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

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

The Wurlitzer 1250 proved THAT!

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

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

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

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

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

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

WURLITZER MODEL 4820
5¢ 10¢ 25¢
Enables patrons to play both sides of each of the 24 records on the 1250.

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Higher Labor Costs Plus Material Shortage Means Price Increase

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

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

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

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

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

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

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

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

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

THE CASH BOX
WORLD’S GREATEST COIN MACHINE MAGAZINE

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

THE CONFIDENTIAL PRICE LISTS are officially recognized by various associations of coin machine operators throughout the United States as their "official" weekly magazine.

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

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

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

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

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

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

This was brought about by the bankers and financiers who entered into this business to make up loans.

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

The operator began to concentrate on locations.

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

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

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

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

Today, when an operator finds he has developed a fine location, he buys every type of machine the location wants and needs. In this way he assures himself that location remaining his very own.

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

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

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

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

It has been found that operators of music equipment own cigarette machines, candy bar, soda, candy and bulk candy, and even non-coin operated equipment, so that they absolutely and completely dominate the location.

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

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

The average amusement game or music machine ops learned the very same thing when they developed a good location. They found that their men could, while servicing the amusement machine or phonograph, take care of other equipment in the spot in just a few more moments to help defray the servicing overhead cost and, in most cases, even show a profit while, what is most important, protect the location from being trespassed by someone who would enter with one machine and spread into all other lines quickly.

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

Today — what counts most — is the location.

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

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

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

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

It's the location that counts.
11. Recordmitted Weekly

The Cash Box, Music Page

THE NATION'S TOP TEN
Juke Box Tunes


Denotes Most Popular Fading Out. Record Companies Listed Alphabetically

I WANNA BE LOVED
* ANDREWS SISTERS
CO-38491 — Buddy Clark
CO-38493 — Tony Bennett
DE-27007 — Green Sisters

BEWITCHED
* BILL SNYDER
CA-1000 — Mel Torme
CA-88321 — Red Goodman O.
CA-18821 — Dave Day
DE-24983 — Gordon Jenkins O.
ME-5399 — Jon August & Harmonist

MY FOOLISH HEART
* GORDON JENKINS — BILLY ECKSTINE
CA-936 — Margaret Whiting
CA-34661 — Hugo Winterhalter O.
DE-24930 — Gordon Jenkins O.
ME-5382 — Richard Hay

MONA LISA
* KING COLE
CA-1198 — Eddie Grant
CA-19121 — King Cole
DE-40354 — Lightnin' Noble O.
DE-27668 — King Cole

HOOP-DEE-DOO
* PERRY COMO — RAY KARR
CA-37087 — Kay Starr
CA-37087 — Frankie Tamlar
CR-60255 — Lightnin' Noble O.
CR-60255 — King Cole

THE THIRD MAN THEME
* ANTON KARAS — GUY LOMBARDO
CA-836 — Arlene Ray O.
CA-38706 — Hugo Winterhalter O.
CA-38706 — Hugo Winterhalter O.
CR-49109 — Dave Day
DE-24909 — Ethel Smith
DE-48138 — J orth Garland
DE-24854 — Guy Lombardo O.
DE-24854 — Ethel Napper
DE-27008 — King Cole

ROSES
* SAMMY KAYE ORCH.
CA-1001 — Ray Anthony O.
CA-38885 — Red Goodman O.
CA-38883 — Gene Krupa
CR-60250 — Stix & The Superiors
DE-27028 — Dick Haymes

SENTIMENTAL ME
* RUSSELL MORGAN — AMES BROS.
CA-923 — Ray Anthony O.
CA-40348 — Lightnin' Noble O.
CR-40178 — Ames Bros.
CR-40178 — Lightnin' Noble O.

IT ISN'T FAIR
* SAMMY KAYE O.
CA-824 — Benny Goodman O.
CA-38733 — Earl Brown O.
DE-24989 — Joe Mantegna
DE-24985 — Joe Mantegna
HAP-105 — Tony Hatch

COUNT EVERY STAR
* HUGO WINTERHALTER ORCH.
CA-978 — Ray Anthony O.
CA-31972 — Joe始终保持
CR-38772 — Herb Jeffries

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

RELEASE 50-29

POPULAR

PHIL REGAN
Three Little Words

You Are My Lucky Star — 30-3863 (47-3832)

CLAUDE THORNHILL
Sent and Lonesome

Handshakes — 30-3847 (47-3832)

Here come the DANSE BANDS again!

RALPH FLANAGAN

Tears Tore Tuna
Pink Christos — 20-3847 (47-3832)

FRAN WARREN
I Love The Guy

Let's Have Love — 20-3847 (47-3832)

RAY McKINLEY

Rocking The Boogie

Ralph W. Whitting — 30-3847 (47-3832)

WESTERN

DALE EVANS

Jeans No

A Teen-Heart Buddy And An Oiled-Gear Horse

20-3846 (47-3832)

COUNTRY

CHARLIE MONROE and his KENTUCKY PARDNERS

So Blue

Without Me Are You Blue

20-3810 (47-3832)

BLUES

ARIEE STIDHAM

Don't Come My Baby

Feel Like I'm Losing You

20-3845 (47-3832)

NEW ALBUMS

"Musical Smart Set".

ANDRE PREVIN

Three Little Words — P-291 (47-291)

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

7... indicates records which, according to actual sales, are encouraging brisk. The trade is urged to keep ample stock of those records on hand, as it remains promptly when current stock begins to approach the "sold-out" stage.

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

WEEK OF JULY 15

BEWITCHED
20-3779 (47-3779)

Larry Green &
The Honey Drippers

BONAPARTE'S RETREAT
20-3776 (47-3779)

Gene Krupa & Orch.

20-3715 (47-3714)

Perry Como

COUNTRY
20-3847 (47-3779)

Hugo Winterhalter

HOOF DEE DOO
20-3741 (47-3741)

Perry Como

I'M MOVING ON
20-3848 (47-3782)

Hash Snow

I WANNA BE LOVED
20-3845 (47-3742)

Fantine Sisters

LA VIE EN ROSE
20-3839 (47-3789)

Tony Martin

METALLURGIC STRINGS
20-3779 (47-3779)

Mindie Caren

ROSES
20-3764 (47-3715)

Sammie Kaye

WHY SHOULD I CRY?
21-0039 (47-3438)

Eddy Arnold

VALENCE
20-3755 (47-2755)

Tony Martin

RCA VICTOR Records

PAGE 5

July 22, 1950
**“IN THE VALLEY OF GOLDEN BEAR”**  "MAMA MIA"  (3:04)

LENNY HERMAN QUINTET

- Upper deck is a Waltz which airs a competent vocal by the Herman- men singing over a fine ray of guitars and a Latin flavor to it, making it a nice little listener. Pops who have the past will like this little number—its a moody-in-the-ford selection.

**“HERE PRETTY KITTY”**  (2:50)

"OUR LITTLE RANCH HOUSE"  (2:48)

GUY LOMBARDO ORCHESTRA

- "The TUNNEL of LOVE"  (2:35)
- "THE TUNNEL of LOVE"  (2:35)
- "WHILE THE WIND and THE RAIN"  (2:39)

DINAH SHORE and JACK SMITH

- DINAH SHORE and JACK SMITH (Columbia 38894)

- "THE TUNNEL of LOVE"  (2:35)
- "WHILE THE WIND and THE RAIN"  (2:39)

**“DREAM A LITTLE DREAM OF ME”**  (3:05)

"I'LL BE GOOD"

JACK OWENS

- "I'LL BE GOOD" (Decca 27006)

- "DREAM A LITTLE DREAM OF ME"  (3:05)
- "I'LL BE GOOD" (Decca 27006)

**“I CAN'T HELP IT”**  (3:08)

GLORIA DE HAVEN and 4 HITS & A MISS (Decca 27014)

- GLORIA DE HAVEN and 4 HITS & A MISS (Decca 27014)

- "I CAN'T HELP IT"  (3:08)

**DISK OF THE WEEK**

**JOHNNY DESMOND**

- "JUST SAY I LOVE HER"  (2:25)
- "IF ANYBODY DOES, YOU DO"  (2:20)

JOHNNY DESMOND

- "JUST SAY I LOVE HER"  (2:25)
- "IF ANYBODY DOES, YOU DO"  (2:20)

**THE CASH BOX RECORD VERIFIED**

**JOHNNY DESMOND**

- Johnny Desmond's orchestra sets off on the throbbing, push vocal of Johnny Desmond as he steps into the balladering duties on "Just Say I Love Her" and comes cut city and with Patric, all who will hear him in the months to come. Without a doubt, this powerful thrusting effort on the part of Johnny Desmond is the marriage of art and song that this beautiful ballad has been waiting for. With "C'est Si Bon," "Figalee," and "The Picnic Song" still in the big money, Johnny Desmond appears to be splitting him- self with his own highest singing convention as a result of the sur- prise smash hit that he has turned out on this side. This is the type of ballad that lasts and can be heard over and over again. The use of English and Italian in another dash to the lyrics. Flip is also a ballad and airs the singer aided by a mixed chorus. Ops will see "Just Say I Love Her" set up a steady flow of coin. No joke box can afford to be without this disk. It's headed for the big time.

**BLUE LIGHT BOOGIE II**  (2:30)

"BLUE LIGHT BOOGIE II"  (2:30)

JOE JORDAN and HIS TYPHANY FIVE

- JOE JORDAN and HIS TYPHANY FIVE (Decca 27114)

- "BLUE LIGHT BOOGIE II"  (2:30)

**"DIDN'T WE"**  (2:42)

BIRMINGHAM BOUNCE  (2:43)

TED HEATH ORCHESTRA

- TED HEATH ORCHESTRA (London 726)

- "DIDN'T WE"  (2:42)

**"MY BLUE HEAVEN"**  (2:30)

"MY BLUE HEAVEN"  (2:30)

JOE DOROUGH (Columbia 38892)

- JOE DOROUGH (Columbia 38892)

- "MY BLUE HEAVEN"  (2:30)

**"GOODNIGHT, IRENE"  (2:42)**

"GOODNIGHT, IRENE"  (2:42)

FRANK SINATRA and HIS ORCHESTRA

- FRANK SINATRA and HIS ORCHESTRA (Capitol 1105)

- "GOODNIGHT, IRENE"  (2:42)

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

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

EDDY HOWARD ORCHESTRA

- EDDY HOWARD ORCHESTRA (Columbia 38893)

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

**"I'M BASHFUL"**  (2:20)

"I'M BASHFUL"  (2:20)

ARTHUR GODFREY and JEANNETTE DAVIS (Columbia 38894)

- ARTHUR GODFREY and JEANNETTE DAVIS (Columbia 38894)

- "I'M BASHFUL"  (2:20)

**"BASEBALL POLKA"**  (2:36)

"BASEBALL POLKA"  (2:36)

GEORGE TESNER ORCHESTRA

- GEORGE TESNER ORCHESTRA (Coral 60249)

- "BASEBALL POLKA"  (2:36)

**"THE BEACH"**  (2:09)

"THE BEACH"  (2:09)

THE RINGER ORCHESTRA

- THE RINGER ORCHESTRA (Capitol 1105)

- "THE BEACH"  (2:09)

**"BLACK BOTTOM"**  (2:32)

"BLACK BOTTOM"  (2:32)

EDDIE CONDON ORCHESTRA

- EDDIE CONDON ORCHESTRA (Columbia 38895)

- "BLACK BOTTOM"  (2:32)

**PEGGY Ann Ellis does the versifying of this "Happier era" oldie that is a real treat. Ops look to this as an over- growing revival list of the tunes of the twenties, The Condor’s Dixieland production and the quality of his selections leave nothing to be desired. Organist extraordinaire has an- other good song effort from Peggy Ann Ellis and once again as an end result of The Condor's Dixieland danc- ing rag. Ops will find that these guns will earn the sale of which in every juke box.

**"HAPPY MUSIC"**  (2:30)

"HAPPY MUSIC"  (2:30)

THE CASH BOX RECORD VERIFIED

In the opinion of The Cash Box music staff, records listed below, in addi- tion to the "Hit" and "Sleepy" Of The Week, are those most likely to

- YOU WONDROUL YOU
- "HAPPY MUSIC"
- "GOODNIGHT, IRENE"
- "I WAS DANCING WITH SOMEONE"
- "DO BETTER UP IN THE MOUNTAINS"
- "I'M BASHFUL"
- "BASEBALL POLKA"
- "THE BEACH"
- "BLACK BOTTOM"
- "HAPPY MUSIC"

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

PEGGY LEE—DAVE BARbour ORCHESTRA

- PEGGY LEE—DAVE BARbour ORCHESTRA (Capitol 1105)

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

**"STAND BY ME"**  (2:00)

"STAND BY ME"  (2:00)

THE RINGER ORCHESTRA

- THE RINGER ORCHESTRA (Capitol 1105)

- "STAND BY ME"  (2:00)

**"THE DOOMSDAY"**  (2:09)

"THE DOOMSDAY"  (2:09)

THE RINGER ORCHESTRA

- THE RINGER ORCHESTRA (Capitol 1105)

- "THE DOOMSDAY"  (2:09)
NOW A NEW ADDITION TO
THE SENSATIONAL
“Mercury Operator's Bonus Plan”

... to the hard hitting juke box operator
with a small route Mercury offers YOU . .

10 FREE Mercury Records
OF YOUR OWN CHOICE
WITH EVERY 100 PURCHASED
DURING THE PERIOD FROM JULY 15 TO AUGUST 15, 1950

... this is in addition to

250 FREE Mercury Records
OF YOUR OWN CHOICE
WITH EVERY 1000 PURCHASED
DURING THE PERIOD FROM JULY 15 TO AUGUST 15, 1950

100 FREE Mercury Records
OF YOUR OWN CHOICE
WITH EVERY 500 PURCHASED
DURING THE PERIOD FROM JULY 15 TO AUGUST 15, 1950

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

MERCURY RECORD CORPORATION
CHICAGO, ILLINOIS

“It's What's in THE CASH BOX That Counts”
"YOU WONDERFUL YOU" (3:10)
"OF ALL THINGS" (2:65)
ALAN ARMSTRONG—PERCY FAITH ORCH.
(Columbia 38874)
- Alan Dale lends his rich, vibrant baritone to a moving ballad about love. Only a few bars break out with all the earmarks of a big, big hit for the young singer. The vocalizing is masterfully arranged and the lyric is meaningful and the Percy Faith Orchestra plays the mixture into a rich production. Flip is another ballad, this time in a faster mood and offers a new sphere for Dale's singing. "You Wonderful You" is the side that sends us as and should send you down to the nearest distributor to lay up each and every one of your juke boxes.

"BLACK BOTTOM" (3:20)
"CHARLESTON" (2:28)
ROB CROSSY and his ROB CATS
(Coral 40193)
- Bob Crosby takes a bow here on the instrumental and vocal presentation of "Charleston." The song is an interesting one and Bob's resemblance to brother Bing is extremely striking and appealing. He certainly shouldn't be kept any longer in inspiring raids. Both rings are more in the commercial groove than the Charleston and this is a great shame, for there's sure to be good material here that reason might garner a heavier load than the dance.

"TZENA, TZENA, TZENA" (2:27)
"MY BONNIE WENT OVER THE OCEAN" (2:29)
WALLACE AND THE TUGGERS
(Columbia 12473 F)
- An international release by Walt Soken should catch a good part of the take on the smash "Tzena" with its picture story on the cover. Walt Soken takes the vocal on the top which is converted into a pure polka reprise with great success. Bottom is penned by Soken and features his vocal on a polka take-off of "My Bonny Lies Over the Ocean." This polka has polka locations have a sure money maker in this matter.

"MILES STANDISH" (3:30)
"THE MAJOR AND THE MINOR" (3:00)
TUX PASTOR ORCH.
(Columbia 38871)
- "Miles Standish" engraving leads off with an instrumental into a fox trot tempo set for dancing. The "Robert Harper" style of music in the arrangements lows for a middle chorus with the woodwinds advanced by Tony Pastor. Bottom is a swing instrumental that shows well with strong orchestral finishing. "Standish" etching is strictly for Pastor fans while the bottom may snap swing in dance locations.

"I'M IN LOVE WITH THE MOTHER" (2:45)
ROBERT Q. LEWIS
(Coral 38371)
- Television comic Robert Q. Lewis has his picture story in the liner notes of Lewis & Quartet to turn out this very worthwhile novelty. Robert Q. Lewis' voice is half-serious content on this cute novelty but with a touch of corn. It's very suitable for a mother, and stands him in good stead on the vocals. The strolling harmonious monologue aided by dubious instrumental introduction, by the way, stands him in good stead on the vocals. The strolling harmonious monologue aided by dubious instrumental introduction, by the way, keeps his voice from edging towards mirth. "I'm in Love with the Mother" is a sure money maker in this matter.

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"SLEEPER OF THE WEEK"

"LA VIE EN ROSE" (3:20)
"C'EST SI BON" (2:59)
LOUIS ARMSTRONG
(Gecko 2711)
- The new Mack David lyrics to the French pop classic receive here the most stirring and heart gripping treatment ever, and with the treatment that he gives to the wonderful love lyrics. Nothing more. "Bewitched" first started climbing the charts is going to effect listeners quite as profoundly as Louis Armstrong's show-stopping rendition of "La Vie En Rose." The balladry of "C'est Si Bon" is highly moving but lacks the powerful emotional impact of "La Vie En Rose." The effect of piano fingering racing lightly up and down the scales, the super-horn work on the theme and the perfect feeling for the melody that Louis Armstrong puts into his voice makes this version a sure standard. One will hear this tune not more than half way through before they order a supply for every juke box they have.

"DRIFTING AND DREAMING" (3:12)
LES BROWN ORCH.
(Columbia 38878)
- "Drifting" is an instrumental dance tune with enough of a familiar favoring to invite human singing, and with the sweet presentation, "A Foggy Day" is zingy and swingy, faster than the above and the novelty horn section sounds more like the old novelty than the new Mack David rendition. Louis Armstrong shows the way with a catchy, stirring tempo. Ops may want to consider the top deck.

"BLUEBEARD BLUES" (3:09)
"THE GOLDEN BULLET" (2:50)
COURT BASIE ORCH.
(Columbia 38888)
- Two new jazz instrumental presentations by Count Basie will ring merily for fans of the Count's famous stylings. "Bluebeard Blues" is highlighted by outstanding piano work and particularly good use of the bass section. "The Golden Bullet" is not quite as strong but can still take a look for the top-notch band box. Ops with spots that go for instrumental jazz hits will lend an ear.

"I WAS DANCING WITH SOMEONE" (3:13)
TONI ARDEN—PERCY FAITH ORCH.
(Columbia 38888)
- Chico Toni Arden harveysts her share of a fruitful session here with two sides that vie with each other for highest honors. Both sides are ballads with the "Dancing" ditty aptly aptly titled for the dance party sets. The instrumental arrangement and still plenty listenable as a result of the hitting musical of Thrush Arden. "Friendly Stars" boasts the orchestra and choral blend that stamps Percy Faith arrangements plus a ballad vocal assumed once again by capable Toni Arden. Both these tunes are musts for the jule box goers who wants consistent heavy play from his disks.

"DONAPARTE'S RETREAT" (3:20)
"METHUSALEM BULL S" (3:08)
PHIL NAPOLÉON and HIS MEMPHIS FIVE
(Columbia 38891)
- Phil Napoleon does "Bonaparte's Retreat" seems highly appropriate Betty Ann Grove rides the vocal on this tune that is presently running up north on the listings. The interpretation is pure Dixieland that almost overshadows the flip. Flip is a bow to Betty's vocals, and for fans, the combo of Betty and her singing the trio works up and down with the strings and other embellishments that are familiar to any fans of Bev's. Ops should listen closely to the top cuts.

"THE OBJECT OF MY AFFECTION" (2:26)
"SAINT THE ACCORDION MAN" (3:30)
RUBY WRIGHT
(King 15055)
- "Object" slice is a standard that gets a fine treatment here as the chord's cute pipes polish the ditty up in fine style. The orchestral treatment is excellent and the use of the strings tends to add force to the vocal. Over airs a swingy tune once again aided by some fine singing from Ruby Wright. Ops should listen closely to this job offering.

"I GOT TOOKIN'" (2:56)
"IF YOU SMILE AT THE SUN" (2:56)
KITTIE KALLEN
(Mercury 5452)
- Kittie Kallen wraps this novelty up in a novel manner with all the polish and appeal that the sprightly time and clever, cute lyrics have to offer. Kittie's treatment is better and every indication is that she will hold her own against all comers on this version. Reverse ditty is light and feathery and again act in the presenter. Harry Golson's Orch gives the assist on both entrancing. Ops should listen.

"HERE PRETTY KITTY" (2:40)
"RUONA SENA" (2:50)
LOUIS PRIMA
(Mercury 5454)
- Keely Smith adds her chiming to Louis Prima's pipes and orking on the top deck. The gal sings the tune with that excellent voice for these chores and we wish we could have heard even more from her. Prima's instrumental work on the side is first rate. Flip is Italian for "Good Night" and is sung in both languages by Prima. Top deck is the one that is more suited to general juke box use and the gal should do well to both making up their minds.

"CHOCOA-CHIOO" (2:22)
"THE LAKE" (2:41)
LENNY HERMAN and QUINSET
(Coral 6081)
- Lenny Herman turns in a very fine vocal on the cute lyric of the excellent novelty upper circle. The Swedish men's "The Lake," outstanding and the music box tinkle add up to solid appeal and are aired and abetted by the best possible instrumental Dixie rendition. Under ring is another new novelty that kids the difficult of telling twins apart. Ops in the market for novelty sides should find a few of them here that fill the bill exactly.

"SOMEDAY THERE JUST AIN'T NO FISH" (2:32)
"CONEY ISLAND WASHBOARD" (2:55)
HOAGY CARMICHAEL
(Columbia 38895)
- Matty Matlock's fine orking and the group chanting of the 4 Hits And 1 Miss And 1 Bin "Coney Island Washboard" is the familiar novelty that has been receiving the most deal of attention lately and is more perfectly suited to Hashing.

"GOLDEN SAILORS" (2:55)
"WHY DID YOU BREAK MY HEART?" (2:40)
GRIFFIN ORGAN-JERRY WAYNE
(Columbia 38895)
- Both ends of this disk are set in the semi-folc, pop tempo that made "You Can't Be True, Dear" the julex box sensation of a few years back. Jerry Wayne handles his vocalizing with a great deal of smoothness and the corsalb melody contains the sort of appeal that sells hard with the public. Ops should listen to these edges a few times before coming to a conclusion about the material.

"I AIN'T GOT NOBODY" (3:07)
"WAGON WHEELS" (3:19)
SY OLIVER ORCH.
(Gecko 27094)
- "I Ain't Got Nobody" is an oldie fox trot that gets a jazz blending from Sy Oliver and his orchestra. The result is a fine novelty for the voice pitched low taking the center stage. Bucking is an instrumental slow-moving one that gets a rich box treatment from the top. The song's full treatment from the Sy Oliver Orchestra, the maestro has in long been a favorite with music fans who like a little jazz mixed in with their musical menu and don't care for numbers that are completely in that idiom.
NEW YORK:

Word seeps thru the pipeline that the Chi NAMM show was going great guns at this writing. Representatives of all the music business were on hand for the annual meet. One of the biggest bombs to explode at the show, was of course, Decca's news that they too are going into the three-speed biz, with the addition of a 45 to their list. And what the position of Columbia will be after this is anybody's guess, witts we're willing to bet that they'll go 45 also within time. Melb when they get the cross word puzzle straightened out a bit, they'll get down to selling records, the reason they're around to begin with anyway. . . . Joe Delaney, assistant general sales manager of Coral Records, will follow up his NAMM jaunt with a five-week trip thru the northeast contact tour of distribs, operators, dealers and deejays. . . . Jrs Berigan has a winner in the Savannah Cha-Cha-Cha recording of Laurel Music's new tune, "Can Anyone Explain." Teddy Powell's opening at the Roosevelt last week really caught on. The band brought the dancers out on the floor en masse. . . . Despite many convincing observations concerning the sheet music slump, several of the music pubs agreed that a good solid song will still sell big. Consensus of opinion seems to be, "Just give 'em a simple ballad and they'll buy it." Many agreed that business at this time last year was too far off '45 or before the war year. Tommy Dorsey, who's been knocking himself out waxing some potent Dixie wax for RCA Victor, is on a summer vacation on his 96-foot yacht. Judy Johnson is the new thrush with the Sammy Kaye crew. Judy appeared in the hit musical "High Button Shoes" last . . . And speaking of Sammy, he continues on his merry way, making recordings. Keep your eyes peeled for his last one, "I Thought She Was A Local" and "The Object Of My Affections." "Elephant Boy" Herman's vacationing at Atlantic City. . . . Like the way the town has suddenly gone moody. Credit Dave Barbour for it, his Cap recording of "El Mambo" is going crazy too. . . . Ralph Flanagan's signee Penny Smith of Dayton, Ohio (hello Earl Wilson) as fem chip.

CHICAGO:

While most music folk in town canvassed the NAMM Trade Show and convention, Chicago's personality parade continued to play to peak show capacities. Seems as if the hot weather hasn't bothered the fans at all . . . Margaret Whiting and Bill Snyder's trick at the Chicago Theatre reaped huge revenues. And speaking of this latter bill, don't forget the comic country team of Honor & Jethro, who'll wow 'em any day. . . . The Ams Brothers at the Oriental have come up with another hot winner; followed by the "Eag Mag" and "Sentimental Something's." Ditty is "Can Anyone Explain" and is rapidly catching on in popularity. We hear tell that Teddy Powell's opening in New York at the Hotel Roosevelt Grill won Gotham just as Teddy did during his stay here. . . . We like the way Xavier Cugat handles "El Mambo" over at the Edgewater Beach Hotel. Ditty is fast becoming a hot hit. Music pubs in Chi town taking fast advantage of Mercury Records bonus deal. Oma haul the "five-purse-plan" as the best thing that's come out of the record business in years. . . . Victor Borge heads the Chicago Theatre bill come August 11. . . . Jimmy Dorsey's outfit is set to follow Frankie Carle into the Beachwalk come September 7. Jimmy has a real cutie in one in his "Tip of the Tail. . . ." Chubby Jackson and a new unit are booked into the State for two weeks, starting August 1st. . . . Lawrence Welk should be on the verge of a big run at the Trianon. Engagement is set from July 22 thru September 10. . . . Bob Eager has booked in the Argonaut and next month a month long stay. Many Chicago veteran music men stunned by the sudden death of Buddy DeSylva. . . . The Crooners of the nation's top songwriters. . . . What will they think of next? Columbia's "El Mangos" are a surefire hit. Like the way they're playing "Mule Train" in waits time . . . Korean situation has some local disc jockeys worried about the availability of shellac. Bulk of it comes from the Far East.

LOS ANGELES:

Long as television appears to be here to stay in this home, where it belongs, we might as well recognize it, at least from the angle of what it's done for the deejays—or what the platter-chatter boys are doing to it . . . On the local front, the telie-jockey thing at the outlet consisted chiefly of Al Jarvis interviewing housewives and recording artists, soaking his tootsies and eating lunch regular. Hawthorne making faces, noisy and wobbling his camera Eggbert at the audience, Bill Asson coming along with a fairly lively set of talents, free with moustaches and commercial pitches and DonOtis, another late entry, with a celebrity-talent show of quite solid format. It was up to KFWB deejay Peter Potter to hop over to KXTL for an appearance of an amiable jock to the visual medium. Pete's nightly amateur songwriters' competition in front of several publishers' concerned groups was a "hit" and particularly the Friday night teen-age "Juke Box Jury" stack up, even unto their rapid-fire commercials, as the closest thing to a perpetuation of the page America's disc-jockey in video and prove that the guys can make an entertaining transition to the new field, for the benefit of the music business as well as their audiences, without going out in the field. . . . Doris Day's, "I Didn't Slip" climbing fast and furious. . . . It was a nice lunch and interesting report from Irvine Ford of Tempo Records on his three-month tour of Europe. . . . Among the fine collection of souvenirs he brought back with him are a moustache spoon from Scotland, a huge book of rare Huguarts prints from England, a beautifully carved giant-size pipe and his prize object, still en route, an Italian music box dating back to 1810.

AT LAST!  
The Juke Box Operator's Own Records!  
PRODUCED BY OPERATORS FOR OPERATORS

NEW YORK:

Howard Strick, a member of the NAMM, and R. Donald Smith, of the Post, take their first look at the new line of records produced by operators for operators. The first release sold over 10,000.

DANNY O'NEIL  
(WITH NOOK SCHRIEBER ORCH.)

SINGING

"Emma Lou"

BACKED WITH

"When Lola Plays The Pianola"

(ORIOLE 101)

RELEASED JULY 5th

DANNY O'NEIL  
(WITH NOOK SCHRIEBER ORCH.)

SINGING

"Dublin Rose"

BACKED WITH

"Sticks And Stones"

(ORIOLE 102)

Attention! Juke Box Operators!!

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

ORIOLE RECORDS CORP.  
2134 SO. WABASH AVENUE, CHICAGO 16, ILL.  
(All Phones: Victory 2-0787)
MERCURY DISTRIBS VOTE MORE BONUS

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

CHICAGO—Squashing the rumors that had persisted since the opening day of the NAMM (National Association of Music Merchants) convention (Monday, July 10) that Mercury Record distributors were "absolutely against the free records bonus plans which the firm had sensationally announced for the first time in the last issue (July 15, 1950) of The Cash Box, came the striking announcement, after a special long session meeting of all Mercury distributors at the Palmer House (Tuesday, July 11) wherein these distri

WE'VE GOT THE HITS
RAINBOW RECORDS

New Releases
ALL SPEEDS 78 - 45 - 33/13

LARRY NEWTON
DADDY'S LITTLE BOY
Red Apple Crush
40055

BUDDY WILLIAMS
and His Golden Echo Music
On The Mall
I've Made A Fool Of Me
40088

Eddie Miller,
Waiting For The Rain
It's Me And My Shadow
40046

VERTICAL RECORDS

New Releases

BOB EBERLY
No Greater Love
Sunrise Fellow Sonner
No. 117

ROGER COLEMAN
Everyday I 
That Marvelous Far Words
No. 114

AL BLANK HARMONICA TRIO
Still Goin' A Thirst
Easy River
No. 116

DERBY RECORDS

New Releases

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

SUMMER TIME BOOGIE
Muscle Maker Boogie
No. 741

STAR OF DAVID RECORDS

CANTOR SAMUEL MALAVSKY
and Family Choir
The Sages of Israel
No. 1950

MAIN New York City
OFFICE 2767 Tenth Ave.
BRANCH Los Angeles, Cal.
OFFICE 1482 W. Jefferson Blvd.

3 HITS IN A ROW!
LITTLE ESTHER
#1 COAST-TO-COAST!
Savoy 750

Cupid's Boogie
JUST CAN'T GET FREE
Savoy 733

MISTRUSTIN' BLUES
LITTLE ESTHER with MEL WALKER
Misery

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

DADDY'S LITTLE BOY
Red Apple Crush
40055

BUDDY WILLIAMS
and His Golden Echo Music
On The Mall
I've Made A Fool Of Me
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SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.
The Cash Box, Music July 22, 1950

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THE CASH BOX

Disk Jockeys

REGIONAL REPORT

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

Al Ross

WRLB—Baltimore, Md.

1. AMERICAN BEAUTY (Kenny Holcomb)
2. SIMPLE MELODY
3. MY FOOLISH HEART (Chico Hamilton)
4. SOMETIME (The Mariners)

Bob Earle

KSO—Des Moines, lowa

1. MONA LISA (King Cole)
2. BUFFALO BILLY (Kingston Truck)
3. MAINLINE (Keystone Drifters)
4. HOLD ON TO MY HEART (Guy Mitchell)
5. STARS AND STRIPES FOREVER (R & Flanagan) (Chart)
6. BEWITCHED (Gordon Jenkins)
7. I'M NOT FAIR (Sonny Kay)

Sid Dickler

WHO—Pittsburgh, Pa.

1. MONA LISA (King Cole)
2. ROSES (Smokey Lenear)
3. BLIND DATE (Knights-Haymes)
4. COUNT EVERY STAR (Mona Winterhalter)
5. WAITING FOR PATTY (Lotus Sessions)
6. MY FOOLISH HEART (Mindy Carson)
7. AT SUNSET (Frank Pope)
8. SOUTHERN COOKIN' (Hank Fort)

Gene Whitaker

WSSB—Durham, N. C.

1. BEWITCHED (Mel Torme)
2. I'M SORRY I'M NOT (Judy Garland)
3. I DON'T LOVE (Judy Garland)
4. ROSES (Tony Bennett)
5. THE PICNIC SONG (Johnny Ray)
6. STAND UP AND SHOUT (R.C.A. Eyes of the Rockies)
7. I CROSS MY FINGERS (Perry Como)

Rodman

WEIM—Fitchburg, Mass.

1. AMERICAN BEAUTY (Keef) (Bosse)
2. SIMPLE MELODY
3. MY FOOLISH HEART (Gordon Jenkins)
4. COUNT EVERY STAR (Mona Winterhalter)
5. HOOT DEE DOO (Perry Como)
6. PIANO ROLL ROLL (Perry Como)
7. THIRD MAN THEME (Anton Karas)
8. THANK YOU BIG SISTER (Andrews Sisters)
9. BLIND DATE (Whiting-Hepple)
10. BEWITCHED (Bill Snyder)

Myron Borg

WMOR—Chicago, Ill.

1. MONA LISA (King Cole)
2. PICNIC SONG (Johnny Desmond)
3. TIZENA, TIZENA, TIZENA (Gordon Jenkins)
4. I'M IN LOVE WITH THE MOTHER, ETC.
5. ROSES (Tony Bennett)
6. THE OLD HICKORY (Vic Schoen)
7. OUR VERY OWN (Victor Young)

Roger Clark

WGWN—Coffey, S. C.

1. MY FOOLISH HEART (Gordon Jenkins)
2. AMERICAN BEAUTY (Keef) (Bosse)
3. I'M IN LOVE WITH THE MOTHER, ETC.
4. IT'S ME, VALENTINO (Jimmy Dorsey)
5. ROSES (Tony Bennett)
6. MY FOOLISH HEART (Gordon Jenkins)

Graham Archer

KGW—Portland, Ore.

1. CLOUTING GIRL (Dorothy Lamour)
2. I'M NOT FAIR (Sonny Kay)
3. AMERICAN BEAUTY (Keef) (Bosse)
4. I'M NOT FAIR (Sonny Kay)
5. AMERICAN BEAUTY (Keef) (Bosse)
6. AMERICAN BEAUTY (Keef) (Bosse)
7. I'M NOT FAIR (Sonny Kay)
8. TIZENA, TIZENA, TIZENA (Gordon Jenkins)
9. EL NAMBO (Shoe Bizness)
10. MY FOOLISH HEART (Gordon Jenkins)

Martin Carlin

KLCX—Carlsbad, Calif.

1. AMERICAN BEAUTY (Keef) (Bosse)
2. MY FOOLISH HEART (Gordon Jenkins)
3. AMERICAN BEAUTY (Keef) (Bosse)
4. I'M NOT FAIR (Sonny Kay)
5. AMERICAN BEAUTY (Keef) (Bosse)
6. AMERICAN BEAUTY (Keef) (Bosse)
7. CLOUTING GIRL (Dorothy Lamour)
8. EL NAMBO (Shoe Bizness)
9. MY FOOLISH HEART (Gordon Jenkins)

T.H. Toller-Band of London Records with a very outstanding and impressive display and busy saying hello to one and all. . . . RCA-Victor booths and suits just as good as any men from here, there and everywhere and all around to get a handshake with the execs who were present and the crowd growing bigger by the minute.

Bob Ellis of King Records advis- ing that Sid Nathan was on his way and the popularity which this firm has from record merchants and distributors.

Jules and Dave Braun and Frandy Mendelson whose Great Label has clicked and clicked better congratulated as they walk about the booths. Crowded nights at the Shangri-La where music merchants were no big for this Corsican food and the very grand atmosphere.

Myron Borg did a yeoman job by having indie records on his WMOR airshow during the entire convention. You've gotta go a long way to meet a more congenial guy.

Saul Bihari of Modern in from the Coast, doing a job with recs in addtion to television. Art Bape of Specialty buying widely, and with good cause too. His Pink Champagne" disguke by Joe Lee Minton goes in big, thanks to the Jerry Blaine family; lovely twin daughters and wife beautified the Stevens Hotel. Speaking of Jerry re- minds us of the splash he made via his "On My Own" and "Can't Explain," two new tunes that seems sure-fire hits.

Bob Bergman sold a raft of phone players.... Joe and Milt Sinderlein, southern drawl with "Pink Champagne," this time being very much a hit and a very interesting farm.

More Kapral and the missus and Miss, Lynn in Detroit.

Harold Lane of Reinhardt, Minnesoika took time out to stop by and say hello. It was just a hate and a whir with slaps on his "hello," and greetings from one and all and one back-slapper doused, another appearing, seemingly from nowhere. until his name and face faded into a blur and to those the many, many just didn't get around to us as we rushed this column to the editor. To all the merchants we apology, for they know we love 'em —one and all.

"IT WOULDN'T BE THE SAME WITHOUT YOU" says "it's a HIT everytime up"

"THE BASEBALL POLKA" by George Cates & The Bandmeeons on Coral—MGM-1070

General Music

J.J. Robbings & Sons, Inc. 1819 Northwest Way

George Cates & The Bandmeeons on Coral—MGM-1070

"It's Who's in THE CASH BOX That Counts"
New York, N. Y.
1. I WANNA BE LOVED (Andrews Sisters)
2. MONA LISA (King Cole)
3. TZENA, TZENA, TZENA (Gordon Jenkins)
4. SENTIMENTAL ME (Amos Brand)
5. MY FOOLISH HEART (Billy Eckstine)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. BOONAPARTE'S RETREAT (K. Starr)
8. ROSES (Sommy Kaye)
9. SAM'S SONG (Victor Young)
10. SAM'S SONG (Joe Lee)

Chicago, Ill.
1. I WANNA BE LOVED (Andrews Sisters)
2. BENWITCHED (Bill Snyder)
3. THIRD MAN THEME (Guy Lombardo)
4. SENTIMENTAL ME (Russ Morgan)
5. IT'S NOT FAIR (Sommy Kaye)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. BOONAPARTE'S RETREAT (K. Starr)
8. ROSES (Sommy Kaye)
9. BONAPARTE'S RETREAT (K. Starr)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Los Angeles, Calif.
1. I WANNA BE LOVED (Andrews Sisters)
2. SENTIMENTAL ME (Amos Brand)
3. MONA LISA (King Cole)
4. BENWITCHED (Gordon Jenkins)
5. HOOP DEE DOO (K. Starr)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. ROSES (Sommy Kaye)
8. I Don't Care If The Sun Don't Shine (Patti Page)
9. ROSES (Sommy Kaye)
10. BONAPARTE'S RETREAT (Kay Starr)

Newark, N. J.
1. I WANNA BE LOVED (Andrews Sisters)
2. ROSES (Sommy Kaye)
3. SENTIMENTAL ME (Russ Morgan)
4. HOOP DEE DOO (Perry Como)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. ROSES (Sommy Kaye)
7. TZENA, TZENA, TZENA (Gordon Jenkins)
8. ROSES (Sommy Kaye)
9. TZENA, TZENA, TZENA (Gordon Jenkins)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Lewiston, Me.
1. I WANNA BE LOVED (Andrews Sisters)
2. BENWITCHED (Bill Snyder)
3. THIRD MAN THEME (Guy Lombardo)
4. SENTIMENTAL ME (Russ Morgan)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. MAMBO (Dove Barbour)
7. IT'S NOT FAIR (Sommy Kaye)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. COUNT EVERY STAR (Hugo Winterhalter)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Savannah, Ga.
1. SENTIMENTAL ME (Amos Brand)
2. BENWITCHED (Gordon Jenkins)
3. I WANNA BE LOVED (Andrews Sisters)
4. COUNT EVERY STAR (Hugo Winterhalter)
5. ROSES (Sommy Kaye)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. I Don't Care If The Sun Don't Shine (Patti Page)
8. GOODNIGHT, IRENE (Gordon Jenkins)
9. MONA LISA (King Cole)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Montgomery, Ala.
1. BENWITCHED (Bill Snyder)
2. I WANNA BE LOVED (Andrews Sisters)
3. THIRD MAN THEME (Anton Karas)
4. ROSES (Sommy Kaye)
5. MAMBO (Dove Barbour)
6. HOOP DEE Doo (Perry Como)
7. TZENA, TZENA, TZENA (Gordon Jenkins)
8. COUNT EVERY STAR (Hugo Winterhalter)
9. ROSES (Sommy Kaye)
10. ROSES (Sommy Kaye)

Idaho Falls, Idaho
1. BENWITCHED (Gordon Jenkins)
2. I WANNA BE LOVED (Andrews Sisters)
3. THIRD MAN THEME (Anton Karas)
4. ROSES (Sommy Kaye)
5. MY FOOLISH HEART (Billy Eckstine)
6. HOOP DEE Doo (Perry Como)
7. Old Piano Roll Blues (Lawrence Cook)
8. COUNT EVERY STAR (Hugo Winterhalter)
9. IT'S NOT FAIR (Sommy Kaye)
10. IT'S NOT FAIR (Sommy Kaye)

Muncie, Ind.
1. MY FOOLISH HEART (Billy Eckstine)
2. I WANNA BE LOVED (Andrews Sisters)
3. THIRD MAN THEME (Anton Karas)
4. COUNT EVERY STAR (Hugo Winterhalter)
5. BOONAPARTE'S RETREAT (K. Starr)
6. ROSES (Sommy Kaye)
7. SAM'S SONG (Victor Young)
8. GOODNIGHT, IRENE (Gordon Jenkins)
9. OLD PIANO ROLL BLUES (Lawrence Cook)
10. ROSES (Sommy Kaye)

Pueblo, Colo.
1. I WANNA BE LOVED (Andrews Sisters)
2. BENWITCHED (Gordon Jenkins)
3. MONA LISA (King Cole)
4. OLD PIANO ROLL BLUES (Lawrence Cook)
5. ROSES (Sommy Kaye)
6. HOOP DEE Doo (Perry Como)
7. MY FOOLISH HEART (Billy Eckstine)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. SIMPLY MELODY (J. Stafford)
10. SAM'S SONG (Victor Young)

Houston, Tex.
1. I DON'T CARE IF THE SUN DON'T SHINE (Patti Page)
2. BENWITCHED (Jay August)
3. MONA LISA (Frankie Carle)
4. OLD PIANO ROLL BLUES (Lawrence Cook)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. ROSES (Sommy Kaye)
7. SMOKE (Joe Lee)
8. EL MARIACHI (James Barbour)

Chattanooga, Tenn.
1. BENWITCHED (Gordon Jenkins)
2. ANY FOOLISH HEART (Andrews Jenkins)
3. THIRD MAN THEME (Guy Lombardo)
4. ROSES (Sommy Kaye)
5. HOOP DEE Doo (Perry Como)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. IT'S NOT FAIR (Sommy Kaye)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. MONA LISA (King Cole)
10. GOODNIGHT, IRENE (Gordon Jenkins)

Lawton, Okla.
1. MONA LISA (King Cole)
2. HOOP DEE Doo (Perry Como)
3. TZENA, TZENA, TZENA (Gordon Jenkins)
4. ROSES (Sommy Kaye)
5. HOOP DEE Doo (Perry Como)
6. OLD PIANO ROLL BLUES (Lawrence Cook)
7. TZENA, TZENA, TZENA (Gordon Jenkins)
8. BENWITCHED (Bill Snyder)
9. STARS AND STRIPES FOREVER (Frankie Laine)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Hot Springs, Ark.
1. SENTIMENTAL ME (Russ Morgan)
2. MONA LISA (King Cole)
3. ROSES (Sommy Kaye)
4. I WANNA BE LOVED (Andrews Sisters)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. ROSES (Sommy Kaye)
7. IT'S NOT FAIR (Sommy Kaye)
8. MONA LISA (King Cole)
9. MONA LISA (King Cole)
10. I DON'T SLIP (Doris Day)

St. Louis, Mo.
1. I WANNA BE LOVED (Andrews Sisters)
2. MONA LISA (King Cole)
3. ROSES (Sommy Kaye)
4. BENWITCHED (Bill Snyder)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. ROSES (Sommy Kaye)
7. HOOP DEE Doo (Perry Como)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. ROSES (Sommy Kaye)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Wilmington, Del.
1. I WANNA BE LOVED (Andrews Sisters)
2. HOOP DEE Doo (Perry Como)
3. MONA LISA (King Cole)
4. MAMBO (Dove Barbour)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. ROSES (Sommy Kaye)
7. TZENA, TZENA, TZENA (Gordon Jenkins)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. ROSES (Sommy Kaye)
10. I DON'T SLIP (Doris Day)

Tampa, Fl.
1. I WANNA BE LOVED (Andrews Sisters)
2. ROSES (Sommy Kaye)
3. OLD PIANO ROLL BLUES (Lawrence Cook)
4. TZENA, TZENA, TZENA (Gordon Jenkins)
5. ROSES (Sommy Kaye)
6. OLD PIANO ROLL BLUES (Lawrence Cook)
7. HOOP DEE Doo (Perry Como)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. ROSES (Sommy Kaye)
10. I DON'T SLIP (Doris Day)

New Orleans, La.
1. I WANNA BE LOVED (Andrews Sisters)
2. MONA LISA (King Cole)
3. ROSES (Sommy Kaye)
4. BENWITCHED (Gordon Jenkins)
5. SENTIMENTAL ME (Russ Morgan)
6. TARTY-TARTY (V'c, Monk)
7. OLD PIANO ROLL BLUES (Lawrence Cook)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. ROSES (Sommy Kaye)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

Biloxi, Miss.
1. MONA LISA (King Cole)
2. HOOP DEE Doo (Perry Como)
3. ROSES (Sommy Kaye)
4. TZENA, TZENA, TZENA (Gordon Jenkins)
5. ROSES (Sommy Kaye)
6. OLD PIANO ROLL BLUES (Lawrence Cook)
7. ROSES (Sommy Kaye)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. STARS AND STRIPES FOREVER (Frankie Laine)
10. TZENA, TZENA, TZENA (Gordon Jenkins)
"I HAVE NO REASON TO COMPLAIN" (2:55)
"CHANGING BLUES" (2:45)
IVORY JOE HUNTER
(King 4382)

"HE SPO-DEE-O-DEE" (2:37)
"BALANCING WITH BILL" (2:34)
WILD BILL MOORE
(Ken 4383)

- Mellow echo of the top deck should account for a fair shake of coin play for music ops. Wild Bill Moore's hot warbling, backed with an ensemble here, is just the right sort of up tempo stuff that'll do well in the phones. Flip side is an instrumental bit, with the mellow saxophones tearing off a lick on sax. We like the top deck.

"SOME OF THESE DAYS" (2:51)
"BLACK AND BLUE" (2:56)
SYDNEY BECHET
(Sore 744)
- Solid crowd of jazzophiles should go for this one. Sydney Bechet, one of the great jazz stars of the old days, pours his efforts on a pair of oldies, and serves up some smooth stuff that should catch on. Material offered is well known, and has always had a big following. Ops should lend an ear.

"YOU'VE GET ME CRYING MY HEART OUT" (2:56)
"SHE KNOWS HOW THE DROPS WILL FALL" (2:40)
M. SMITH QUARTET
(Columbia 30214)
- The Ben Smith combo serve up a pair of fair enough sides in this duo. Top deck has Artie Lange on the vocals and a blues ballad that should do well and earn its keep in the boxes. Coupling has the crew on an original piece that is there for the asking. Wax might be best suited for a filler piece.

"HALF AWOKE" (2:39)
"TWO YEARS OF TORTURE" (2:45)
PERCY MAYFIELD-MONIQUE TUCKER O.
(Recorded in Hollywood 111)
- Blues warbling of Percy Mayfield on the upper lid is the sort of stuff that'll make 'em wake up. Ditty makes you listen attentively, as Percy's melodic vocal style handles the infectious tune in first rate style. Flip side picks up to a jump tempo and has Percy displaying his versatile style to excellent advantage. Ops should grab this one—hot pronto!

"TWO O'CLOCK IN THE MORNING" (2:41)
"BOOGIE RAMBLER" (2:43)
CLARENCE "GATEMOUTH" BROWN
(Peacock 1505)
- Great sides by Clarence "Gatemouth" Brown that should score are these set up for music ops. Both sides feature the maestro, and some excellent guitar work as well. It's the kind of wax that'll draw consistent juke box repeat plays, and merits ops' avid attention. Grab this one!

"DOWN HERE I'VE DONE MY BEST" (2:45)
"WHY NOT TODAY?" (2:48)
SELAM SINGERS
(Jubilee 3002)
- Music ops in the market for spiritual wax will do well to lend an ear in this direction. Both sides of the platter should move than fill the bill in the way of coin take. Music offered is top notch for this vein, and rates a spot in music ops machines.

"THE EGO SONG" (2:20)
"LATE IN THE EVENING BLUES" (3:03)
RAY CHARLES
(Swing Time 228)
- Vocal allure of Ray Charles is shown to excellent advantage on this fresh duo. Top deck is a clever piece of material, and has Ray going off the deep end on this. Flip side is a blues ballad that'll make 'em sit up and take notice. Top notch instrumental background work on both sides adds to the winning potential offered. Disk is hot.

"BLUE SHADOWS" (2:45)
"LOW SOCIETY BLUES" (2:26)
LOWELL FULSON
(Swing Time 226)
- Currently riding hot via "Every Day I Have The Blues," Lowell Fulson comes up with another great one in this fresh duo. Top deck has Lowell in low-down manner handling a blues piece that's mellow. Flip side is straight instrumental stuff and shows Lowell's musical forte in excellent manner. Both ends will catch coin.

By BOB HILL
JUBILEE 4005

From The Cash Box—July 15
SLEEPER OF THE WEEK
Here's one that's gonna make as big a splash as the atom bomb itself! Sock punch is its lyrics with timely message hard to match... Grab by the boxful.

Orders pouring in with Atomic speed.
Be sure you're covered.

Jubilee RECORD CO., INC.
315 WEST 47TH STREET
NEW YORK, N.Y.

JOE MEDLIN'S
great recording of
"AFTERNOON OF A DREAM"
ASA RECORD #1003

THANKS DISTRIBUTORS—for ASA RECORDS Success at the NAMM Show

Order from your local Distributor—or direct from
ASA RECORDS
70 PINE STREET
NEW YORK

HIT THE SHOW—LIKE THE ATOM BOMB...
JUBILEE RECORDS
Atomic Version of
"OLD MAN ATOM"

By BOB HILL

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

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

No. 2.
Elmore Nixon
singing
"MY WISH FOR YOU"
"ALABAMA BLUES" PEACOCK # 1537

Coming Releases on PEACOCK Label

"SAD JOURNEY BLUES"
"SHE'S UNDERSTANDING"
"MEAN LITTLE WOMAN"
"THE GIRL I LOVE"
"YOU LOVE SO GOOD"
"BLUES AT DAY BREAK"
"JESUS GAVE ME WATER"
"AMAZING GRACE"

Still Going Strong!

I'VE BEEN MISTREATED
I CAN NEVER BE THAT WAY
TAKE MY NUMBER BABY
COME ON IN DRINK SOME GIN!
MY WOMAN PUT ME DOWN
I'VE PLAYED THIS TOWN
SOMETHIN' WITHIN ME
ONE OF THESE DAYS

Peacock Records Co. 4104 Lyons Avenue Houston 10, Texas

2 RECORDS 2 HITS
I'LL NEVER BE FREE
YOU OUGHT TO KNOW
REGAL 3258
ANNIE LAURIE
I AIN'T GONNA LET YOU IN
I NEED YOUR LOVE
REGAL 3273

NEW SELL-Sational Summer Releases!
ROY MILTON
PLAYBOY BLUES
CRYIN' & SINGIN' THE BLUES SP 366

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

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

PINK CHAMPAGNE
JAE LIGGINS SP 355

Specialty records

MY FOOLISH HEART
Billy Eckstine (MGM 1062)
Gene Ammons (Chess 1425)

EVERYDAY I HAVE THE BLUES
Lowell Fulson (Swingtime 196)

WELL, OH WELL
Tiny Bradshaw (King 4357)

EVERYTHING THEY SAID CAME TRUE
The Orioles (Jubilee 5028)

CUPID'S BOOGIE
Little Esther (Savoy 750)

PINK CHAMPAGNE
Joe Liggins (Specialty 355)

DANNY BOY
Al Hibbler (Atlantic)

AFTEERNOON OF A DREAM
Joe Medlin (Asa 1003)

MY FOOLISH HEART
Billy Eckstine (MGM 1062)
Gene Ammons (Chess 1425)

TWO YEARS OF TORTURE
Amos Milburn (Aladdin)

WELL, OH WELL
Tiny Bradshaw (King 4357)

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

SHAKE, BABY, SHAKE
Archibald (Imperial)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The Top Ten Tunes Nearing Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Detroit, Los Angeles and Other Cities Listed.

**PINK CHAMPAGNE**
1. **I WANNA BE LOVED**
   Dinah Washington (Mercury 8181)
2. **GOOD MORNING, JUDGE**
   Wynonie Harris (King)
3. **EVERY DAY I HAVE THE BLUES**
   Lowell Fulson (Swingtime 196)
4. **STACK O' LEE**
   Archibald (Imperial 5068)
5. **THE ORIOLES**
   (Jubilee 5208)
6. **MAKE A MINE, OH BABY**
   Ray Brown (Savoy 750)
7. **EVERYTHING THEY SAID CAME TRUE**
   Ray Brown (Savoy 750)
8. **I NEED YOU SO**
   Ivory Joe Hunter (MGM 10663)
9. **THE RAVENS**
   (Imperial 4377)
10. **THE CASH BOX**

**HARD LUCK BLUES**
1. **I WANNA BE LOVED**
   Dinah Washington (Mercury 8181)
2. **GOOD MORNING, JUDGE**
   Wynonie Harris (King)
3. **EVERY DAY I HAVE THE BLUES**
   Lowell Fulson (Swingtime 196)
4. **STACK O' LEE**
   Archibald (Imperial 5068)
5. **THE ORIOLES**
   (Jubilee 5208)

**WELL, OH WELL**
1. **TINY BRADSHOW**
   (King 5537)
2. **PINK CHAMPAGNE**
   Joe Liggins (Specialty 355)
3. **EVERY DAY I HAVE THE BLUES**
   Lowell Fulson (Swingtime 196)
4. **STACK O' LEE**
   Archibald (Imperial 5068)

**I WANNA BE LOVED**
1. **Dinah Washington** (Mercury 8181)
2. **Good Morning, Judge**
   Wynonie Harris (King)
3. **Every Day I Have The Blues**
   Lowell Fulson (Swingtime 196)
4. **Stack O' Lee**
   Archibald (Imperial 5068)
5. **The Orioles** (Jubilee 5208)

**SAVANNAH, GA.**
1. **Pink Champagne**
   Dinah Washington (Imperial 4357)
2. **Good Morning, Judge**
   Wynonie Harris (King)
3. **Every Day I Have The Blues**
   Lowell Fulson (Swingtime 196)
4. **Stack O' Lee**
   Archibald (Imperial 5068)

**INDIANAPOLIS, IND.**
1. **Pink Champagne**
   (Joe Liggins)
2. **I Wanna Be Loved**
   Dinah Washington (Imperial 4357)
3. **Good Morning, Judge**
   Wynonie Harris (King)
4. **Every Day I Have The Blues**
   Lowell Fulson (Swingtime 196)
5. **Stack O' Lee**
   Archibald (Imperial 5068)

**THE BILLBOARD GIVES**
"Pie In The Basket" an "Excellent" B3 Rating by FLORENCE WRIGHT on NATIONAL RECORD 9110

**"REAL GONE TUNE"** with ERROL GARNER The "Hottest" Pianist in the Country!

**EILEEN BARTON'S** "STILL COOKING" On NATIONAL 9111

**MAY I TAKE TWO GIANT STEPS?**

**GIVE To Conquer CANCER**

**"THREE LITTLE WORDS"**
Recorded by FRED ASTAIRE—MGM EDDIE MILLER—Rainbow TED STRAETER—Decca

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

**THE ORIGINAL AND TERRIFIC SMASH HIT!**
"TWO YEARS OF TORTURE" RH1 No. 111

Vocal by PERCY MAYFIELD
MONROE TUCKER ORCHESTRA

flip "HALF-AWOKE"

Recorded in Hollywood

1055 E. VERNON AVE. (Phone: CENTURY 2-7838) LOS ANGELES 11, CAL.
DISTRIBUTOR TERRITORIES OPEN—WRITE, PHONE IF YOUR DISTRIBUTOR CAN'T SUPPLY YOU—ORDER DIRECT.

**REVIEW**

**THE ROBINS DO IT AGAIN!** 2 DOUBLE-BARRELED RELEASES

**SAVORY OUTSELLING ALL COMPETITIVE LABELS 2 TO 1**

**SAVORY RECORD CO., INC.**
58 Market St., Newark 1, N. J.
Oriole Records Click With First Disk. Juke Box Ops Start Big With Own Label. Over 10,000 Sold First Week’s Release In Chicago

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

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

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

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

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

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

Demand for this newest release is also reaching into the thousands and so Oriole Records believe that the operators are 100 per cent for a disk manufactured by operators with operator know-how.

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

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

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

**Capitol Records Promote Hal Cook**

HOLLYWOOD, CALIF.—Capitol Records Inc. this past week promoted Hal Cook to the post of general promotion manager.

Cook is slated to coordinate the sale promotional activities of the platter in all its record categories.

He will supervise campaigns in the top, folk, western, rhythm and blues and kidisk field for the Capitol platter.

Cook was transferred to the West Coast from the St. Louis branch office, last November, where he was office manager.

**ABBEY RECORDS —**

**The Hit of The NAMM Show**

**“ALIBI”**

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

**“WASTED WORDS”**

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

**“THE HEAD MEMBER OF OUR FAMILY IS GONE”**

b/w "BIG BLUE EYES" by BUDD MESSNER & Skyline Boys

**“DON’T CRY DARLING”**

b/w "MR. BLUES" by THE MASTER KEYS

**“IT’S A GREAT, GREAT PLEASURE”**

b/w "I’M GOING TO LIVE FOR TODAY" by BOBBY MARSHALL & Ray Parker Ork.
Decca Records In Three Speed Biz

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

Rackmil announced that the initial Decca 45 rpm release will consist of a minimum of 50 famous albums and numerous standard single records by Bing Crosby, Guy Lombardo, the Andrews Sisters, Fred Waring, and other top personalities. Release is scheduled for August 16th.

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

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

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

T. Texas Tyler (4 Star 1279)

- "T" Texas Tyler, the man with a million friends, comes up with a pair of new ones here, that have the spark and glitter of coin play about them. Altho both sides may be off the beaten track insofar as folk music is concerned, the punch they pack should perk up juke box play immensely. Material offered is in the toned down style, with Tex delivering his vocal work in smooth style all the way. Top deck is a hymn that has Tex taking it slow and easy throughout, with the title of the tune giving off the bill of fare. It's soft, tender stuff; the sort of music that folk fans hunt for more and more these days. On the other end with "The Old Hymns," Tex comes back with another sweet side, with a recitation chorus that adds to the winning potential of the pair. The disk is a hit, juke box item—music ops should grab it.

- "SLIPPIN' AROUND WITH JOLE BLOM" (2:05)
  MERVIN SHINER (Decca 46253)

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

- "IN THE SWEET BY AND BY" (2:45)
  "THE OLD HYMNS" (2:46)
  T. TEXAS TYLER

- "SOMETHING I'M SENDING MY TEARS IN A BUCKET" (2:56)
  "HOT DOGS AND ROSES" (2:57)
  CALIFORNIA AL VICTOR
  (Jubilee 4001)

- "STRAWBERRY ROAN" (2:35)
  "SLIPPIN' AROUND WITH JOLE BLOM" (2:41)
  WESLEY TUTTLE
  (Coral 64051)

- "THE GIRL IN THE PICTURE" (2:45)
- "BEAR CREEK BOOGIE" (2:30)
  JIM BOYD
  (RCA Victor 21-0353)

- "FINDERS KEEPERS, LOSERS WEEPERS" (2:43)
  "SLIPPIN' AROUND WITH JOLE BLOM" (2:50)
  JESSE ROGERS
  (RCA Victor 21-0359)

- "THE GIRL WITH THE Heart in Her Voice"

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
A few months back this publication published the report of the Better Business Bureau, which had issued a "Warning" to voters who were, at that time, receiving insurance checks totalling over $2,700,000.00.

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

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

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

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

"Because, he only blackeyes the entire industry."

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

The price he places on the unknown, untested, untried machines he sells, is higher, by many dollars, than he could obtain from any one of the professional vending machine operators. This places him in the position of clearing his cost as well as enjoying a small profit margin on the "down payment" he gets from the new buyer. Time payments also give him the argument of "legitimacy," should he ever be questioned.

After the down payment he tries to get whatever he can in further payments. Sometimes, after getting a major portion of what is outstanding, he forgets about the rest. If it comes in, he considers it "found money." If it doesn't come in, he can either replace the machines, or simply forget about the whole deal, for he realizes that, after some months, the deal has usually gone sour anyway and that this new man is, in most instances, out of his money for a time. This sort of thing, tho it has in some instances brought more good and ambitious men into the field, has, in most cases, also brought about terrific publicity from organizations of outstanding character which have, in almost every instance, black-eyed the vending machine business.

Just as the Better Business Bureau stated, thousands of new men have machines gathering dust in cellars everywhere in the country. It has come to the point that the average man engaged in the automatic merchandising machine industry actually winces every time he sees one of these business opportunity ads advertising for men to enter into the "lucrative vending machine business."

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

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

This sort of thing has been going on for many years. It recalls the old days when such salesmen stood up to large blackboards and showed entire classes of new men how with one penny machine they could earn $1.50 per week, with 2 machines $3.00, etc., etc., up to 100 or more machines which, by cold figures (on a blackboard only), would earn as much as $150.00 per week and more, for just "some evening's work as extra income." The men who listened avidly to the speaker fully believed him, because of the fine offices, the attractive display, etc., etc., which he featured.

The speaker did not explain that, perhaps the first free or so machines, if they were entirely new and had never appeared in that community, might earn $1.50 per week each. But, after that, the average of collections would fall, for no company in the nation can boast more than one or two per cent top locations. With a nice, big blackboard, a piece of soft chalk, an impressive speaker, a well lighted display, but, in the end, following lots of pretty mail, big offices and showrooms, this all sounded fine.

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

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

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

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

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

Instead of in a fine, modern, efficient, and ever progressive merchandising business.

Zogg Clix With "FRESHWAY" Refrigerated Sandwich Vendor

CHICAGO—Red Zogg, well known to the coin machine field for many years, is on the lookout for Fine Line vendors here, according to many operators who are unable to lay their hands on the newest Zogg Clix automatic refrigerated sandwich vendor, 107 So. Dearborn St., this city.

This is a completely automatic, refrigerated vending machine for sandwiches. It clearly shows; buy the sandwich. It also tempers the sandwich-making process which makes these sandwiches extremely easy to buy, regardless of the combination, or single coin, he may have in his possession at the time.

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

Zogg Clix is the "Freshway Automatic Vendor." Operators have seen it but believe it is an entirely new concept. Location tests have disclosed this vendor to be among the most profitable in the field.

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

As Zogg stated, "This changemaker can handle any and every combination of coin. It makes change even in one dime and one nickel which is something that has never before been accomplished before.

"It is speedy. It is correct. It works a charm in every regard. The machine is the only changemaker on the market whereby the vending machine operator is assured of complete satisfaction for his customers regarding what he pays for his purchase.

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

"He stated, "The changemaker, in addition to the attraction of the vendor, has added considerably to the moneymaking power of the machine itself. Not only can the public get the sandwich, or sand...fresh, completely refrigerated fresh, but, can get these sandwiches. Whether they have one or any combination of coins in their pocket. This makes real profits for the operator.

With his many, many years of experience in the coin machine industry, Red Zogg stated that, "I would never introduce any product unless my own complete and intensive tests proved it a moneymaker and, further, unless I had a large basis for such an argu...advantage.

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

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

Food Vendors Hike Biz 30% In 18 Mos.

HARBORSD. N.J.—The above photo was taken at the Ford Motor Co. office where a 30 cent business increase in least acceptable has been reported since the machines were first installed 18 months ago. Behind the lunchers are sandwich, milk, ice cream, cold drink, and coffee vendors.
GOVERNMENT WAR PREPARATIONS AFFECT EQUIPMENT PRICES

Harry Williams Urges Ops To Watch For “D. H. Day’ Promises Trade Board New Idea in Amusement Games

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

Common, well aware of this condition, are trying to prepare for any eventuality. During the past few months there has been demand for used machines of all kinds, has increased, with the natural result of prices taking a considerable climb. In addition, the demand for conversion and operators, from the factories is at its peak. Ordinarily, things would be mellowed off, with activity starting with the opening of the fall season. However, due to conditions, distributors, because of the pressure of their operator customers, have been delaying the factories with prices way up for new machines in large quantities.

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

Meanwhile the manufacturers are continuing to produce as much equipment as they can, with game factories new and old, and so far absorbing any added costs necessary to build them. Phonograph manufacturers are running their production lines as usual, with some finding it necessary to increase the price, and it is expected all others will have to step up their prices thus necessity. A study of The Cash Box “Price Lists” show prices of used equipment in all divisions starting to go up. This condition is caused naturally by the added demand of the trade, plus the fact that the expert market has been buying additional equipment.

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

United Delivering Conversion For Super Shuffle Alley

United Delivering Conversion For Super Shuffle Alley

Harry Williams is one of the finest we have ever turned out. It makes a brand new game of our former Super Shuffle Alley.

The result of the first sample deliveries,” he continued, “was a jam of orders at the factory. He has received reports, "this is really a professional conversion and makes the Super Shuffle Alley look like one of the best, brand new shuffle games.'" United has been working at top speed to supply the market with conversion units which perfectly match the games for which they were made and which are extremely simple to install.

The average operator can install any one of these two new United conversions on his games, on location, in just a few days. The games then take on the appearance of brand new machines. The play has increased in each instance. The company's distributors have commended the factory on this move. They reported, "the operators are finding these conversions the finest way of boosting the play of their old games."

HARRY WILLIAMS

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

DeSelm stated, "Our brand new 'Super Shuffle Alley Deluxe Conversion' went on the production line this past week and deliveries are already under way."

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

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

Report Materials Becoming Scarce. May Have To Raise Price Soon

CHICAGO — Jerry Haley, general manager of Buckley Manufacturing Company, this city, reported this past week that the factory is attempting to hold the present price line on its Buckley Wall & Bar Boxes, but that they don't know when the low price established a few weeks back ($19.50) may have to be raised. According to Haley, "All raw materials which we are using in the manufacture of our Buckley Wall & Bar Boxes are becoming scarcer. In addition, skilled labor is going wages and, the more we are trying with all might and main to maintain the present price on the Buckley Wall & Bar Boxes, a change may have to be put into effect very soon. Haley stated that since they announced the new low price on Buckley Wall & Bar Boxes, many operators, everywhere in the country, he reported, quickly stocked up what they needed and the orders which they received forced them to go out into the open market for raw materials.

"When we learned the price of raw materials for our Buckley Wall & Bar Boxes," he stated, "we realized that we would have to continue to work with-out profit to meet commitments. Now we are trying to obtain materials to fill all orders we have received. "We have been promised some raw materials very soon, and will try to hold our present price, but," he stated, "we don't know whether this will be possible much longer." He urges everyone of the nation's music ops to get in touch with the firm immediately and advise them just what they will need and, so that the firm can handle the business at the present price, they will do so.

Brandt Distrib Co. Extends Territory To Iowa For Wurlitzer

ST. LOUIS, Mo. — Brandt Distributing Company, Inc., Wurlitzer distributor with headquarters in this city, will extend its operation to include Des Moines, Iowa and the surrounding counties. The announcement was made recently by Ed R. Wurziger, general sales manager of the Wurlitzer Company in announcing the new territory which will be handled by the firm.

The new Brandt territory will be the first territory represented by the Iowa Music Distributors, which company has been dissolved. Actually the two territories are adjacent and the Brandt St. Louis office will furnish Wurlitzer sales and service facilities in 44 Illinois counties, 4 Kentucky counties and 75 Missouri counties. The adjacent Iowa office in Des Moines will be distributer for 4 western Missouri counties, 73 Iowa counties and 2 Illinois counties.

The Iowa office will remain in its former office at 7-Mid Ninth Street, Des Moines, Iowa. Brandt's office made known the appointment of John Balk as manager of the Iowa office. Balk has been active in the phonograph business for many years, serving as sales manager for the International Phonograph Company of New Orleans and as manager for F.A.B. Distributing Company, Inc., Alabama office, representing the Wurlitzer line. He spent three years in the southern Pacific territory and is now back again in the phonograph business. Balk will handle all sales and service departments are open for business and John Balk reports a complete stock of new Wurlitzer 1250's on hand, as well as a supply of wall boxes, speakers, headers, other remote equipment and parts. All the operators in the Iowa territory are cordially invited to visit the redecorated showrooms.

Cincy Phone Ops To Hold Next Meeting In Sept.

CINCINNATI. O. — The Automatic Phonograph Owners Association, this city, held its regular monthly meeting at the Hotel Gibson on Friday at 5 o'clock.

Members voted not to hold another meeting until September 12, passing up a meeting at Atlantic City.

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

"It's What's in THE CASH BOX That Counts"
Horse Sense with H. P.

Why does the great AMI mechanism perform so brilliantly through the years, giving operators so much extra peace of mind and freedom from care? One reason is AMI'S efficient, trouble-free delivery of power. Sturdy, dependable motors put power where it is needed—directly on the job—eliminate a roundabout of cams, gears and clutches. AMI motors are built with power to spare, won't burn out even under unfavorable conditions. Their quiet, smooth operation insures against breakdowns, accounts for the extra profits that go with continuous, uninterrupted performance.

AMI Incorporated

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Put New Life Into Your Shuffle Alleys!

UNITED'S

Shuffle Alley Deluxe

New Disappearing Pin CONVERSION UNIT

New Flashy Back Glass

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

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

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

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 14, ILLINOIS

"It's What's in THE CASH BOX That Counts"
July 26th will be

D II

DAY

At All Williams Distributors

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

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

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

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

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Ristauocrat Clix With 45 RPM Juke Box At First Showing

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

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

All three men reported, "The interest was so great in our new music equipment we were busy every minute of the exhibit. But," they stated, "what attracted most attention was our coin operated 45 RPM 'Ristauocrat' juke box. "This machine," Joe Cohen said, "clicked so well with everyone who saw it that we were absolutely up against it regarding choice of distributors. We believe that for the first time in juke box history people who never were in juke box distribution have shown tremendous interest in entering into the field because of the 'Ristauocrat.'"

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

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

At the same time the firm decided to publish the price of this small 45 RPM phone to the operators.

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

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

Lumber Mfrs. Assn. Prepares For Emergency

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

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

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

"Turf King" Rides The Air Waves


George Jenkins, vice president and director of sales for Bally Manufacturing Company, this city, in an effort to ease the pressure on Bousberg, immediately rushed several shipments by air freight, each plane handling a load of 10 machines.

Pictured above is a Delta Air Lines plane being loaded with "Turf Kings" for Bousberg, with the fourteenth game being squeezed on.
FOR BIGGER, BETTER, STEADIER, DAY-AFTER-DAY PROFITS

AMERICA'S LEADING JUKE BOX OPERATORS ARE BUYING THE OUTSTANDING AND SENSATIONAL 45 R.P.M. "RISTAUCRAT"

"THE MUSIC BOX FOR THE SPOT YOU FORGOT"

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

OPERATOR'S PRICE . . .

ONLY $189.50

F.O.B. APPLETON, WISCONSIN

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

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

Canadian Distribrs For AMI To Hold Open House Parties

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

Joe Fine of Roxy Specialty. As this is the first showing of any AMI phonos in Canada since the importation restrictions were adopted, and taken off July 1, 1950, both firms look forward to a large attendance and keenly interested viewing of the AMI Model "C." Jack Mitnick, regional representative for the phonograph manufacturing firm, will be on hand to greet the music operators at both Toronto and Montreal parties. This is the third trip Mitnick has made to Canada within a very few weeks. His first visit was made several weeks ago when he initiated the deal with these two firms; then another trip with John Haddock, president of AMI, on June 29 and 30 when the final contracts were signed; and now to be on hand when the distributing firms get into action with their operator customers.

Art Daddis, AMI factory engineer, will also be at both the Toronto and Montreal showings, where he will conduct sessions for the operators, explaining the mechanical features of the Model "C." Mitnick was highly enthusiastic over the sales potential of Toronto Trading Post and Roxy Specialty Corporation. Immediately following the Canadian trip, he heads for the Mid-West states, where he will visit with all the AMI distributors.

Gottlieb's New 5-Ball "Triplets"

CHICAGO—D. Gottlieb & Company, this city, announced its new five-ball game "Triplets" is now in full production and games are being delivered to distributors throughout the country. "Triplets" is an attractive game featuring several play ideas that the factory states will bring a great deal of added play. It gives the player three scoring opportunities—Spells out "Triplets"; Variable Bonus Award, and Side Rollovers for free play. In addition there are "Pop" bumpers and flippers. Coin chute is of the drop coin chute variety.

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

CORRECTION

NOTICE — The "Shakespeare Reel & Rod" which appeared in the advertisement of Cozen Distributing Company, 3151 Elston Ave., Chicago, Ill., in the July 8th issue of The Cash Box should have been priced at $5.50 and not $3.50 as it appeared in that issue. This was a printer's error.

CASH

Will Pay Top Dollar for Any Mills Escalator Type Slot—Any Quantity

Send us your list

WRITE — WIRE — PHONE

Amusement Sales Corp.

4017 W. Fullerton Ave. Chicago 39, Ill.
TERRIFIC!

3 Scoring Opportunities! Triple Earning Potential!

SPEL TRIPLETS • VARIABLE BONUS AWARD • SIDE ROLL-OVERS FOR FREE PLAY.

Gottlieb’s Perfected New DROP COIN CHUTE...

ORDER from your DISTRIBUTOR

D. Gottlieb & Co.
14040 S. Kostner Ave
Chicago 51, Illinois

"There is no substitute for Quality!"

BIGGER PROFITS FROM YOUR BALLY SHUFFLE-BOWLERS

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

PINS AUTOMATICALLY SET EXACTLY AS ON BALLY SPEED- BOWLER

INSTALLED ON LOCATION IN A FEW MINUTES...

IT'S FAST!

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

Gottlieb's TRIPLETS

EASTERN FLASHES

The real “dog” days are with us, not only hot, but terribly humid. But that doesn’t keep the operators from running cornroes, where buying and selling, particularly used equipment is brisk, particularly used equipment for shuffle games. Shuffle games also are going as rapidly as they are delivered, and we were at one wholesaler where the owner had to apologize to an out of town op for only being able to give him one piece from a delivery expected the next Monday. The condition of the cornroes is about the same as expected with price increase on new equipment, and used machines bringing higher prices.

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

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

Dave Lowy, Dave Lowy & Company, enjoys one of the best reputations among his fellow dealers. We listened in during a conversation with an operator, and was happy to note that his reputation for fair dealings was paying out in added sales. Irvin Newell, Newell’s wholesale, moving into 625-31st Avenue, Chicago, Illinois. Distributing Company, (Wurlitzer distributor now has available for the music ops, Wurlitzer kits for 48 and 33-1/3 RPM), and special display streamers that go with it. Several ops are changing the kit. Dick Davenport, Wurlitzer engineer, making the rounds, buying equipment. Al Simon, Albert Simon, Inc., wholesale, planning on a beautiful new left. Hasn’t been too successful. Otho, however, by noon, the beard is almost as long as the floor, so he leaves every thing and rushes out to get “pelted up.” Vie Trud, president of Trul Corporation, plans to open a new branch office in the heart of hotel and motel areas. Will permit a half-hour playing on a 12¢ picture.

DALLAS DOINGS

Wanted: One new set of finger nails. Just mail them to Joe Matassa in care of American Distributing Co., Dallas, Texas. Beaux. He’s still waiting for the new arrival. Joe is doing the same over Chicago Coin’s “Pin Bowler.” Says this five ball game is so sensational, Henry Manning, Joe and Leonard Matassa fished at Lake Texoma over the 4th of July, took in the “Alger” George” wrestling match recently. Caught a glimpse of Juanita and Dwy Parson at Martin, Paul Peters, Marian Jones and Saul Bithara, your Woodrow “Ragtime” Dawson, returned from a week’s vacation... J. D. Cox, Advance Music Company, San Francisco, in Dallas for several days... Tommy Chatten made a good will tour of La. over the fourth. From what we understand Tommy got disconnected in Shreveport... Carolyn Thomas is the proper proud mother of a new Hudson. Pat McGuire, a flying trip to Minnesota to visit his folks... Rob Hawthorne is feeling much better after a short illness.

Al Mendes, Southland Distributing Company, Los Angeles, Spent the 4th Holidays with E. D. Williams in Dallas. Ralph Clark and Benny Mag.Bean and party of North Worth, spent a marvelous time. We hear that Dell and Mary are well driven in from Paris and brought Johnnie along. Long time to see Johnnie, who not many years ago met other! Kirk H., Mr. and Mrs. B. R. Buford, McGregor, expecting a new addition to the family. Billie Mr. and Mrs. Harry Leach, of Bezier City, La. McDonald and Browning of the “Big D” Music Company have been up and doing the manufacturing of coin operated games. We hear that the future looks bright and rosy for these boys. Very glad to know that Fred Ellis is recovering from a bad case of corns. Have you heard about the completely modernized, air conditioned home that R. E. Druill built at Paradise Kingdom? We hear it is the finest on the lake. How about a look-see R. E. We very busy, La. has a very unusual hobby. Dick raises hams and has a pet gray fox on his farm. Want to raise more fox, Dick?
This certainly has been one torrid and hectic week. With raw materials getting shorter in supply each day. With skilled labor becoming more and more scarce. With what was working by the minute, the workmen of the factories here wondering whether they can continue to plan ahead as they do, with the most pressing, the most suddenly hit the town. This, plus everything else, had many of the city rushings, and looking at trying to find an answer to what should be done. The NAMM (National Association of Music Makers) held this past Tuesday a meeting at the Palmer House. This show attracted many coiners. Jake Friedman of Atlantic City was present and visiting with various factories here. Jerry Hur- 

ich up from Birmingham with Leon Levy, and they, too, took in the show, and then hustled about the city to say "hello" to the mjrs they represent in their part of the world. . . . Grand display of that 45 RPM "Rusticana" phonos at the NAMM show attracted much attention. This is a small 12" x 12" x 16"-non-selective juke box that was introduced at the price of $250.00 to the pub and which has started lots of talk around the music industry. Joe Cohen, Edwin Marheine and Bill Karz, of this Appleton, Wisc., factory, were on hand to say hello to the MJRs. Bill was the brinks of the, "We've got a new at our factory," which was a sensation and attracted much attention. "Lefty" Brandom also created much interest by announcing a brand new record, for juke box ops. Orlie which is the product of leading music ops here and is made for ops. They bust loose with Danny O'Neill, TV star singer, on their first platter and passed 8,000 sales the very first week in this area. Vince passed out more grand records for the W-3's, operators with a territory. Bumper is going with Mr. and Mrs. Bay Moloney at the Pump Room with Lou Breeze, the charming Mrs. Breeze and Lou's daughter, and Lou telling us that he will soon be out with some very different "bargain" records. Should prove good listen- 

ing. For Lou is one of the greatest on the banjo. And Lou does hope that juke-box ops will give him a real close listen when the disks appear.

Before we leave off with the music biz—Irving Green of Mercury Records came out with a sensational free records operator's bonus plan which should make many a juke box op a happy guy. Frank Mercier of Exhibit advised, right out of the first day of the week that the firm was introducing a brand new five-ball, "Judy," and that orders were already rolling in... Ted Bush flew up here to get himself in hot and sticky weather and was only too happy to get a plane back home to Miami... Sam Lewis over at Orlie all excited over the way their "Pin Bowler" is bowling right along. Many of the major eagers are pouring in, but, that isn't news to the factotum here. Orders are really pouring in alright, but, what worries most of the manufac- 

ters is whether they will be able to get the music boxes. Apparently so. And the way Sam Stern is all excited over this forthcoming national event at all these districts' offices—something's gonna pop. Jerry Bailey over at Buddy Mr. Stern's operator who has to hold the new record for several days before it's released. But that is that. . . .

Handsome Aven Gensburg decided to do it. He's now also planning to become one of the married ranks. He announced his engagement to Nancy Hursh of Miami Beach this past week and no handsome younger ever looked hand- 

some so doing. . . . Harry Williams, who came in from California where he enjoys an active and developing engineering laboratory yesterday was seen. Billy Jake is a very happy man. He is one of the few who received the boxes. The way Sam Stern is all excited over this forthcoming national event at all these districts' offices—something's gonna pop. Jerry Bailey over at Buddy Mr. Stern's operator who has to hold the new record for several days before it's released. But that is that. . . .

Billy DeSelm all happy and excited over the way the nation's Shuffle Alley ops have come thru for their conventions and this past week, was announced that the firm is now delivering its "Super Shuffle Alley DeLuxe Conversion Units." Billy DeSelm is the president and the DeLuxe Conversion Unit is also getting plenty of orders and is a honey for any op who owns a Bally shuffle for what. This for what this game was just taking to advertise. Better write Bill DeSelm at the Bally Mfg. Corp. for details... Bill O'Brien of ASCO claims that they are selling plenty of "Hit-A-Homer" counter games they "just can't keep in stock." . . . Brown is legging very well on escalators of any kind, any age, any quantity, any condition, in fact, anything, as long as 

ops will ship them in and ship them out... The vice-president of the firm is Mr. Stern's younger, Harry says... Ice Cooling Appliance Corp. makes cabinets for mfrs and is seeking more vending machine mfrs. . . . Seems this big outfit has the plant to do this job. . . .

Andy Vordack of Groetchen calls to advise that the firm has plenty of the the grandest little red toy counter games on hand... Ted Herbstein still 

Cherry picker in the West Coast... Al Stern trying to move into a new spot and also take care of his business at the same time finds him turning the minute oil... Art Weinand of Rock-olja so busy these days it's almost impossible to get together with him the all look forward to an important announcement from this firm very, very soon. . . .
MINNEAPOLIS—ST. PAUL, MINN.

Ted Bush of the Bush Distributing Company, Miami, Florida, in Minne-
apolis for a vacation and spending the Fourth of July weekend at Beverly
Point, Brainerd, Minnesota. Herman Paster of the Paster Distributing
Company, spending the weekend at his lodge up north, near Brainerd, and
calling the boys were invited to the lodge. Mr. Bush left the same day for St. Norbert,
the F & S Distributing Company, Des Moines, Iowa, spent the holiday vacation at
Bryant and Auville. Bart and Ed Keeney and family, as he has since seen them.
the Big Bear Lake fishing trip and the folks entertaining Mr. and Mrs. Dan Moline,
who were in the Big Bear Lake factory. The boys are crying for “Turf King,”
we gathered in the front yard at the home of Mr. Joe Ornstein and Mr. and Mrs.
Jack, the former L. A. jobber who went to Sydney, Australia, married an Australian girl
and went back to town and turned out, you know what a fun little time at Paul Laymon’s.
were Mr. and Mrs. Joe Ornstein from Van Nuys, A veteran in the operating business, he’s now a
gentleman rancher.

WANT—Hollerances and Pre-war Diggers.

WANT—Will cash for Champions, Citations, Gold Cups, Late Rock-
Life, Webbers, Furniture and AMI’s, and Accessories, Send us your list.
AMERICAN DISTRIBUTING
202 S. MAIN STREET, DES MOINES, IOWA, TEL. TRAVIS 8585.

WANT—Used star photographs, surplus record players to dealers’ stock.

WANT—Late model phonographs.

WANT—Used, new or surplus stock on records.

WANT—Wanted late model phonograph, used in good condition.

WANT—Will pay cash for Champions, Citations, Gold Cups, Late Rock
Life, Webbers, Furniture and AMI’s, and Accessories, Send us your list.
AMERICAN DISTRIBUTING
202 S. MAIN STREET, DES MOINES, IOWA, TEL. TRAVIS 8585.

WANT—The most interesting announcement for everyone in the joke box business within a few weeks regarding a new piece of equipment.

Eddy Skalicky, formerly in the operating business, was married Saturday,
July first, at Jackson. Joe and Clarence Totzke of the Totzke Music Company,
South Gate, Calif., and John H. Schilling of Calixos, Carlsbad’s L. A. Distributor,
Lela Smith of Barstow.

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FOR SALE

FOR SALE: This equipment must be sold. All offers will be considered.pronounced price: Slightly used Rock-Ola Stands and Consoles (16-22 footers, 8 machines) $150.; Pinball Games: Big Top: Bell; American Queen: I-750, 24 footers, $100. Dixie: 10 footers, $50. Rock-Ola Bowling Champ: Star Dust, good condition, $200. Union Coin: Snoopy, $75. Gambler: $175. AMETRADE RD., NEW ORLEANS, LA.

FOR SALE: Shuffleboard Scoring Units: Advance Home Collar $99.50; Rock-Ola $89.50; Mills $65. Complete Automatic Score TORS, 1226 S.W. 16TH AVE., MIAMI, FL.

FOR SALE: Mills Golden Falls Jewel, Black Coin, White Eagle Front, Continental Wall, Wurlitzer, Universal Arrow Bell, Front, Coin Operated Machines. For prices, JOHN T. FLETCHER CO., 233 ST. JOHN STREET, LAFAYETTE, LA. Tel.: 2441.

FOR SALE—Jennings Standard Chiefs and late model Vibes $30 each; Jennings 5/5, 10/25 new, late models. All equipment restored and reconditioned: A-1 appearance and finish, excellent condition. KOLAR DISTRIBUTING CO., 1606 ELDOW AV., SOUTH BEND 16, Ind. (Tel.: 34992). FOR SALE—Rock-Ola Model 250E's, $50. Used. For quantity prices. JERRY'S Coin Machine CO., 410 CAYUGA AV., CLEVELAND 3, O.

FOR SALE—S一台 Bally and Rolla Bally Models: For sale, $125. For quantity prices, write; SEEBURG NATIONAL DISTRIBUTORS, 750 TENTH STREET, CHICAGO 14, Ill. (Tel.: 4771).

FOR SALE—Wide model phono and late model Vibes. translucent top. electrically rebuilt and overhauled. Priced to sell. $50.00 each. Phono $75.00 each. Models in stock, and/or JUKE BOXES: $250.00. July 4th. Bally's $75.00. All models in stock. For serious buyers only in New York Metropolitan area. Many other items for sale, including machines. Write for list of shell, 123 JULIUS STREET CO., 429 TENTH AVENUE, NEW YORK, N.Y.

FOR SALE—1015 Wurlitzers, $275. 1080 Wurlitzers, $295. 1100 Wurlitzers, $315. Wurlitzer Junior Deluxe, model $135. DAVE VANCE SALES CO., BYESVILLE, O.

FOR SALE—Coin and Game route. R. Westchester County. Will sell or trade used phonos and games at low prices. Half price or more. Contact: H. LADUE & SONS, BEDFORD HILLS, N. Y. Tel.: Bedford Village 4-4972.

FOR SALE—Take us before you buy. We carry all types of coin machines. Examine all. We are the distributor for United, Universal, Chicago Coin, Keeneys, and complete line of Williams. WILLIAMS AMUSEMENT CO., 233 W. TENTH AVENUE, NEW YORK 14, N. Y. Tel.: Circle 8-8464.

FOR SALE—Shuffle Alley $99.50; Bally Shuffle $100; Rock-Ola Pool Table $149.50; Dale Gun $65; Chesson Pluto $89.50; Genser Glide $65; Spot Bell $65. MINT CONDITION. 1000. MIKE CO., 233 ST. JOHN ST., NEW ORLEANS, LA. Tel.: 2441.

FOR SALE—Dreams: $250; Dixie: $150. Great machine for the average operator. Beautiful machine, will take 1000. MIKE CO., 233 ST. JOHN ST., NEW ORLEANS, LA. Tel.: 2441.


FOR SALE—Twin Bowlers. $175; Rambler $75; Seeburg $45; 1/3 price. FOR SALE—Twin Bowlers. $175; Rambler $75; Seeburg $45; 1/3 price. FERDIE'S AMUSEMENT CO., 146, 147, 148, 149, 150 ELEVENTH STREET, CHICAGO 8, ILL. Tel.: 2350.

FOR SALE—Music Vendor Wooden Case: $10.00; Music Vendor New: $12.50. schöne MÜCHNER, MUNICH, GERMANY.

FOR SALE—For all coin machine parts. Write; SEEBURG NATIONAL DISTRIBUTORS, 750 TEN-
The page contains a list of phonograph records and prices. It also includes a section titled "SEEBURG" listing various models of jukeboxes with their prices. The prices are listed in a table format with columns for model number, model name, and price. The prices range from $25.00 to $425.00. The page also includes a section on "Three Bar" with prices ranging from $1.50 to $20.00. There is a section on "AIREON" with prices ranging from $79.50 to $299.50. The page is dated July 22, 1956, and is part of "The Cash Box, Page 32."
FIVE BALL AMUSEMENT GAMES
(Continued)

Select-A-Card

Shooting Stars

Short Stop

Showdown (Un 4/9)

Silver Spray

Sedan (Go 3/4/48)

Shanghai (Go 4/48)

Shantytown

Shark-burger

Skating (Go 4/10)

Bomber

Bunker (Got 10/47)

Bumbly

Jack 'N Jill (Got 4/48)

Jamboree

Just (Got 21/50)

Kibby (Cl 1/47)

Kimoe (Got 10/49)

Lady Robin Hood

Lady Luck

Landlady

League Leader

Leap Year

Lightning

Line Up

Lucky Star (Got 5/47...)

Magic

Major League

Marathon (Got 4/7)

Maryland (Wn 4/49)

Match (Got 4/48)

Mexico (Un 6/47)

Midget Racer (B 46)

Miss America

Minkety

Moon Glow (Un 12/18)

Moorbrook

Mundo

Nevada (Un 10/47)

New York

Ohio Boy

Oklahoma (Un 6/49)

One Dime

Opportunity

Orange

Paisley (Un 4/48)

Phoenix

Pin Puller (Un 5/49)

Pin-Up Girl

Play Ball

Powder Play (Go 3/47)

Playtime

Promotion

Puddin' Head

Rainbow (Wn 4/49)

Ramp (Un 4/48)

Rat Race (B 48)

Ranger

Razzle

Ricochet

Riverside (Un 4/58)

Round Up (Go 11/48)

San Luis (Wn 4/29/49)

Scotch Whisky

Sena

Silver Town (Wn 4/49)

Skyscraper

Tambourine

Sunbeam

Supercharger

Super Slingo (Cl 4/46)

Swing Set

Swag

Swish

Tally Ho

Tango (Got 7/49)

Target

Telecard (Got 1/49)

Tennessee (Wn 2/48)

Three Musketeers

Thru the Gate

Tiger

Toby (Cl 1/49)

Towzer

Tumbling Tumbler

Utah (Got 8/49)

Vampire (Got 5/48)

Vanities

Vogue

West Wind

Wild Fire

Wisconsin (Un 4/49)

Yanks (Wn 1/48)

Zig Zag

Allote Strikes 'N

Spares...

Bouncing...

Bally Big Ironing...

Bally Bowler...

Bally Defender...

Bally Eagle Eye...

Bally Hi Top...

Bally King-pin...

Bally Rapid Fire...

Bally Sky Bottle...

Bally T-Ball...

Bally Undersea Raider...

Bank Bal.

Bathing League

Bally De Luxe Dig...

Champion Hockey...

Chion Basketball

Chion Scooter......

Chion Goalee...

Chion Hockey...

Chion Midget Sneee...

Chion Pasto...

Chion Rol-A-Score...

Edele Pool Table...

Exhibit Havana...

Exhibit Merchantman

Exhibit Menace

Girl NEXT...

Goalee 115.

Goalee 50.

Goalee 175.

Goalee 300.

Goalee 450.

Goalee 600.

Goalee 900.

Goalee 1200.

Goalee 1500.

Goalee 1800.

Goalee 2100.

Goalee 2400.

Goalee 2700.

Goalee 3000.

Goalee 3300.

Goalee 3600.

Goalee 3900.

Goalee 4200.

Goalee 4500.

Goalee 4800.

Goalee 5100.

Goalee 5400.

Goalee 5700.

Goalee 6000.

Goalee 6300.

Goalee 6600.

Goalee 6900.

Goalee 7200.

Goalee 7500.

Goalee 7800.

Goalee 8100.

Goalee 8400.

Goalee 8700.

Goalee 9000.

Goalee 9300.

Goalee 9600.

Goalee 9900.

Goalee 10200.

Goalee 10500.

Goalee 10800.

Goalee 11100.

Goalee 11400.

Goalee 11700.

Goalee 12000.

Goalee 12300.

Goalee 12600.

Goalee 12900.

Goalee 13200.

Goalee 13500.

Goalee 13800.

Goalee 14100.

Goalee 14400.

Goalee 14700.

Goalee 15000.

Goalee 15300.

Goalee 15600.

Goalee 15900.

Goalee 16200.

Goalee 16500.

Goalee 16800.

Goalee 17100.

Goalee 17400.

Goalee 17700.

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Goalee 18600.

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Goalee 19200.

Goalee 19500.

Goalee 19800.

Goalee 20100.

Goalee 20400.

Goalee 20700.

Goalee 21000.

Goalee 21300.

Goalee 21600.

Goalee 21900. 

Goalee 22200.

Goalee 22500.

Goalee 22800.

Goalee 23100.

Goalee 23400.

Goalee 23700.

Goalee 24000.

Goalee 24300.

Goalee 24600.

Goalee 24900.

Goalee 25200.

Goalee 25500.

Goalee 25800.

Goalee 26100.

Goalee 26400.

Goalee 26700.

Goalee 27000.

Goalee 27300.

Goalee 27600.

Goalee 27900.

Goalee 28200.

Goalee 28500.

Goalee 28800.

Goalee 29100.

Goalee 29400.

Goalee 29700.

Goalee 30000.

Goalee 30300.

Goalee 30600.

Goalee 30900.

Goalee 31200.

Goalee 31500.

Goalee 31800.
UNITED'S TWO PLAYER
SHUFFLE ALLEY EXPRESS
LIGHTNING FAST, AUTOMATIC SCORING BOWLING GAME

1 OR 2
PLAYERS

10¢ 20¢

DISAPPEARING PINS

20-30
SCORING

HINGED PLAYFIELD EASY TO SERVICE

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 14, ILLINOIS
Bally TURF KING
GETS RECORD-SMASHING PLAY
from All Types of Players!

I PLAY FOR BETTER ODDS
PURSE OR SHOW SCORES WIN IS MY MEAT
WE CONSERVATIVES PLAY ALL ADVANTAGES
I GO FOR DOUBLE SCORES
WAVE THAT FEATURE FLAG FOR ME

GIVE ME MORE SELECTIONS
I'M WILD ABOUT WILD HOLES

AMAZING NEW PLAYER'S CHOICE IDEA

offers attractions to every type of player... the passer-by who plays a couple of nickels now and then... and the dyed-in-the-wool pinball fan who enjoys lengthy sessions of exciting play. And TURF KING permits each player to test his judgment before the final skill-test of shooting the ball. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history. Get your share... get TURF KING now.

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