s just barely getting around. ... Herb calls it a strained ligament, but everyone knows the ego of the guys over at United call it ... well, looks like it’s time Herbie got himself a pipe and a rocking chair.

Lindy Force, salesman ‘deluxe’ of AMI, Inc., reported this past week that Chicago’s Joe Peskin (who has always had a hard time getting out to sunny California) and who is also known as Chi’s largest phone op, has been “signed-up” as distributor for Southern California. Joe hasn’t as yet decided what the name of his new distributing company will be nor where it will even be located. In the meantime, Joe has a great many other details to attend to before he leaves and, he says, “I don’t know when or where I’m going to California”. So, maybe, that’s that, as far as Joey is concerned. We’ll sure miss him. Always could count on hopping into Joe in the early dawning hours at the Singapore and shoozin’ the breeze about this and that.

Things happenin’ over at Rock-Ola this past week. Lew Sebastian has been seen leaving Chicago on a business trip. It is here from only a short while and rushed right up to Milwaukee to visit with Hastings Distr. Co. Aireon have been tremendously successful with their “service school” reports and have already conducted such schools in Rockford, Grand Rapids and Detroit. He says, “Almost every well known operator, serviceman and manager has turned out. It was really a pleasure to see so intimate an audience of them to be demonstrated.” In July, both Craig and Mann stated, the same service school features will be held in Cleveland, Columbus and Cincinnati in Ohio and in Philadelphia and Allentown in Pa. Business for Aireon, by the way, has been booming. The factory shipping just as fast as they come off the production line.

Barney Craig, Aireon’s new Sales Manager, was in town this past week and has been busy with a visit to the company plants and with a trip around here from only a short while and rushed right up to Milwaukee to visit with Hastings Distr. Co. And all this while was taking place a visitor, one of the Rock-Ola distribs, from Caracas, Venezuela, Gustavo Murillo, popped into the plant and really enjoyed watching those giant production facilities of the firm in action and almost wore some blisters on his feet walking around this huge place. He said, he was most impressed, as everyone is, when they take a trip thru this big manufactory.

That reminds us. This is time to pay Fred Mann a personal tribute. Fred was honored at a big party in the Drake Hotel here which was given in his honor as part of Bowls always is. But, John’s big action in some of the big to-dos here this past week. Also, his big action in some of the big to-dos here this past week. Also, his big action in some of the big to-dos here this past week.

Joe Abraham of Lake City Novelty Co., Cleveland, O., in town this past week. Joe swam in from Cleveland and actually cooled off, even the we Chica- locals thought it hotter than usual, because Cleveland was having a heat wave when Joe left. ... Ben Becker of New York also in town and challenging Art Garvey at Bally everyday to a ‘grin’ championship contest ... just so he can quiet all the rumors circulating about of how Art has been “teach- ing” him the game. ... Lots of guys in this man’s town should take time off to compliment Al Stern and Al Sobring on the job they personally did to make possible to get rollfords in action. Both men worked very hard in this direction and are sure back in action sooner or later. Joe Abraham, in town last week, has his name all over again and interest in the new “Bally Bowler” is running high ... the game’s got it! ... Herman Faster around town this past week.

Surprisingly ... with all belief to the contrary ... the summer season has shown the first real “lift” in the trade ... and many are getting into action at a time when usually all take it easy and expected to enjoy vacations. As one noted coinman here stated, “This is a real surprise. I always means that the boys now realize they have to get out and work and are proving that they aren’t afraid to do so.” ... Neversmained anyone as happy as George J. Sein, vice president and general sales manager of Bally, at the wedding of his daughter, Mary Catherine, this past Saturday, June 26. The wedding took place at St. Anastasia Church in Evanston, Ill. and George held a reception in his home.

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MINNEAPOLIS

As a result of “bluenose” pressure, Minneapolis and St. Paul pinball operations were spotlighted in the local press. However, the situation was labeled “political” by Mayor Hubert H. Humphrey, and the newspapers carried favorable stories showing that Minneapolis locations paid $25,000 to the federal government last year, and St. Paul was rated second in payment of taxes.

O. Onstad, McIntosh, Minnesota, in Minneapolis for a few days vacationing... Andy Bena of Ironwood, Michigan, taking a few days off in Minneapolis visiting several distributors, and relaxing in some of the nightspots... Amos and Danny Heidrick of the North Star Novelties Company, Minneapolis, purchased a Chris-Craft Cabin Cruiser and are enjoying it very much. They have put the boat on Lake Minnetonka and make use of it every possible chance they have.

Carl Schumacher of St. Cloud, Minnesota in town calling on several of the distributors... John and Clare Nietzsche of Castlewood, South Dakota in Minneapolis for a couple of days and report that their lake resort is busier than ever. They expect 10,000 people over the Fourth of July Holidays. They operate the dance hall, lunch room, and fishing equipment with forty boats. With the peaceful business, there are no dull moments during the summer months for them.

Ben Jahneke of Hutchinson, Minnesota took time out to visit the Twin Cities just for the day... Paul Pelling of Sauk Center, Minnesota also in Minneapolis for the day visiting relatives... August Streyle of Hazleton, North Dakota spending several days in Minneapolis visiting a few distributors, but mostly taking life easy. He intends to drive home in a brand new Ford... Harry Garfield of Mora, Minnesota... Harry Garfield and his friend, Becker, tells us he’ll have to go to 23 together with our friend Becker, but I’ve been so busy with the route, I haven’t had the time. You tell Becker that my tie supplier, Phil Kornfeld, claims no one in the city could win a contest from me.
CALIFORNIA CLIPINGS

The big news—and it's not good—this week is loss of the June 17 Appeal hearing on rolldowns, specifically Pokeniko with some reference to others. ... It took several days for the three judges to arrive at the decision, upholding the ban of the game, "Subway Sheet Music." Despite the decision, the operators read the notice in the amusement game industry in Los Angeles, and to the hundreds of operators and location owners who derive a livelihood from these games. Most operators, as noted by going on Gordon Roper, and distributors, quoting Paul Laymon, took the decision hard but philosophically. ... They saw it coming but were still hoping for a fair shake. The appeal was scheduled for Advance-Roll, Bing-A-Roll, Total-Roll, etc. Inasmuch as it will be a trial by jury, there should be a chance of getting a down-to-earth opinion from the guy most concerned with it all—John Q. Public. ... He's the average Joe who goes for political conventions, baseball games, hot dogs, peanuts and an occasional game of skill and amusement. ... A truly representative jury, of businessmen, working men and housewives, should provide a much more accurate pool than any number of judges ... no matter how unbiased, honorable and learned in the law the juris may be.

Paul Laymon had one ray of sunshine in the arrival of his long awaited Bally Deluxe Bowler. ... It's a beautiful game and there's a heavy demand for it. ... In our humble opinion, this is one game that can stand up as pure skill and amusement in any man's court. ... Lyn Brown still waiving out his promised hearing on Scientific's "Pitch 'Em and Bat 'Em" and shuffling along with the boards nicely while doing it. ... Speaking of the shuffleboards, Fred Green of General Music reports that Book-Ola's full size board is now ready for delivery and describes it as "the first shuffleboard to be made in the plant of a national manufacturer in the coin machine industry." ... Arnold Miller sitting tight at Pacific Coast Distributors waiting first shipment of Geneo's new 5-ball, "Merry Widow". ... W. R. Happel, Jr. of Badger Sales started to tell us there was no news this week, then remembered that Mrs. Louise Schmidt, our usual found of information in the front office, was vacationing up at Big Bear Lake with husband Hank, also a Badger employee. ... At Mills Sales, Charlie Fulcher was out poring on the "Black Gold" while we chatted with secy. Jean, who reported everything was fair and normal with the Fulcher man. ... Bill Wolf busy up San Berdo way, where he had just completed a diskery with his tightened operations on the Coast, Bill is still very much on the go.

Bill Williams also out a lot lately, no doubt getting things lined up to operate at the new offices at 52 No. 3rd Ave, Arcadia as rep for son Harry's fine product. ... C. A. Robinson said there was nothing doing at his establishment, we put him in print, except maybe that Al Bestelman was on the road again. ... Lynn Tobias of Automatic Games, one of our favorite gals on Coin Row, told us evidently that boss Summie Donin and George Warnick have gone to Vegas on a "business" trip. George, we par anybody, tipped her off that he was taking a few bucks with him for a light workout on the crap tables. ... Co-Boss Dannie Jackson due for a month of vacation in Arrowhead starting this week. ... George O'Mea of E. T. Mape office reports terrific reception for new Fliben "Mastret". ... Among those currently crying new machine when we dropped in were Bob Dornbusch of Pismo Beach and Cam Hathaway of San Luis Obispo. ... O'Mea had just returned from a showing of the box down in San Diego and will immediately take the week's swing up the Coast to San Francisco head office. ... Jack Gutshall also fresh back from jaunts to San Diego, where he says Packard's are making plenty of sweet music.

NAMM Convention served as excuse for many of the local disc topers to get out of town and stay away for awhile. ... With some, it's vacation and others national sales tours. ... Paul Reiner and wife are on a combination of both, Paul keeping his finger on the pulse of Black and White operations via long distance phone to Ben Pollack and John Blackburn. ... Mute man Ben Pollack, whose Jewel label of "Recess in Heaven" turned out to be a heavenly thing, is thinking of taking a recess abroad soon.

Effervescent Art Rupe bubbling over with his "You Don't Love Me," Camille Howard's long riding hit, and he can't understand why other platter chiefs are singing the blues. ... Coast's Ralph Ross back from Convention and can't stop raving about his new label and the Coast line.

Capitol has added some new talent to their already very impressive roster with signing of Artie Wayne. ... The popular singer-composer, who used to croon with Henry Buress, Joe Reichman and Freddy Martin, will tee off with "Tony's Place" (his own composition), backed by "For You," on a July 26 release. ... His "Sleepy Baby" and "Did I Remember" on the Huckleter label last year put Artie right at the top with the swoon crowd. ... Another welcome addition to Capitol is Barney Allen's "Cannata," following the deal in which Van-Es sold its masters by the hit pianist to the Sunset and Vine district. Badger Gordon of Van-Es assures that his company is still very much in business and grooming another hit line for release shortly after the firm's present reorganization. ... Exclusive's Ad Man George Morrison still having out on vacation after his New York stay and nobody else around the Leon Rene company is talking. ... So we can't say whether they've got anything worth talking about or not.

Bill McCall out at Four Star and had nice chat with Sales Mgr. Don Pierce, who told us thing we didn't know. ... Such as: T-Texas Tyler now packing 'em in at the local Riverside Ranche. ... Jenks Carner's new release of "Wreck of the Old 97" has had great response following his novel "Hill-billy Hula". ... Don also told us that Maddox Bros. and Rose are actually four brothers and sister, manage to keep the name, "Maddox Bros," with a solid sales on Coast. ... "You Can't Help But Love Me." ... Lineup of Old Hollywood RnB announces that his company is still very much in business and grooming another hit line for release shortly after the firm's present reorganization. ... Exclusive's Ad Man George Morrison still having out on vacation after his New York stay and nobody else around the Leon Rene company is talking. ... So we can't say whether they've got anything worth talking about or not.

ST. LOUIS

It has been a long time since any St. Louis coin machine op can remember a June like 1948 brought along—a month full of rain and cold weather instead of the usual blistering heat, and marked by poor collections in place of the usual bumper production. ... Such veteran ops as Leo Morris report collections down in both pin games and phonographs as much as 28%, with about the same slackening off in new games sales. ... Only exception to this rule, say ten distributors and operators interviewed by Cash Box was the vending field—which showed up 10% or more ahead of last month. Return of popular candy bars to the market was given as the reason. Cigarette sales went down slightly, as the usual exodus of St. Louisans attempting to escape the heat.

First 1948 Ford to enter the coin field was the new blue sedan which Chuck Larcom is sporting. Asked what kind of yardstick was used to obtain it, Larcom gives nothing but a Charcoal-cat smile. About ten thousand people tell "Old Yanks." ... Leo Morris is planning a vacation in Chicago, now that the Missouri Amusement Machine Association has folded up its collective tents for the summer. Lou's son, Jim Morris, is attending summer school at Northwestern University near Chicago, which is about the only reason we can think of for an out-of-the-frying pan vacation in the Windy City.

VP Distributing Company was cheerfully shopping out plenty of William's "Yanks". Visitors who came around during the week included Burdis Williams of Williams Music Co., Enfield, Ill.; Freddie Voucher from Festus, Mo.; Bill Koller, Annal, Illinois; and Leo Lievick of Washington, Mo. ... Operators are not having as tough a time out in the woods as in the city" Lievick told us "Summer weather seems to stimulate entertainment more." ... Ed Randolph, major demo at Ideal Novelties, is on vacation at home this month, and planning a heavy fishing trip for the last three days of his holiday. ... Al Haneklaus of Olive Novelties is getting packed for his annual sojourn in Wisconsin. ... Carl Tripple, Ideal Novelty Company, pays little attention to rain, heat or any type of weather. He just keeps working away, planning new sales ideas, and working hard. ... Jackie Rosenfeld, J. Rosenfeld Company (Bally distrib) looking for great things with Bally's new game "Carnival" touted as one of the best ever.
RONDEEVOO

United's Latest HIT!

FIVE-BALL NOVELTY REPLAY

KICKER CONTROL BUTTON

EACH SIDE

REPLAY BUTTON

See Your Distributor

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY

CHICAGO 40, ILLINOIS
DE LUXE BOWLER
by Bally

DESIGNED TO PERMIT BANK-SHOTS
SIDE RAILS FITTED WITH COMPOSITION INSERTS

NOISELESS OPERATION WINS NEW LOCATIONS

BIG EASY-TO-SEE SCORE PROJECTOR

HIGH-SCORE REGISTER STIMULATES COMPETITIVE PLAY

FLUORESCENT LIGHTING

RICH STREAMLINED BEAUTY WELCOME IN ALL SPOTS

GUARANTEED MECHANICALLY RIGHT

A Bally GAME FOR EVERY SPOT

GOLD CUP TROPHY RANCHO TRIPLE BELL WILD LEMON DOUBLE-UP HI-BOY HY-ROLL BIG INNING

ADJUSTABLE LENGTH From 9 feet up to 15 feet

NEW SKILL POCKET FEATURE

SKILL POCKET score value changes after every ball—40—50—60—70—80—flashing in random rotation, brilliantly displayed on light-up back-glass. Location tests prove the SKILL POCKET feature to be the strongest repeat play stimulator ever built into skeebowler equipment. SKILL POCKET will put fat profits in your pocket. Order DE LUXE BOWLER today.

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

SMOOTHEST SKILL GAME EVER BUILT AND A HIGH-POWER MONEY-MAKER. STREAMLINED BEAUTY, QUIET OPERATION AND ADJUSTABLE LENGTH WIN WELCOME IN EVERY LOCATION. POWERFUL REPEAT PLAY APPEAL INSURES TOP EARNINGS MONTH AFTER MONTH.

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