Coming through as a surprisingly strong contender in the juke boxes, Mario Lanza’s record of “Be My Love” is climbing fast all over the country. Put out by RCA Victor’s Red Seal Division, the song is from Lanza’s MGM film “Toast of New Orleans.” It started its popularity spurt after the picture reached the neighborhood houses and large audiences could experience his tremendously dynamic vitality. One of the few artists to achieve distinction in both the concert and pop fields, Lanza has just finished a picture based on the life of Caruso.
DON'T GET CAUGHT IN THE MIDDLE OF THIS ONE

Operators with long memories won’t need a short jab with a sharp stick to remind them the way things look, they had better take a look at their equipment now.

If you’re smart, you’ll bolster your business—and good—with new Wurlitzer 1250’s.

The thousands in operation have proven them the biggest earning, most versatile, most economical operating phonograph of all time.

Better play safe and buy 1250’s TODAY. You can’t go wrong doing that.

The Rudolph Wurlitzer Co.
North Tonawanda, N. Y.
The play’s the thing.

It will remain the most important element in the success of this industry. It means that, as long as the public continue to enjoy the unique, novel and interesting play of amusement games and phonographs, that this industry can continue to progress and to prosper.

There is no doubt that as the military forces grow larger, as more and more workers join the ranks of all out defense work, play will grow from these elements.

The people are being cut down on all essentials, or what were at least called "essentials," during the period when no war effort was being made. This will include autos, household appliances, and dozens of other things which they would like to buy.

Surely, too, with the fact that all workers will be working longer hours and will therefore seek relaxation and entertainment—economically—then the industry is entering into a bigger play period.

And as play grows greater, the operator's opportunity for profit grows accordingly.

It then means that jobbers and distributors will sell more to satisfy the play requirements. It also means, if they are then able, that manufacturers will build up to whatever capacity they are allowed to produce. All the trade will prosper.

But, whatever the headaches, whatever the complaints, whatever the reasons for lack of sales in some areas, and for uncertain sales in other territories, all can be boiled down to that one famed Shakespearean phrase, "The play's the thing"!
FOREWORD

In the past few months a great many letters have been received by this publication commending it on its editorial efforts in behalf of the industry.

Most of these letters have also asked this publication to review its recommendations to the industry so that, gathered into one editorial, the trade could read and observe these suggestions, and better study them.

To comply with this request, we have chosen what we believe to be the most important suggestions for operators to immediately observe, and study, and act upon as quickly as they possibly can.

CONCENTRATE ROUTES

In the first place, every intelligent operator in the nation, realizing what is forthcoming from Washington will, as this all out defense effort gets under way, completely concentrate his routes.

There are, naturally, a great many reasons for this move. In the first place, having his machines closer together in one easily-reached area, he is in better position to carry on, regardless of what restrictions may be forthcoming from official Washington agencies.

Concentration of routes sometimes require letting go of some good outlying locations. But, it is better to sacrifice one location now, than many locations later.

The operator, at this time, has a chance to trade locations with fellow operators who may have spots in his immediate area. In this way he is assuring himself continued operating even during the severest period of restrictions.

REPLACE EQUIPMENT WHEREVER POSSIBLE

Operators should make an immediate study of equipment they have on location so that they can replace those machines where older models are working. New machines should be bought in whatever quantity is necessary, so that other top equipment can be moved down a spot. By doing so, the operator protects his best spots with the newest machines, plus eliminating older machines which can easily cause a great deal of difficulty when they go bad mechanically and there are no machines available to take its place. Several months from now operators will be forced to pay extremely high prices for used machines, and he might as well have new equipment now for the price he'll pay later for late used machines.

PREPARE FOR LOSS OF MECHANICS AND SERVICEMEN

The operators should immediately prepare themselves for loss of mechanics and servicemen. If they especially have mechanics and servicemen, married or not, in the earlier age groups, there is no doubt that these men will be lost to the military draft.

At the same time, many mechanics and servicemen, of the older age groups, may be drafted into war work.

In either case, the operator who prepares himself, by training men now, to be able to take over the positions of whatever men he knows he will lose sooner or later, will find himself a very lucky man when that time of loss arrives.

In populous areas, such as the larger cities, it would be best for operators to arrange for a closer understanding among each other in the matter of mechanics.

Three or four or more, of the operators, can get together and arrange for one central, repair and service center, so that all will, at the same time, save money on repairs, and also be assured repair service.

It has already been reported by this publication of such cooperation among various commen in certain areas. These men came together and have arranged for a central repair center. In this way they are not only saving much expense, but, are assuring themselves mechanics whenever they require such service.

SALVAGE PARTS, GATHER IN SUPPLIES

This statement has appeared many, many times in past issues of The Cash Box.

Operators should salvage parts from every old machine they have in their basements or storerooms. Transformers, speakers, copper wire, resistors, and many other materials, are almost impossible to obtain at this time.

These will grow tougher to get as the weeks go by and restrictions are applied, as they have just been applied by NPA and other Washington agencies.

In the matter of supplies, The Cash Box has urged all operators, time and time again, to gather up whatever they will require for a three or four year, or even a longer period.

Already all complain that tubes are almost impossible to obtain. Some state one thing is hard to get, some another. In the long run it adds up to almost all supplies being hard to get from any source.

Parts and supplies will be the answer to the operators being able to continue in business.

It is believed that this time, as happened during World War II, three phonos will become two. One will have to be broken up for parts.
BE READY FOR GAS AND TIRE RATIONING

Regardless of whatever statements are being made today, there is no longer any doubt that gas and tire rationing is sure to come about. Perhaps a lot sooner than many expect.

This being the case, one of the greatest means to combat gas and tire rationing will be concentration of routes. Concentrate to the point where a mechanic or serviceman can practically, if necessary, walk about the stops.

This will be the one big saving factor for many an operator.

Trucks and cars which are used today for servicing outlying machines are not only burning up gas and wearing out tires, but all this can be eliminated by high concentration of routes.

Keep machines together in one closed-in-area so that less gas and less tire wear will result.

There is no use trying to hoard tires or to install gas tanks. This won't work any better than it did during World War II. Furthermore, it is absolutely and completely unpatriotic and no one, not one single soul in this entire industry, should do any hoarding, of any kind whatsoever.

The one and only way in which to assure complete control over gas and tire rationing will be concentration of routes.

CHANGE TO MORE EQUITABLE COMMISSION-PERCENTAGE BASIS

A leading operator's accountant, a very short time ago, showed an increase of over 32% in operating expense. This is due to the higher cost of labor, parts, supplies, general overhead, taxes, license fees, etc., etc., ad infinitum.

In short, the average operator is operating at a loss today. Unless, of course, he is enjoying such tremendously increased play action on his equipment that the differential is being made up by this increase.

Even then, where he should be enjoying better profits, he is only breaking even. Certainly, all will agree, this is poor business.

Therefore, and this publication has urged a change to a more equitable commission-percentage basis for over eight years now, this is the time to change to 75% to the operator and 25% to the location owner.

Otherwise, the average operator, faced by an increase already over 32% in operating expense, is simply going to continue to lose money.

Regardless of super-business-efficiency, regardless of play increase, there will be loss endured in the weeks and months to come, unless operators change to a more equitable commission-percentage basis.

This publication most heartily recommends the 75%-25% basis. In fact, this has appeared, many times, in earlier editorials. It has met with the most wholehearted approval of the greatest majority of the nation's coin machine leaders. All agree that this is the basis on which to operate right now and for the years to come.

OBTAIN BETTER FRONT SERVICE MONEY GUARANTEES

Where it isn't possible for the operator to change over to 75%-25%, and this may be due to the peculiarities of location owners in various territories, as well as the fact that this does not include the better locations (but there are only about 1% or 2% of the locations in any territory where 50%-50% can continue profitably) the average location owner may balk at the change in percentage-commission, but, will not balk at greater front service money guarantees.

Therefore, where necessary, and where only this method will work, the operator should obtain about $5 for very old equipment, and up to $20, and even more, for the very latest equipment, off the top of the gross intake, each and every week, so that he can continue profitably in business. Amortize his investment in proper time. Enjoy some profit on that investment after amortization.

Many ops believe that front service money guarantees are easier and better to obtain. These men should instantly put this into practice if they desire to remain in this business profitably in the months and years to come.

The 32% increase in operating expense already shown by one operator is going to increase by leaps and bounds. Those ops who realize this fact should protect themselves right now.

TIE IN WITH ALL-OUT DEFENSE EFFORT

Last, but not least, is the fact that every single person engaged in this industry, must realize that this is a terrible future which faces this nation.

Therefore, wherever and whenever possible, everyone, every single person, regardless of his, or her, position in the trade, should tie in with the all-out defense effort that is now under way.

There will be bond drives again. These should be backed by every operator, regardless of what type equipment he operates.

There will be appeals to all people to conserve, regardless of the hardships which will come about. Everyone in this field should be ready to make these sacrifices.

The time has come when this industry can, once again, serve as well as it did during World War II, when all its julte boxes featured "Any Bonds Today?"

When its games helped, economically, all workingmen and workingwomen to relax for a while, to enjoy themselves, and to return to work feeling better than ever.

This is, without any doubt, one of the greatest jobs that can be done to help Uncle Sam on to victory.

The job of entertaining all the nation's workingmen in the "workingman's clubs" all over the country.
**DISK OF THE WEEK**

**“A PENNY A KISS” (2:57)**

**“IN YOUR ARMS” (2:49)**

- **DINAH SHORE** and **TONY MARTIN** (RCA Victor 20-4019; 47-4019)

- A terrifically appealing new novelty serves to unite Dinah Shore and Tony Martin on records and their first disc together turns out to be a winning one. Throughout the number there’s the sound of coins dropping in a jug and ops get going with this one are gonna hear a lot of coins dropping themselves—in their machines. The tune has a wonderful cutie set of lyrics and a simple air that makes its possibilities great. Both Dinah and Tony show up at their best and Hrnie Rene and the orchestra turn in an arrangement that highlights them. This one is bound to be big. The second side has a very well known tune taken from the “Barcarolle” and done in slow ballad style by the pair. It too makes for good listening. The top deck though is the one to get going with. Ops are gonna have a field day with this.

**“FOUR OR FIVE TIMES” (2:59)**

**“THE ACE IN THE HOLE” (2:42)**

- **TERESA BREWER and SNOOKY LANSON** (London 987)

- A winning novelty done in duet style is offered up on the upper level by Teresa Brewer and Snoopy Lanson. Accompanied by Jack Pleas and the orchestra, the pair make this one sound real cute. The bottom half is a very happy sounding novelty that will draw an awful lot of nickels into the box. The way Teresa and Snoopy do it. This is definitely one to get with.

**“LOVESICK BLUES” (2:36)**

**“ONCE THERE LIVED A FOOL” (2:55)**

- **ANITA O’DAY** (London 558)

- A western song is taken for a ride here by Anita O’Day in a very unusual type of recording. Anita does it in yodel tones with the help of Jack Pleas. The lower side is a terrific ballad which started out in the jazz and blues field and Anita gives it a top notch vocal. Ops oughta hear this one.

**“TELL ME YOU LOVE ME” (3:10)**

**“MY LITTLE GIRL OF THETA CHI” (3:08)**

- **SAMMY KAYE** (Columbia 39140)

- Sammy Kaye takes an old melody here and turns it into a dramatic pop number. This one with Tony Alamo singing old style lyrics comes with a very plush arrangement. The second side was penned by Sammy and will have some college appeal as done by the Kaydela and the Glee Club. Ops in the right location should hear it.

**“HONEY HUSH” (2:59)**

**“KEEPIN’ OUT OF MISCHIEF NOW” (2:48)**

- **BUDDY GORE QUINTET** (London 894)

- Buddy Gore with an appealing air is dished out on this platter by Buddy Gore and his Quintet. Buddy gives it a good vocal while the boys do ok on the instrumental. The lower half is a Jump number, very rhythmic and cute and will well listen to. This one is right for ops.

**“WHAT IS THERE TO SAY?” (2:42)**

**“MILLION DOLLAR BABY” (2:56)**

- **DIZZY GILLESPIE** (Discovery 140)

- A couple of oldies are taken for a ride here by Dizzy Gillespie. The upper half is a slow ballad which sounds warm and listenable with Johnny Richards conducting the orchestra. The flip has a nice beat and is certain to go over with Dizzy’s fans. Ops in the proper locations oughta get with these.

**“I REMEMBER THE CORNFIELDS” (2:54)**

**“DO YOU HEAR YOU LAUGH” (3:08)**

- **EVELYN KNIGHT** (Decca 27395; 9-27395)

- Evelyn Knight takes a beautiful ballad here in a sadly typical vocal concern. The flip has a voice of the in a typical of the Rachel tunes which is perfect for dancing. Ops will want to hear it.

**“LULLABY OF BROADWAY” (3:00)**

**“AS TIME GOES BY” (3:02)**

- **TOMMY DORSEY ORCHESTRA** (Decca 27396; 9-27396)

- Tommy Dorsey and his boys have a very good vocal. This one is a good instrumental in a typical style which is perfect for dancing. Ops will want to hear it.

**“MY TWILIGHT PRAYER” (3:19)**

**“MAY THE GOOD LORD BLESS” (2:39)**

- **LYNN MURRAY ORCHESTRA** (Coral 60359; 9-60359)

- A very slow ballad is given a good arrangement by the Lynn Murray Orchestra with Ruth Martin doing the vocals. This one with a terrific new tune which can’t miss. It too gets a winning arrangement and fine vocal from Ruth. Lynn’s cut-out for first class filler material, oughta get with this.
# The Nation's Top Ten Jukebox Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

Record Companies Listed Alphabetically

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<th>No.</th>
<th>Title</th>
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<td>Music Operators</td>
<td>BE YOU'RE 13)</td>
<td>RCA Victor</td>
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<td>The Thing</td>
<td>Phil Harris</td>
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<td>3</td>
<td>My Heart Cries For You</td>
<td>Guy Mitchell—Mitch Miller</td>
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<td>A Bushel And A Peck</td>
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<td>Harbor Lights</td>
<td>Sammy Kay Orch.</td>
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<td>Nevertheless</td>
<td>Mills Bros.—Ralph Flanagan Orch.</td>
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<td>7</td>
<td>Thinking Of You</td>
<td>Don Cherry—Eddie Fisher</td>
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<td>8</td>
<td>To Think You've Chosen Me</td>
<td>Eddy Howard Orch.</td>
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<td>9</td>
<td>Oh Babe!</td>
<td>Louis Prima—Kay Starr</td>
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<tr>
<td>10</td>
<td>All My Love</td>
<td>Patti Page</td>
<td>RCA Victor</td>
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## The Nation's Juke Box Ops Are Featuring

**Mario Lanza**

Thrilling Rendition Of The Smash Hit

**I'll Never Love You**

backed with

both songs featured in the M-G-M picture "The Toast Of New Orleans"

RCA VICTOR 10-1561 (78rpm) • 49-1353 (45rpm)

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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"THE CHICKEN SONG" (2:38)
"VELVET LIPS" (3:18)
GUY LORABDO (Decca 27393; 9-27393)
- A novelty with some cute lyrics is by new Lombardo and the band. Cliff Grass does the vocal in good style. The second half is a smooth number just right for the Lombardo style. Kenny Gardner gives out with the lyrics and makes the disk sound very pleasant. Ops know the pulling power of a Lombardo disk.

"YOUR SISTER KNOCKS ME OUT" (2:32)
"THE BEAN BAG SONG" (2:46)
JERRY LESTER (Coral 60342; 9-60342)
- Two funny novelties are being tossed about on this platter by Jerry Lester. Both of them get an interesting storying from the comedian who makes them good to hear. He even has an ok voice and the stories are told in the style that are both cute. Ops who have the spots for this type of thing, have some good material here.

"JET" (2:52)
"NO MORE LOVE" (2:59)
BUDDY JOHNSON ORCH (Decca 27416; 9-27416)
- A new tune in beguine tempo gets an exciting rendition by Buddy Johnson and his orchestra. The vocal is done in full style by Arthur Prysock who has a very appealing voice. The lower half is a jump number sung by Ella Johnson. This should do well for ops.

"I STILL FEEL THE SAME ABOUT YOU" (3:14)
"LITTLE SMALL TOWN GIRL" (3:02)
ELLA FITZGERALD and INK SPOTS (Decca 27419; 9-27419)
- Ella Fitzgerald and The Ink Spots team up here to turn out two wonderful sides. The top side is a tune that looks as though it might break through and this singing combination certainly helps it along. The flip is a new ballad on which they do an equally good job. This one deserves a top spot in the machines.

"IT'S YOU—NO ONE BUT YOU" (3:00)
"GALLOPING COMEDIANS" (3:20)
PHIL SPITALNY (RCA Victor 20-4020; 47-4020)
- Taking an old melody, Phil Spitalny and his All Girl Orchestra give it the full treatment with new lyrics. Eddie Fisher joins them to do the vocal and does it very well indeed. The bottom half is a usual thing done by the girls alone. The upper half has a lot of potential.

"THE SCISSOR GRINDER SERENADE" (2:36)
"WRESTLIN' NIGHTS" (3:00)
JOE BIVIANO (RCA Victor 25-1185)
- A cute new tune is pleasantly arranged around on this platter by Joe Biviano and his accordion orchestra. With Russell Arms and Lulu Palmer coming in for a duet, this one is good to listen to. The lower end has a happy feeling as sung by Russell Arms alone. Ops oughta hear the top track.

"SLEEPER OF THE WEEK"

"LOVESICK BLUES" (3:08)
"EVENIN'" (3:07)
KAY STARR
(Capitol 1357; F-1357)
- Kay Starr has another winner in the tune called "Lovesick Blues." Coming originally from western parts, this song is now headed for a big push in the pop field and Kay's rendition is bound to do it. Ops who have rushed in on her recent hits have a new one now on which they can go to town. Kay's vocal is sweet and racy with a touch of the yodel in it that gives a really wonderful feeling. The song has a terrific beat and as dished out by Lou Busch's orchestra, it makes quite a splash. With sides like this, it seems hard to beat this Starr gal. The second side is another good number with a lot of possibilities. This time she's supporting by Frank Devoll's orchestra and has a wonderful piano pounding through. The upper half is in the side with the most promise and it just can't miss. Ops will be missing the boat if they don't get on board.

"THE HOKEY POKEY" (3:08)
"I STILL FEEL THE SAME ABOUT YOU" (3:06)
THE THREE SUNS (RCA Victor 20-4021; 47-4021)
- The Three Suns in conjunction with the Sons Of The Pioneers explain a new dance on the top deck and make you want to do it. On the lower half the same groups take a current ballad and give it a top notch rendition. The Three Suns provide some fine instrumental parts while The Sons Of The Pioneers come through with excellent harmonizing. Both sides are right for ops.

"I DON'T WANT TO LOVE YOU" (3:00)
"SEMPRE" (2:51)
PHIL BRITO (MGM 10893)
- Phil Brito has a ballad on the upper deck that's been around for awhile and he certainly gives it a ride. With Paul Lavalle backing him up, Phil makes this a winner. The lower half is in beguine tempo again with Paul Lavalle helping out. The top deck gets our nod.

"LITTLE SMALL TOWN GIRL" (2:55)
"ROAD CLOSED, BRIDGE OUT—DETOUR" (2:45)
BUDDY WEEDE TRIO (MGM 10895)
- A new tune serves as material for the Buddy Weed Trio on this platter. Buddy turns in a pleasant vocal while the group comes along on the instruments. The flip has a cute novelty getting the same type of treatment as the upper deck. This one is for ops.

"MY HEART CRIES FOR YOU" (2:54)
"I APOLOGIZE" (2:54)
DINAH WASHINGTON
(Lullaby 8209)
- Dinah Washington has a current smash number for her top deck. Giving it her grand rendition, Dinah has Jimmy Carroll and his orchestra to help her out. The lower and is an oldie which gets a very dramatic going over. Dinah makes it sound like a hit all over again. The lower end may blossom out.

"IIF" (2:46)
"LONG LONG AGO" (2:48)
DICK JAMES (London 833)
- Dick James puts his good voice to work on "IIF" and turns in another excellent job on that tune. Stanley Black's orchestra backs him up as he goes to town. The lower half is a nostalgic thing again with Stanley Black and the George Mitchell Choir. Both sides are good to hear.

"TAKE OFF THE COAT" (3:06)
"USE YOUR IMAGINATION" (3:03)
TED STRAETER (MGM 10889; K10889)
- Two numbers in Ted Strater's whispering style are offered on this disk. Ted makes both tunes sound appealing and comes out also for some good piano. The upper deck tune is an easy going one while "Out Of This World" provides the material for the bottom half. Ops might listen in.

"I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER" (2:44)
"I'M THROUGH WITH LOVE" (2:50)
SARAH VAUGHAN (MGM 10890; K10890)
- Taking two wonderful oldies, Sarah Vaughan gives them her usual fine renditions and comes out with two fine material. The top half has Ted Dale's orchestra backing her up while the lower half has the good old George Treadwell's band going to town. Either way you turn it, this is a grand platter.

"TILL THE END OF THE WORLD WITH YOU" (3:00)
"AT A PERFUME COUNTER" (2:47)
BLUE BARRON ORCH.
(MGM 10891; K10891)
- Blue Barron wends his way through a slow ballad on the upper level while Bobby Beans and Betty Clark come in with a nice duet. The lower level features an oldie with Bobby going it alone. It's a very cute number with a winning melody. Ops will want to find out about this one.

"IN YOUR ARMS" (2:44)
"LYING IN THE HAY" (2:52)
LEROY HOLMES ORCH.
(MGM 10892)
- The old Barcarolle never sounded like this. Leroi Holmes and his boys take this melody and twirl it around till it spins and then have Ray Charles come in for the vocal. This one all adds up to good listening. The flip is another jumpy item, this time with the Starlings giving out with the lyrics. A very pleasant platter.
**NEW YORK:**

The town was buzzing this week with all the rumors of the changes at Columbia. Many of the shifts are coming as a terrific shock to the people in the music trade. Henry Stone of Stone Distributors, Florida, in New York for a visit with his manufacturers reported a healthy upswing in record sales.

Johnny Monroe's home in West Newton, Mass., was flooded with six inches of water over the Christmas holidays. Vaughn and the family spent Christmas in N.Y. and when they returned found that the pipes had frozen and burst. The kids were able to skate in the living room.

Dick Lowitt, sales manager for Zenith (SMG distribs) hurrying wild with Billy Eckstine's "Bring Back The Thrill." Eddie Fisher's "I've Got a Thrill for You This Fall at the Casablanca. King Cole is planning a sequel to "The Thrill Is Gone." Burt Ives whose Columbia contract expires February 1st is being pursued by the major waxers. Spike Jones makes his television debut at the Colgate Comedy Hour on February 11. We can do without such tasteless oops from Spike as "Tennesse Waltz." Dick Linkes is branching into the management field with Pat Terry who appeared with Frank Sinatra and WNEW's "Boy Meets Girl," and the Three Kardale called to wonder why his grand six-weeks in Atlanta City and are now in the Darby Room in Boston. Dick is also now acting as NY disk jockey promotion man for Sammy Kaye. Johnny Desmond moves to Hollywood for three weeks of work with his Orchestra, and the former crooner will be heard on "The Blue Room," which was added newcomer Harry West Orchestra to his stable based on excellent showing of the band on new Discorn record label. Cab Calloway may open his own Broadway night spot.

When Frankie Carano returns the contract signed, he will belong to Columbia. The switch from Mercury nets him a reported $50,000 a year guarantee.

**COUNTRY**

**TEXAS JIM ROBERTSON** and his Panhandle Partners

You Can't Do Nothing With A Woman

Don't Angel Me (You Little Devil)

21-0427 (48-0427)*

**CHET ATKINS** and his Guitar Pickers

Indian Love Call

Music In My Heart

21-0418 (48-0428)*

**THE HONEYDREAMERS with The Potato Bugs**

Potato Bug Boogie

The Beanbag Song

20-0223 (47-1023)*

**GENE KRUPA** and his Chicago Jazz

Peabody Rag

Blues My Naughty Sweeter Gives To Me

20-0226 (47-1026)*

**COUNTRY**

**JONNY VADNAL** and his Orchestra

Clap Hands Polka

Blame It On The Waltz

23-1186 (45-1186)*

**POP-SPECIALTY**

**JOHNNY VADNAL** and his Orchestra

Clap Hands Polka

Blame It On The Waltz

23-1186 (45-1186)*

* 45 rpm cut, nos.
The new PERMO-made POINTS of Osmium Alloy are the result of 20 years of progressive development—which has made possible the practical combination of prolonged tone quality of both needles and records.

NEW YORK—Johnny Parker has just signed a 3-year exclusive contract with Capitol Records. Parker composed the current hit “Can’t Seem To Laugh Anymore” and also waxed it.

Capitol has set Jan. 22 as release date for Parker’s newest ballad “Jackie, My Darlin’.”

NEW YORK—Piano maestro Frankie Carle, who is currently drawing capacity crowds nightly at Manhattan’s Statler Hotel, is shown celebrating the success of his new RCA Victor record “Powder Blue” with Joan House, his pet canary, and Frank Lamar, New York head of Foster Music, which published the tune. The disk has been getting a big play on DJ shows and is making its way in the juke boxes throughout the country.

Romberg wrote it! Como sings it! RCA Victor delivers it!

sung by PERRY COMO
Orchestra under direction of the composer . . .

SIGMUND ROMBERG
Convention To Take Place in Palmer House, Chicago. Manufacturers, Recording Firms, Music Pubs, Suppliers Reserve Exhibit Space. Cunliffe Handling Exhibit Sales.

CHICAGO, I.L.—George A. Miller, national chairman of the Music Operators of America, announced this week that its national convention will be held at the Palmer House in Chicago on March 19, 20 and 21.

"World conditions are fully realized, but due to the importance of this particular MOA meet, the convention must go on. The time is very close at hand and much preparation and expense have been incurred," stated Miller.

Manufacturers of phonographs, records, auxiliary equipment as well as music publishers have signified their intentions of being present and conducting exhibits. Previous exhibitors feel that from the standpoint of public relations and good will, it's necessary for each and everyone of them to take part.

One of the largest manufacturers of phonographs stated that the great amount of good will that was derived by his company from the last MOA meet would make it impossible for him to stay away. He further stated "The MOA convention is the greatest thing that ever happened to the automatic phonograph industry. Manufacturers, jobbers and operators have found a common ground to discuss their problems."

It's certain that this will be a more important meet than even last year's since there may be no other one for a considerable time due to the present emergency. George Miller said that operators from all parts of the nation are showing a great amount of interest in this meeting and beyond any doubt there will be a greater attendance than there was last time.

A constructive educational program is being arranged for the three day meetings which will be held Monday, Tuesday and Wednesday mornings. Speakers of manufacturing organizations and other national association groups will have talks to deliver affecting the entire music industry. Vice-Chairman, Al Denver, will make a general statement to the operators regarding the meeting and exhibits in the very near future.

Sidney Levine, National Counselor, will have information regarding the bills that are being shuffled around in Congress at the present time. He will present all the up to date information available at the time of the meeting.

Dick Steinberg, National Secretary, will speak along the lines of public relations and sales promotion. Dick has some new ideas that are sure to interest every operator present. Hirah de La Vies, national committeeman, will also present new ideas concerning the ways to make present day operating problems.

Exhibitors will show their equipment to the operators in the afternoons and evenings so there will be no conflict between the association meetings and exhibitors. A program is being arranged that will be of interest to people in all phases of the industry.

The banquet will be held on Tuesday evening with a headline floor show headed by Jimmy Durante so that those who wish to leave Chicago Wednesday night will still have the opportunity of attending the banquet.

Ray Cunliffe, who did such a fine job with the exhibitors at the last national meet, has again been appointed exhibit chairman and national co-chairman along with George Miller. Cunliffe can be reached at Recorded Music Service Association, 2326 So. Michigan Ave., Chicago 16, Ill.

Committees For MOA Convention

GENERAL COMMITTEE:
George A. Miller, Oakland, California, General Chairman
Al Denver, New York, New York
Ray Cunliffe, Chicago, Illinois
Sidney Levine, New York, New York
Clem Stetsen, San Francisco, Calif.
D. M. Steinberg, Newark, New Jersey
Hirah de La Vies, Washington, D. C.

EXHIBIT COMMITTEE:
Ray Cunliffe, Chairman
George A. Miller

TICKET COMMITTEE:
Clem Stetsen, Chairman
R. H. Schneider, East St. Louis, Illinois
Norman Gertz, Providence, R. I.
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C. S. Pierce, Brookfield, Wisconsin

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Fred Fixol, Pembina, North Dakota
Harold Eisenhise, Lanark, Illinois
K. H. Ferguson, Stillwater, Minnesota
Emlen Peigle, Malta, Montana
Wm. E. Hullinger, Delphos, Ohio
Chas. Kantor, Cincinnati, Ohio
Howard S. Lee, Providence, R. I.
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Laurie Tate with Joe Morris and his Orch. #923

"HOUSEWARMIN' BOOGIE"
"SLIPPIN' and SLIDIN'"
Jimmy Lewis #327

"SLIPPIN' and SLIDIN'"

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Eddie Joy Joins His Father, George, As Partner In Santly-Joy

NEW YORK—Eddie Joy started his new reign as a partner in the Santly-Joy music publishing house this week with three new tunes to work on, "When You Return," "Routiemore," and "Vision of Bernadette." Joy, who will continue to act as personal manager to Mindy Carson and Guy Mitchell, recently joined his father George, as a partner in the firm after Lester Santly sold out his share for $250,000. The deal included Santly's interest in Oxford Music, the firm's subsidiary.

Santly, who has no further plans in the music industry, left for Florida last week for a rest. He started the music firm in 1950 and George Joy joined it as a partner in 1954. They had such outstanding hits as "The Music Goes Round and Round" and "My Foolish Heart" which was the top plug tune of 1950.

In line with his severance from the music pub, Santly is also resigning as a board member of ASCAP and presiding officer of the Music Publishers' Protective Association.

Garry Stevens

Don Bell

WKY—Schoenodah, N. Y.
1. TENNESSEE WALTZ (Patti Page)
2. THE EBB AND FLOW (Billie Holiday, Parker)
3. YOU'RE JUST IN LOVE (Perry Como)
4. IN THE BIG BAND (E. Howard)
5. 100 TIMES A YEAR (Paul Weston)
6. THINKING OF YOU (Sarah Vaughan)
7. I'M NOT A CURLY GUY AT ALL (Patti Page)
8. BY MYSELF (Billy Eckstine)
9. YOU LOVE ME (Natalie Day)

Bill O'Toole

WPAT—Paterson, N. J.
1. TENNESSEE WALTZ (Patti Page)
2. I'M SORRY, BUT I JUST DON'T CARE (Billie Holiday, Parker)
3. MY HEART CRIES FOR YOU (Guy Mitchell)
4. THE THING (Amos Bros.)
5. THINKING OF YOU (Don Cornell)
6. LEAVE ME ALONE AT LAST (Kathy Marsh)
7. (Patti Page)

Dick Coleman

WCBM—Baltimore, Md.
1. MY HEART CRIES FOR YOU (Guy Mitchell)
2. I'LL FEEL THE SAME ABOUT YOU (George Gibbs)
3. TENNESSEE WALTZ (Patti Page)
4. I SOMETIMES TEAR (Gram Moore)
5. THINKING OF YOU (Don Cornell)
6. BE MY LOVE (Marie LaFaye)
7. I NEED YOU (Don Cornell)
8. THE ROVING KING (Guy Mitchell)
9. ED PENNEY

Ed Penney

WFGM—Fitchburg, Mass.
1. ABBA DABBA HONEYMOON
2. If I Were a BLACKBIRD (Stanley Heath)
3. SO LONG (Fletcher Henderson)
4. YES! (Ferry Como)
5. MY HEART CRIES FOR YOU (Guy Mitchell)
6. ALWAYS YOU (Jack Fine)
7. IF I'M NOT A CURLY GUY AT ALL (Patti Page)
8. THINKING OF YOU (Don Cornell)
9. YOU LOVE ME (Natalie Day)

Bob Stevens

WUGC—Coral Gables, Fla.
1. TENNESSEE WALTZ (Patti Page)
2. I'M LUCKY TO BE YOURS (Gene Roddy)
3. MY HEART CRIES FOR YOU (Jimmy Wakely)
4. IT'S NO SECRET (Stuart Hamblen)
5. MockODADDY (Tennessee Ernie)
6. MUSIC BY THE ANGELS (Amos Bros.)
7. I'M NOT IN LOVE (Perry Como)
8. REMEMBER ME (Rosalie Clyborne)
9. ALL MY LOVE (Patti Page)
10. I'M AFRAID TO LOVE YOU (Frankie Carle)

Arty Kay

WLKX—Lexington, Ky.
1. TENNESSEE WALTZ (Patti Page)
2. MY HEART CRIES FOR YOU (Jimmy Wakely)
3. IT'S NO SECRET (Stuart Hamblen)
4. THINKING OF YOU (Don Cornell)
5. 100 TIMES A YEAR (Paul Weston)
6. THINKING OF YOU (Don Cornell)
7. ERIC'S THEME (Frank Sinatra)
8. ALL MY LOVE (Patti Page)
9. ALL THE WHOLESOME (F. Howard)
10. A BUSHEL AND A PECK (Whaley & Whaley)

Ray Perkins

KDFL—Denver, Colo.
1. TENNESSEE WALTZ (Patti Page)
2. MY HEART CRIES FOR YOU (Guy Mitchell)
3. THE THING (Phil Harris)
4. THINKING OF YOU (Don Cornell)
5. 100 TIMES A YEAR (Paul Weston)
6. REMEMBER ME (Rosalie Clyborne)
7. 10-GRAIN RED WHEAT (Bob Manum)
8. ALL MY LOVE (Patti Page)
9. ALL THE WHOLESOME (F. Howard)

Fred Smith

WFBM—Indianapolis, Ind.
1. THE ROVING KING (Guy Mitchell)
2. THINKING OF YOU (Vic Damone)
3. ALL MY LOVE (Patti Page)
4. IT'S NO SECRET (Stuart Hamblen)
5. ALL THE WHOLESOME (F. Howard)
6. THINKING OF YOU (Don Cornell)
7. ERIC'S THEME (Frank Sinatra)
8. TEA SOO (Anita O'Day)

Jason Smiley

Dove Koon

WTSA—Burlington, Vt.
1. MY HEART CRIES FOR YOU (Vic Damone)
2. THE THING (Phil Harris)
3. THAT HORSE NAMED PETE (Carson Robinson)
4. ALL THE WHOLESOME (F. Howard)
5. THINKING OF YOU (Don Cornell)
6. ERIC'S THEME (Frank Sinatra)
7. MY HEART CRIES FOR YOU (Guy Mitchell)
8. THE THING (Amos Bros.)
9. 100 TIMES A YEAR (Patti Page)
10. THE THING (Amos Bros.)

Sherrill Feller

WCTC—Bridgeport, Conn.
1. T.J. A TAW A PIDDY TOT (Benny Lee)
2. MY HEART CRIES FOR YOU (Patti Page)
3. 100 TIMES A YEAR (Patti Page)
4. HAROLD LIGHTS (Roy Hathaway)
5. HARBOR LIGHTS (Roy Hathaway)
6. ACCIDENTS (Frank Sinatra)
7. THE THING (Tawnee Brown)
8. LET'S GET OUT THOSE OLD RECORDS (G. Lombardo)
9. MY HEART CRIES FOR YOU (Guy Mitchell)
10. THINKING OF YOU (Don Cornell)

Jim Simmons

WTSA—Burlington, Vt.
1. TENNESSEE WALTZ (Patti Page)
2. ORANGE COLORED SKY (Johnny Horton)
3. MY HEART CRIES FOR YOU (Bill Farrell)
4. ALL THE WHOLESOME (F. Howard)
5. HARBOR LIGHTS (Roy Hathaway)
6. ACCIDENTS (Frank Sinatra)
7. THE THING (Tawnee Brown)
8. THINKING OF YOU (Don Cornell)
9. 100 TIMES A YEAR (Patti Page)
10. BELLS LIPS (Al Albon)

Wallie Dunlap

WLZT—Bridgeport, Conn.
1. T.T. A TAW A PIDDY TOT (Helen Kane)
2. CAN'T SEEM TO LAUGH ANYMORE (R. Harris)
3. JUST THIS ONCE (Tenderly)
4. BE MY LOVE (Marie LaFaye)
5. SO LONG (Fletcher Henderson)
6. MY HEART CRIES FOR YOU (Guy Mitchell)
7. 100 TIMES A YEAR (Patti Page)
8. I'M NOT IN LOVE (Perry Como)
9. CRY OF THE WILD GOOSE (Mickey Katz)
10. CARAVAN (Jack Pleis)

Bernie Mack

WMUR—Manchester, N. H.
1. MY HEART CRIES FOR YOU (Guy Mitchell)
2. TENNESSEE WALTZ (Les Paul)
3. THE PLACE WHERE I BELONG (Don MacKaye)
4. I'M NOT IN LOVE (Perry Como)
5. 100 TIMES A YEAR (Patti Page)
6. THE THING (Amos Bros.)
7. THE THING (Amos Bros.)
8. ALL THE WHOLESOME (F. Howard)
9. CRY OF THE WILD GOOSE (Mickey Katz)
10. CARAVAN (Jack Pleis)

Howard Malcolm

WTRY—Albany, N. Y.
1. MY HEART CRIES FOR YOU (Guy Mitchell)
2. ORANGE COLORED SKY (Johnny Horton)
3. THE ROVING KING (Guy Mitchell)
4. PRAYING TO THE SHADOWS (Tommy Dorsey)
5. ABBA DABBA HONEYMOON
6. TENNESSEE WALTZ (Patti Page)
7. ALL THE WHOLESOME (F. Howard)
8. HARBOR LIGHTS (Roy Hathaway)
9. THINKING OF YOU (Don Cornell)
10. DON'T EVEN CHANGE A PICTURE (Lee Marlow)

Bob Watson

WSB—Atlanta, Ga.
1. YOU'RE JUST IN LOVE (Perry Como)
2. ORANGE COLORED SKY (Johnny Horton)
3. HARBOR LIGHTS (Roy Hathaway)
4. THE THING (Amos Bros.)
5. IT'S NO SECRET (Stuart Hamblen)
6. ALL THE WHOLESOME (F. Howard)
7. THE THING (Amos Bros.)
8. THINKING OF YOU (Don Cornell)
9. ALL THE WHOLESOME (F. Howard)
10. ALL THE WHOLESOME (F. Howard)

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3. MY HEART CRIES FOR YOU (Guy Mitchell)
4. BUSHEL AND A PECK (Cooma-Hutton)
5. HARBOR LIGHTS (Sammy Kaye)
6. NEVERTHELESS (Mills Bros.)
7. THINKING OF YOU (Don Cherry)
8. TO THINK YOU'VE CHOSEN ME (Eddy Howard)
9. OH BABE (Louis Prima)
10. ALL MY LOVE (Patti Page)

Chicago, Ill.
1. MY HEART CRIES FOR YOU (Guy Mitchell)
2. TENNESSEE WALTZ (Patti Page)
3. THE THING (Phil Harris)
4. HARBOR LIGHTS (Sammy Kaye)
5. NEVERTHELESS (Mills Bros.)
6. THINKING OF YOU (Don Cherry)
7. ON BABE (Louis Prima)
8. THINKING OF YOU (Don Cherry)
9. THE ROVING KING (Guy Mitchell)
10. ALL MY LOVE (Patti Page)

Los Angeles, Cal.
1. MY HEART CRIES FOR YOU (Dinah Shore)
2. TENNESSEE WALTZ (Patti Page)
3. THINKING OF YOU (Don Cherry)
4. HARBOR LIGHTS (Guy Crosby)
5. NEVERTHELESS (Mills Bros.)
6. IF (Don Marion)
7. I STILL FEEL THE SAME ABOUT YOU (Georgia Gibbs)
8. I'LL WAIT FOR YOU (Louis Prima)
9. OH BABE (Edith Pargeter)
10. IF I WERE A BELL (Doris Day)

Shoals, Indiana
1. TENNESSEE WALTZ (Guy Lombardo)
2. THE THING (Phil Harris)
3. MY HEART CRIES FOR YOU (Guy Mitchell)
4. BUSHEL AND A PECK (Cooma-Hutton)
5. HARBOR LIGHTS (Sammy Kaye)
6. NEVERTHELESS (Mills Bros.)
7. THINKING OF YOU (Paul Whiteman)
8. BUSHEL AND A PECK (Cooma-Hutton)
9. NOBODY'S CHASING ME (Jon Gardner)
10. ALL MY LOVE (Guy Lombardo)

Opelousas, La.
1. TENNESSEE WALTZ (Guy Lombardo)
2. THE THING (Phil Harris)
3. MY HEART CRIES FOR YOU (Guy Mitchell)
4. BUSHEL AND A PECK (Cooma-Hutton)
5. HARBOR LIGHTS (Sammy Kaye)
6. NEVERTHELESS (Mills Bros.)
7. THINKING OF YOU (Paul Whiteman)
8. BUSHEL AND A PECK (Cooma-Hutton)
9. ALL MY LOVE (Bing Crosby)
10. OH BABE (Key Store)

Savannah, Ga.
1. THINKING OF YOU (Don Cherry)
2. THE THING (Phil Harris)
3. MY HEART CRIES FOR YOU (Guy Mitchell)
4. BUSHEL AND A PECK (Cooma-Hutton)
5. HARBOR LIGHTS (Sammy Kaye)
6. NEVERTHELESS (Mills Bros.)
7. THINKING OF YOU (Don Cherry)
8. ALL MY LOVE (Patti Page)
9. ORANGE COLORED SKY (Kenton-Cola)
10. THRUSTER FOR YOUR KISSES (Ames Bros.)

Brookhead, Wis.
1. TENNESSEE WALTZ (Patti Page)
2. THE THING (Phil Harris)
3. FLYING EAGLE POLKA (Polkateers)
4. NEVERTHELESS (Mills Bros.)
5. THRUST FOR YOUR KISSES (Ames Bros.)
6. NEVERTHELESS (Mills Bros.)
7. I'LL JUST BE YOUR BUM (Frank Chacksfield)
8. ALL MY LOVE (Patti Page)
9. THE ROVING KIND (Guy Mitchell)
10. THINKING OF YOU (Don Cherry)

Jersey City, N. J.
1. NEVERTHELESS (Mills Bros.)
2. THINKING OF YOU (Eddie Fisher)
3. I STILL FEEL THE SAME ABOUT YOU (Don Cherry)
4. THINKING OF YOU (Patti Page)
5. BUSHEL AND A PECK (Cooma-Hutton)
6. MY HEART CRIES FOR YOU (Guy Mitchell)
7. YOU'RE JUST IN LOVE (Perry Como)
8. ALL MY LOVE (Patti Page)
9. THE ROVING KIND (Guy Mitchell)
10. OH BABE (Louis Prima)

1. TENNESSEE WALTZ (Patti Page)
2. NEVERTHELESS (Mills Bros.)
3. BUSHEL AND A PECK (Cooma-Hutton)
4. HARBOR LIGHTS (Sammy Kaye)
5. THE THING (Phil Harris)
6. ALL MY LOVE (Patti Page)
7. ORANGE COLORED SKY (Kenton-Cola)
8. MY HEART CRIES FOR YOU (Guy Mitchell)
9. I'LL NEVER BE FREE (Eddy Howard)
10. BLUE CHRISTMAS (Billy Eckstine)

Des Moines, Iowa
1. TENNESSEE WALTZ (Patti Page)
2. MY HEART CRIES FOR YOU (Dinah Shore)
3. OH BABE (Key Store)
4. BUSHEL AND A PECK (Cooma-Hutton)
5. THE THING (Phil Harris)
6. LA VIE EN ROSE (Arenstrom)
7. HARBOR LIGHTS (Sammy Kaye)
8. I'LL NEVER BE FREE (Eddy Howard)
9. BUSHEL AND A PECK (Wishing-Wallows)
10. TEAR DROPS FROM MY EYES (Frank DeVol)

Dallas, Texas
1. TENNESSEE WALTZ (Patti Page)
2. NEVERTHELESS (Mills Bros.)
3. HARBOR LIGHTS (Sammy Kaye)
4. THE THING (Phil Harris)
5. ALL MY LOVE (Patti Page)
6. ORANGE COLORED SKY (Kenton-Cola)
7. MY HEART CRIES FOR YOU (Guy Mitchell)
8. I'LL NEVER BE FREE (Eddy Howard)
9. THE THING (Phil Harris)
10. OH BABE (Key Store)

Indianapolis, Ind.
1. TENNESSEE WALTZ (Patti Page)
2. THE THING (Phil Harris)
3. THINKING OF YOU (Eddie Fisher)
4. HARBOR LIGHTS (Sammy Kaye)
5. NEVERTHELESS (Mills Bros.)
6. BUSHEL AND A PECK (Cooma-Hutton)
7. ALL MY LOVE (Patti Page)
8. THRUSTER FOR YOUR KISSES (Ames Bros.)
9. THE ROVING KIND (Guy Mitchell)
10. OH BABE (Louis Prima)

Cleveland, Ohio
1. TENNESSEE WALTZ (Patti Page)
2. THINKING OF YOU (Don Cherry)
3. HARBOR LIGHTS (Sammy Kaye)
4. I'LL NEVER BE FREE (Eddy Howard)
5. ORANGE COLORED SKY (King Cole)
6. MY HEART CRIES FOR YOU (Guy Mitchell)
7. I'LL NEVER BE FREE (Eddy Howard)
8. TO THINK YOU'VE CHOSEN ME (E. Howard Farrell)
9. BLUE CHRISTMAS (Billy Eckstine)

Cincinnati, Ohio
1. TENNESSEE WALTZ (Patti Page)
2. HARBOR LIGHTS (Sammy Kaye)
3. I'LL NEVER BE FREE (Eddy Howard)
4. ALL MY LOVE (Patti Page)
5. NEVERTHELESS (Mills Bros.)
6. BUSHEL AND A PECK (Whishing-Walls)
7. ORANGE COLORED SKY (Kenton-Cola)
8. OH BABE (Louis Prima)
9. THINKING OF YOU (Edith Pargeter)
10. ALL MY LOVE (Patti Page)

Seattle, Wash.
1. TENNESSEE WALTZ (Patti Page)
2. THE THING (Phil Harris)
3. HARBOR LIGHTS (Sammy Kaye)
4. BUSHEL AND A PECK (Cooma-Hutton)
5. NEVERTHELESS (Mills Bros.)
6. MY HEART CRIES FOR YOU (Guy Mitchell)
7. ON BABE (Louis Prima)
8. THINKING OF YOU (Don Cherry)
9. THE ROVING KIND (Guy Mitchell)
10. THREE HANDED WOMAN (Benny Strong)

St. Paul, Minn.
1. TENNESSEE WALTZ (Patti Page)
2. MY HEART CRIES FOR YOU (Guy Mitchell)
3. ITalian Butcher Boy (Quintetans)
4. JOHAN'N BIRD HILL (Hollinger)
5. GET OUT THOSE OLD PHOENIX (Guy Mitchell)
6. NEVERTHELESS (Mills Bros.)
7. I'LL JUST BE YOUR BUM (Frank Chacksfield)
8. ALL MY LOVE (Patti Page)
9. THINKING OF YOU (Don Cherry)
10. OH BABE (Key Store)

Washington, D. C.
1. THE THING (Phil Harris)
2. TENNESSEE WALTZ (Patti Page)
3. HARBOR LIGHTS (Sammy Kaye)
4. ALL MY LOVE (Patti Page)
5. THINKING OF YOU (Don Cherry)
6. BUSHEL AND A PECK (Cooma-Hutton)
7. I’LL NEVER BE FREE (Eddy Howard)
8. BUSHEL AND A PECK (Cooma-Hutton)
9. ORANGE COLORED SKY (Kenton-Cola)
10. OH BABE (Louis Prima)
New Requirement for Marriage

MINNEAPOLIS, MINN.—Ken Griffin, currently appearing in the Minnesota Terrace, remarked to the audience one night that he would remain a bachelor until he found a girl capable of helping him hoist his ivory finished organ to and from his supper club engagements. Needless to say he isn't lacking for volunteers. Left to right are Ken Griffin, Shirley Mahood, Gene Pink and Lorraine Hamre. Apparently lured by the possibility of making beautiful music with Ken, these girls are losing no time in discovering whether they meet his requirements.

Douglas and Bruce Merge; Business Spurts For New Firm

NEW YORK—In the first week of operation since merger, the Douglas-Bruce Distributing Corporation, made up of the Douglas and Bruce firms, has done more than twice as much business as either one of them did in their best weeks during their single operation.

The new firm, which brings Louis Boeinstein and Harry Sultan together will have a much stronger distributing set up throughout the metropolitan area and up state New York.

The company will have the Coral line in Buffalo, Rochester, Syracuse and the western half of New York State. Upstate it will also represent Rainbow, Abbey and Robin Hood. To take care of its new operation, an office will be opened in Buffalo.

Bruce this week also moved to the Douglas offices as part of the consolidation move.

Besides the record firms already mentioned, Douglas-Bruce will handle Coral and Brunswick which were represented by Douglas, and Discovery, Westminster, Lincoln, Varsity, Copa, Rondo, Magnolia, Gilt Edge, Broadcast and Rondo which were represented by Bruce.

Herman & Beneke Bands Sign Up With MGM Records

NEW YORK—Harry Meyerson, artists and repertoire director for M-G-M Records, has announced the signing of Woody Herman and Tex Beneke to term contracts to record exclusively for the M-G-M label.

In making the announcement, Meyerson noted that the acquisition of the two bandleaders follows closely the kick-off of a recent campaign to spotlight M-G-M dance bands and dance platters. Other M-G-M dance band talent includes Art Mooney, Blue Barron, Tommy Tucker, Ziggy Elman, Russ Case, and LeRoy Holmes.

The Herman group waxed its first sides for the label almost immediately after their signing. First session was called for four sides with Billy Eckstine as co-star. A coupling of two sides from this date will be planned next week and released in early February. The Beneke band will cut its first M-G-M-ers sometime next week for early release.
Little Esther Signs Contract With New Federal Label

Johnny Desmond, who started his career as a barrelhouse singer, hit upon a new choice of tune by accident with his sensational "C'est Si Bon" and he's been doing a tremendous job in that vein ever since besides his regular barrelhouse presentations.

During the ten years of hard work and countless disappointments which it took Johnny to reach the top, he was always enlisting in his efforts to give his free time to worthy causes. When the Cass Box cooperated with the Police and Firemen's Athletic League (PFAL) in Newark—an organization helping to combat juvenile delinquency—Johnny was among the first to show up to sing and sign autographs.

Starting with a jazz quartet in Detroit, he moved from there to the Bob Crosby band and then to Gene Krupa. Next came the U.S. Air Force and a stint with the Glenn Miller group. After the war, he started his career all over again with MGM Records. All of Johnny's early recordings were welcome disdises, but none struck gold.

Then Johnny's luck took a shary curve to the right road. An enticing tune came along with which he led the musical field: "C'est Si Bon" was just what the title implied, "It's so good!" Following the engaging French ditty came "The Picnic Song," an all-summer favorite. Then on the heels of this success came "Pigalle"—perfect material for the talented singer—right up his alley!

Currently, Johnny has three hit platters spinning dizzily: "Just Say I Love Her," "A Bushel And A Peck" and "Shelby Ride." The latter is the famous Leroy Anderson orchestral selection of the same name with new inspiring lyrics, just perfect for the coming holiday season. The composer here is the popular "A Marshmallow World."
ATLANTA, GEORGIA—"This is what we have needed for a long time," explained one of the nation's leading recording stars while visiting the "Gate City to the South" recently.

The artist, like many others who have been to Atlanta, was referring to America's first and only Negro owned radio station, WERD. The station, which is owned by J. B. Blayton, Sr., university professor, banker and Georgia's only Negro Certified Public Accountant, has done more for the increasing sales of Negro artists' records in the "Greater Atlanta Area" than any other factor, according to distributors, retail houses and those generally connected with the trade. Coin machine operators, also, have noticed an increase in the playing of blues and spiritual records on juke boxes, and attribute this factor to the constant playing of these tunes on the station.

WERD bit the airwaves one year ago. Before that Negro artists' programs were usually an hour long. Because of the many requests the disc jockeys of the new station received, recordings of Negro artists are played throughout the day. Dance promoters also credit WERD with the increase of box-office sales when they present Negro artists in person.

The jockeys responsible for the increased popularity of these artists are: Ken Knight (Spirituals), "Jockey Jack" Gibson (Pop, Pop and Blues), Johnny Martin (Pop and Spirituals), Bobby Bresidine (Pop, Pop and Blues), Alice Washington (Pop), Ray McVey (Classical and Religious) and James Patrick (Blues).

Forms Albany Firm

ALBANY, N. Y.—Leonard N. Smith, formerly of Leslie Distributors, New York, has formed his own distributing firm in Albany. The new company will be the local representative for MGM records. Smith plans a bangup promotional campaign and has a lot of material to work with in MGM's new disk of "Abba Dabba Honeyman" which is showing up big in New England.

The One You've Been Waiting For CHARLES BROWN'S "BLACK NIGHT" and "ONCE THERE LIVED A FOOL" AL 3076

Sweeping The Nation AMOS MILBURN'S "BAD, BAD WHISKEY" AL 3075

For That Magic Touch
Morgan Appointed Midwestern Manager For Coral Records

NEW YORK—The announcement has just been made by Michael Ross, Vice-President of Coral Records, Inc., that Robert Morgan has been appointed Midwestern Division Manager for Coral Records. Morgan will supervise distribution for the Middle West and the Mississippi Valley areas for both Coral and Brunswick Records.

Morgan comes to Coral with an extensive background in the record business having spent several years as Frank Manager for Decca Records and more recently as the head of the record department of Interstate Electric Co. in Shreveport.

He will report to Norman W.4 Page, Sales Manager of Coral Records, Inc. and will make his headquarters at the Decca office in Chicago.

Roosevelt Date For Bernie Mann Band

NEW YORK—In a fast rise to the top, Bernie Mann’s recently organized All-American Band opens at the Hotel Roosevelt on February 19.

The Mann band follows Guy Lombardo’s crew into the Roosevelt. For musical relief, the Three Suns will be presented at the Roosevelt along with the All-American Band. Tommy Hodges will perform as featured vocalist.

The Music Corporation of America, guide light for Bernie Mann, predicts a big year in 1951 for the new orchestra. Bernie Mann, by the way, is also owner of the Riviera Restaurant at Fort Washington, L. I.

At about the same time the band opens at the Roosevelt, Tower Records will release the second platter cut by the Mann men. It’s a recording of “Home” on the Range” supported by “Semper Fidelis.”

Federal Signs Artists

NEW YORK—In a quick expansion move for the new label, Ralph Bass this week announced that he had signed two more artists. They are Annette Allen and also Marion Page, an English jazz pianist.

FLOYD DIXON

“The TELEPHONE BLUES” (2:45)

“REAL LOVIN’ MAMA” (2:53)

FLOYD DIXON

(Amodm 3073)

- A terrific side is turned out here by Floyd Dixon called “Telephone blues.” Alreece for good singing to be heard in jazz and blues circles and it’s due for even bigger things. This disk has all the earmarks of a really great hit and ops who get it into their machines fast will be hitting it up high. It’s a very slow number, one that really gets you with terrific backing from Johnny Moore’s Three Blazers and an out of this world vocal by Floyd. Some wonderful piano breaks through here and there and the whole effect is amazing. There’s no doubt about this side. Just get it quick.

- A terrific number sung in duet and faster paced than the first side. It too is a terrific number for the really great side though is the top. It belongs in all your machines.

“DOUBLE CROSSIN’ WOMAN” (2:54)

“TEEN AGE JAMBOREE” (2:54)

ROY BROWN

(Deluxe 3311)

- Roy Brown and his mighty men go to work here on a slow blues number which sounds mighty good. Roy turns in a first rate vocal while the rest of the band comes along on some terrific instrumental. The lower half is a cute thing with a good idea. This one should go over in the machines.

“ONCE THERE LIVED A FOOL” (2:47)

“A FRIEND OF JOHNYY’S” (2:20)

TOMMY EDWARDS

(MGM 1088)

- A terrific ballad gets another wonderful rendition on this platter by Tommy Edwards. With Leroy Holmes and the orchestra providing the backing, Tommy pours a lot of feeling into it. The lower half has another promising ballad and it too gets a fine going over. These are two right sides.

“MARY ANN” (2:54)

“MAMA INEZ” (2:46)

FREDDIE MITCHELL ORCH.

(Delroy 735)

- A couple of tunes in a Latin American beat are dashed up here by Freddie Mitchell and the orchestra. Both sides get a wonderful instrumental and are just right for dancing. Of these two, the locations will do very well with this platter.

“WHEN I’M GONNA” (2:53)

“LITTLE ROCKIN’ CHAIR” (2:46)

LONNIE JOHNSON

(Koeg 4422)

- Lonnie Johnson has a couple of sides that look like winners. The top deck is a ballad on which he does a nice job and finds himself with some excellent backing. The flip is almost a shocking blues item which is just short and it too makes for good listening. Ops will want this one.
**Conkling Becomes President Of Columbia Records February 1st**

NEW YORK—Jim Conkling, vice-president of Columbia Records in charge of A & R, will become president of Columbia Records effective February 1st. Frank Stanton, president of the Columbia Broadcasting System, announced this week. Columbia Records is a wholly owned subsidiary of the broadcasting firm.

Ed Wallerstein, who has been president of Columbia since its organization in 1939, resigned from that post and from the Board of Directors of the parent company as well. However he will continue as consultant to CBS.

In line with these major changes at Columbia, all sorts of rumors were running through the trade this week.

Paul Weston, who recently switched from Capitol to Columbia, was reported leaving that diskery and being headed back to Capitol again. Weston has in recent weeks been relieved of much of his A & R duties at his own request. He has been devoting himself to artists' work exclusively.

The shakeup rumors have also affected Goddard Lieberson, executive vice-president of Columbia. It is understood however that Lieberson is merely on vacation recuperating from an operation and that his position is still status quo.

In the past few weeks, an almost entire new executive set up has been arranged at Columbia with two men as Paul Southard and Ken McAllister leaving the firm. Frank Stanton indicated that the last changes have not yet been made and with the entrance of Conkling into the top spot of the plattery.

Columbia has not yet chosen a successor to Conkling but rumor has it that top men in the music field are bidding for the plum.

Conkling, who at 35, now becomes one of the youngest heads of a major label, was joined Conkling by H. W. Weston, who led the Barbary Coast Band.

Wallerstein has been with Columbia since its beginning. He started in the record business after the first world war as a sales manager in Boston. He eventually became Eastern general manager for that firm and in 1935 became manager of the Record Division of RCA Victor. Since 1939 he has been president of Columbia Records.

**Deanna Bartlett Marries**

NEW YORK—Deanna Bartlett, popular female music publisher, was married in Washington, January 2nd, 1951, to Sigmund Harold Eskind, president of Tennessee Music Sales of Nashville.

Miss Bartlett is a partner in the Cherio and Bytovoe combine along with Maxine Hartmann. He is also a co-owner of Ross Jungnickel, Inc. She got her start in the publishing business with the sensational hit tune—"I Don't Want To Set The World On Fire."

Mr. Eskind is the Tennessee distributor for Coral Records.

**Calloway To Regal**

NEW YORK—As part of their campaign to secure top talent, Regal Records announced this week that Cab Calloway has signed an exclusive contract with them. The King of Hi De Ho is scheduled to bring his band into their studios within two weeks for their first session.

**Standard Songs are MONEY MAKERS!**

**"LULLABY OF BROADWAY"**

<table>
<thead>
<tr>
<th>Recorded By</th>
<th>PHILHARMONICA TRIO—Columbia</th>
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<tr>
<td>BERNY FIELDS—MGM</td>
<td>Pub. by: M. WITMARK &amp; Sons</td>
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**MGM Celebrates 100th Release**

NEW YORK—M-G-M Records will celebrate its 100th Release, which goes on public sale on or about February 2, with large-scaled promotional activity. All divisions of the diskery have combined their efforts to make the Release the most powerful in the company's three-year history. The artist line-up includes many of the label's most powerful sellers, including Billy Eckstine, Bill Farrell, David Rose, Hank Williams, Macklin Marquis, Bob Willis, Ivory Joe Hunter, Art Mooney, Ziggy Elman, Monica Lewis, and Tommy Tucker. Each is represented by a single platter, except for Eckstine who will be scheduled for two. Retourille for the line-up has also been carefully planned to give each platter a two-hit potential.

Promotional plans will begin at the distributor level and carry through to the dealer. Distributors will be aided by increased disk-jockey samples of all platters scheduled, blow-up telegrams, and various radio and dealer material which they may pass on. Also in the works are a hefty schedule of ads and a closely-planned campaign among disk-jockeys. Added to the diskery's own deep push will be the individual pushes by distributors in the field. Distributors now having time over local stations will schedule special shows of platters from the Release. Several publishers represented by tunes in the line-up, spotting the unusual nature of M-G-M activities, have tied-in with the diskery for a series of co-op ads in the trades. Dealer promotional aids will include window streamers and envelope stuffers and attractive counter cards. Holiday plans and other ads as aid retailers will also be forthcoming.

**The Cash Box, Music**

January 20, 1951
Taking To The Air Again

ST. LOUIS, MO.—Gil Newsome, KWK, St. Louis disk jockey, takes to the air again this time not on a radio station but with his plane. Gil is shown with his wife, Carol, both of whom are licensed pilots. The ship in the picture is their own, a five-place Cessna with a speed of 185 miles per hour. It costs $18,000. The couple are off for a month’s trip to South America starting February first.

Sammy Kaye, Horsemanship

NEW YORK—Sammy Kaye, who purchased a yearling last season at Saratoga, is having the horse groomed for a busy racing season. Kaye, whose only previous active role in racing has been a stock interest in the Atlantic City race track, is entering the yearling in several Saratoga races. He also plans to have his entry represented in the Kentucky Derby. The horse has been registered as "Lead A Band."

THE CASH BOX

Folk and Western Record Reviews

“A LONG-NECKED BOTTLE” (2:56)

“I’M GONNA RUSH RIGHT DOWN TO MACON” (2:40)

RED PERKINS

(King 920)

- Red Perkins comes up with a side that’s sure to click in “A Long-necked Bottle.” The tune has a clever set of lyrics that should win wide appeal and ops won’t be making any mistake to stock up with it now. Red turns in a mighty fine vocal on this disk and it’s gonna pay off not only to him but to all ops who go along. With some excellent musical accompaniment from the String Band, this platter is a very winning item and is certain to hit the top in the boxes. The lower end is another cute number again with Red’s pleasing vocal and the String Band coming along. Ops who want to go along with a winning number, better come along with this.

“My ANNABELLE LEE” (2:45)

“THE FAMILY TREE MUSTA FELL ON ME” (2:29)

WAYNE RANEY

(King 925)

- Wayne Raney has a couple of numbers to offer here. The first side is a very slow ballad while on the second side he dishes out a less dolorous number with the help of some good backing. Ops in locations that eat up whatever Raney makes will do ok with these.

“CHAIN AROUND MY HEART” (2:33)

“PEEK A BOO” (2:20)

BOB ATCHER

(Capitol 1364; F-1364)

- A good sounding disk is turned out by Bob Atcher. Going to work on an interesting ballad, Bob shows his voice to advantage and also gets excellent instrumental help. The lower level features a cute item and a nice guitar work. Ops won’t go wrong with this one.

“A SMILE ON MY LIPS” (2:40)

“I CAN’T TELL MY HEART THAT” (3:00)

JOHNNIE & MACK

(RCA Victor 21-0415; 48-0415)

- Johnnie and Mack and their Tennessee Mountain Boys have a slow ballad to work on the upper deck. The boys get going on this with some good guitar work. The lower half is paced faster but otherwise done in similar style to the first side. Ops might listen in.

“FOREVER AND ALWAYS” (2:47)

“1M NOT ALONE” (2:48)

“SKEETS” YANEY

(MGM 10894)

- “Skeets” Yanev joins up with Evelyn Wilson and together they offer a pleasant duet on a nice ballad. Getting help from some good guitar instrumental, they make this a pretty lovely item. On the bottom end, “Skeets” goes it alone again offering a pleasing ballad. Both ends are right for ops.

“DOWN YONDER” (2:54)

“BACK UP AND PUSH” (2:57)

GUY WILLIS

(RCA Victor 21-0420; 48-0420)

- A couple of instrumentals are turned out on this platter by Guy Willis and his Oklahoma Wranglers. Both sides feature a mixture of guitars and fiddles and both are pretty fast paced. Although not of the show stopping variety, this disk should hold its own.

“GOOD MORNING TO YOU” (2:27)

“NEATH A COLD GRAY TOMB OF STONE” (2:34)

CHARLIE MONROE

(RCA Victor 21-0417; 48-0417)

- Charlie Monroe and his Kentucky Pardners have a couple of numbers to offer here. Both ends highlight Charlie’s vocal and he returns some good backing from the boys. Each side has a story which Charlie tells well and in the proper spots this should do ok.

“HOT ROD RACE” (2:54)

“RIUMBA BOOGIE” (2:47)

ARTHUR (GUITAR BOOGIE) SMITH

(MGM 10881)

- The “Hot Rod Race” gets another top notch version, this time that of Arthur (Guitar Boogie) Smith. Talking through the lyrics, Arthur and his Cracker Jacks then turn in some handsome instrumental work. The lower end is a straight instrumental in rumba rhythm and it makes for interesting listening. Ops oughta get with this.

“I WOOED, I COOED, I WED IN TENNESSEE” (2:07)

“YOUR PAW KEEPS STARIN’ AT THE SHOTGUN” (2:20)

JACKIE OSBORN

(Abbey 15020)

- Jackie Osborn has a cute number on the upper half which he does in winning fashion. With the Skyline Boys, he sings this one to good musical accompaniment. The second side is a novelty with funny lyrics and some good guitar. Ops oughta listen in.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
NEW YORK PRESS HOLDS WAKE FOR POOR OL’ NICKEL

NEW YORK—Effective Saturday, January 6, the New York Telephone Company raised its rate to 10c per call in coin-box telephones. The New York press considered this change-over important and gave considerable space to reporting the effect on the public.

NEW YORK WORLD-TELEGRAM AND SUN

Reproduced herewith is a cartoon which appeared in Saturday’s issue, together with a special story by Carol Taylor, staff writer of this newspaper, who personally made the rounds seeking to buy something for a nickel.

“It is a sign of the times which presages doom for the prestige of the nickel,” writes Miss Taylor.

“A shopping tour of five-and-dimes, cigar and hardware stores, groceries, newsstands, quick lunch counters, etc., left us (1) hungry, (2) thirsty, (3) still solvent. We were featureless, too, since a nickel will no longer buy transportation.”

Headlining the cartoon and story, the paper states “You Can Lay That Nickel Away With Your Other Souvenirs.” Sub-Head reads “There are a few things you can buy for a nickel, but at the rate things are going the coin will soon become a museum piece.”

NEW YORK TIMES

“The man in the booth accepted the nickel, but gave the increase in coin-box telephone rates with a philosophical resignation.”

Headlining a front page story, the Times states “Man in the Booth Takes It in Stride.”

MIRROR

“. . . New Yorkers made the sad discovery that the good, old-fashioned nickel no longer buys a phone call—unless you have two of them.

“The Government has made nearly 4½ billion nickels, but gone are the days when one would . . .

“Buy a cup of coffee, a hot dog, or a glass of beer. Gone the five-cent air mail stamp, the nickel subway ride, the pound of common nails.

“Shoe laces have skyrocketed to a dime, along with the nickel pickles, the corn cob pipe, the box of tobacco and the walter’s smile. A shoe shine for five coppers is unheard of now, along with the nickel ride on the carousel.

“The famed remark about the country needing a good five-cent cigar went out with highbutton shoes.

“The Government probably would recall all the nickels, were it not that it will still fit in a juice box (Ed Comment: the italics are ours), buy a package of chewing gum or cough drops and a foot of electric wire.”

MN A MEETING SET FOR MARCH 19, 20 & 21

OAKLAND, CALIF.—George A. Miller, national chairman of MOA (Music Operators of America) announced this week that the dates for their national meeting have been set for March 19, 20 and 21 at the Palmer House, Chicago.

“A great amount of thought has been given to this meet and much correspondence has been exchanged among MOA committee members, exhibitors and others,” Miller stated. “It is the general opinion that MOA should hold their national meeting. World conditions are fully realized, but due to the importance of this particular MOA meet, the convention must go on. The time is very close at hand and much preparation and expense has been incurred.”

Operators are expected from all parts of the nation, and have indicated great interest. Officials expect that the attendance this year will more than double that of 1950.

Programs have been arranged that will be extremely beneficial to all in the music business, it is stated.

The MOA meet will be the only convention of its kind that will be held in Chicago during 1951, and unless world conditions change for the better, this may be the last one held for the duration of the emergency.

(Detailed story of meet appears on page 11.)

AMI Restored To Owners By Court

GRAND RAPIDS, MICH.—John W. Haddock, president of AMI, Inc., is advising stockholders this week that control of the Company has been restored to its officers and directors by an order of the U. S. District Court issued here last month.

In a letter to stockholders, Haddock said that the return of the Company from Court control had been made possible by the payment of all allowed claims totaling $1,478,800. This includes $1,191,868 in principal payments, $88,052 in interest payments and $196,379 in fees and expenses.

John Haddock

AMI, Inc., went under Court control on April 7, 1947.

Haddock said the Company’s current assets, consisting of cash, receivables, and active inventories were in excess of $1,000,000. In addition, he said fixed assets have been well maintained and even improved to meet the present day needs of the business.

Principal liability is a note for $300,000 due January 22, 1952, issued under authority of the Court, the holder of which has the right of conversion into common stock at the rate of $4.67 per share.

Haddock stated “1950 was the best year in the company’s history, and was the result of management’s efforts over the last five and one-half years to build an effective organization, to create improved products, reduce costs and to develop distributing channels and market acceptance.”

Altho the prospects for 1951 “are clouded by the international situation” Haddock said the company would use its skills and facilities to best advantage to make up for any curtailment of production of peacetime products.
ONLY
Williams
NEW
Music Mite
10 Record Selective 45 RPM Phonograph

IS PROFITABLE IN THE
THOUSANDS OF SMALL LOCATIONS

How many locations are there in your territory that don’t have music? Why?—primarily because you can’t operate in them profitably with high cost equipment; or, maybe they’re too small to accommodate a standard size phonograph. But now you have the expertly engineered, beautifully designed MUSIC MITE—with SELECTIVITY, CREDIT UNIT, PROVED RCA RECORD CHANGER AND SIMPLE "IN-A-DRAWER" SERVICING—to assure profitable operation because it does everything the standard size phonograph can do but COSTS LESS THAN ¾ AS MUCH—and can be placed anywhere.

Location tests prove MUSIC MITE can recapture those locations and the profits they hold because MUSIC MITE is a LOW-COST, LOW-OVERHEAD phonograph that PRODUCES PROFITS IN LOW-AVERAGE LOCATIONS!

Hear it — See it at your Williams Distributor today or mail the coupon for complete information!

Williams Manufacturing Company
4242 W. Fillmore Street
Chicago 24, Illinois

Gentlemen:
Please send me complete information on the new MUSIC MITE Selective Phonograph.
Name
Address
City
Zone State

PLEASE PRINT CLEARLY

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Chicago Coin Presents New 10c Play Pinball Game

"Play Ball!" Is Result Of Survey Taken By Firm After Location Tests Prove 10c Play Logical. Tremendous Advance Orders From Dists.

Chicago—After the many years of editorial which this publication has printed regarding the need for 10c play amusement games, this reporter was thrilled to hear from Chicago Coin Machine Company, this company, noted manufacturer, had decided, after an extensive survey and many location tests, that what 20,000 Card Box had been writing about 10c play pinball games was completely right.

Chicago Coin, this past week, announced to the trade that it was now shipping a new 10c play pinball game, "Play Ball," featuring baseball action and had, after many location tests, found that 10c play was the most logical.

"In short," as one exee of the firm reported, "we tested the first games on locations with dime play. The same of the location owners protested at first, but we proved to them that the cash box of the game knew move than they did.

"Locations that took in about $10 gross per day on 10c play, and the play of the game averages under 3 minutes, meant that almost 8 hours of play had been given the machine that day.

"On 5c play this would have required about 16 hours of consistent play to equal the same collection figure. And as the average pinball game up, this is practically impossible in almost any location."

In "short," this cover continued, "not only did distribs which this publication dealt with in the survey we made, but, now, one is asking for more. The cash box of the game speaks for itself as to what dime play can do on pinball games."

This isn't the complete story. Chicago Coin followed thru on a suggestion offered by The Cash Box and the cabinet of this game is much larger than the ordinary pinball game. It measures almost eight inches longer.

It also has a great many unusual features. For example, there are no bumpers or flippers on this game. The ball acts as the baseball player and runs the bases. There is no "flash" in the back rack. There is a new flash on effect on this game. The average play time is about 2 to 3 minutes per game.

Most thrilling to the firm's executive is the fact that everyone of the distribs who saw and heard about the game, ordered their orders. One who were called in by the firm's distribs, doubled their usual first orders.

In short, as one of the execs of the firm said, "It seems that you people at The Cash Box Men were right in your theory that what the operators wanted and needed was 10c play ball games. Each of you had to be entirely unique and much different in many respects from what the market had at present."
Fort Worth Amusement Party Thrills Huge Texas Crowd

FORT WORTH, TEXAS — This famed "Gateway to the West" city was the scene of one of the most outstanding two-day parties in the history of the southwest.

The party was the official grand opening of the new Fort Worth Amusement Company headquarters at 104 Main Street, this city.

Harry Hooser, owner of the firm, E. S. Evans, general manager, and Johnny Gos, head of the mechanical department, in addition to Mrs. Hooser and others of the firm, played host and hostess to hundreds of coin men from all over this state, as well as many from Chicago and surrounding states, who came to attend this big official opening.

From the moment coin men entered these new and outstanding quarters, the first remark usually was, "These are the biggest, most beautiful, as well as the most complete, distributing headquarters in the Southwest.

A huge parking lot right next door to this new building accommodated almost all the cars of the many who attended the first day, Monday, January 8 as well as all who came the next day of this grand opening, Tuesday, January 9.

As one noted coinman stated, "This time Fort Worth is stealing Dallas' thunder and now can boast the largest and most beautiful coin machine distributing office not only in Texas, but throughout the Southwest."

A huge barbecue was arranged for all who came to Fort Worth. The food was so outstanding that many out-of-town visitors are still talking about it. The famed Texas hospitality was more evident than ever before. Liquid refreshments flowed freely.

Operators, jobbers, distributors and their wives, as well as manufacturers' representatives, were never so well entertained and so completely refreshed.

The offices and showrooms occupy more than 6,000 square feet. They are all on one floor, most completely modern in decor, and carry out the ideas of all newest coin machine distributing offices.

Everything is efficiently arranged for immediate service to the operators. In addition, there is a beautiful, large repair shop containing the latest type of machinery and testing equipment.

The firm represents Bally Manufacturing Company, Como Manufacturing Corporation, J. I. Keesey & Company, Inc., and AML, Inc.

Ralph Nicholson was present as the Bally and Como representative and Ed Ratafack as AML rep. Both men were in their praise of these new offices, showrooms and mechanical departments.

The festivities started early Monday and continued far into the evening. The same occurred on Tuesday with the "wind-up evening" on that will be long remembered in the southwest country.

EDITOR'S NOTE: Names of all who attended as well as many candid camera shots taken at this opening arrived too late to appear with this report. These will be featured in the next week's issue of The Cash Box.

Dixon Visits Rock-Ola Plant—Views Production

CHICAGO—Leo Dixon of Dixon Distributors, Youngstown, O., spent a few days visiting the Rock-Ola plant and was tremendously impressed with what he saw.

Dixon stated, "There is no doubt in my mind that every operator of music machines is going to find the Rock-Ola "Rocket 51-50" just about the most perfect phonograph that has ever yet been built.

Dixon is distributor for Rock-Ola in his territory, centering in Youngstown, O., where he has built distributing headquarters.

He plans to open other offices around his territory where each of his four sons will be busily engaged displaying and selling the new Rock-Ola "Rocket 51-50," he reports.

Expect ChiCoin 45 rpm Counter Phone Soon

CHICAGO—Rumors which were growing here crystallized this past week when Chicago Coin Machine Company officials intimated that there would soon appear on the market a brand new 45 rpm counter model juke box.

Though details aren't as yet known about the machine, it is expected to follow the lines of other equipment of this kind.

The belief is that this unit will appear on the market very soon. Possibly within the next few weeks.

Brilliant Opening Party

DETROIT, MICH.—Joe Brilliant, Brilliant Music Company, this city, announced that the firm will have a grand opening party at their new quarters at 4006 Cass Avenue on January 18, 19 and 20.
WANTED
BY ONE OF CHICAGO'S
MAJOR MANUFACTURERS
ideas, inventions or
completed working
models of all types of
new coin operated
machines. Your product,
idea or invention, if
it meets approval, will
be given complete
and immediate attention.
You will be contacted directly
after receipt of your first
letter. You can write in full
confidence. You are
assured complete
protection.

Give Full Details to . . .
Box No. 150

c/O The Cash Box, 32 W. Randolph St., Chicago 1, Ill.

MIAMI MURMURS
As you read this column the NCMDA (National Coin Machine Distributors
Association) will be meeting at the Martinique Hotel in Miami Beach and discussing
what distributors can do as games disappear on March 1 and only jube boxes
remain while the big swings back to what it was like during World War II.
This time Lou Wolcher flew in from Frisco. George Prock drove in from
Dallas. Others also came in by plane, train and auto. It’ll be a pleasant 3
days. The weather here is gorgeous (as per usual). The distributors should hold
most of their meets on the beach sand to get themselves sun tanned while
someone blares at them from a “mike.” . . . Still can’t get over that very
grand New Year’s party at the Sea Gulf Hotel. Barnet and Mrs. Sugarman,
the Milton Greens, the Dave Sterns, Willie and Sydel Blatt, the Dave Fried
mann, the Willie Leveys, Mr. and Mrs. George Rudich and many others, all
from this biz, were tremendously entertained. And all had a very, very
grand time . . . Only winner at the Jai Alai games was Barney Sugarman who just
stuck pins into his card . . . Sam Taran did a very grand job of entertaining
Jack Mintnick, Ben Becker and the Willie Blatts at the King Cole Hotel. Lou
and Ann Koren of the King Cole proved themselves Miami’s most perfect host
and hostess. By the way, Lou’s daughter is taking that big marriage step
on Feb. 4 . . . DeWitt (Doe) Etohn and his charming wife, Olga, pulled into
town and entertained quite a gang of comedien at the Hickory House. Doc
claims that this is where they serve the best food in Miami and Miami
Beach. He’s fond of sliced beef with garlic sauce and ruegoft cheese
dressing which, he claims, they only know how to prepare at the Hickory.
. . . Ted Bush sent out the most wonderful Christmas gifts to his customers. All
of them are still thanking him . . . Ops here are complaining (after all these
months) about the lack of new equipment. Delivery of new machines very
slow and just trickling into the sunshine state . . . “It won’t be long now,” according
to most columnists, but, all want to hear what the distributors at the
NCMDA meet have to say . . . Hope you’re coming down soon for some
warm sunshine.

CALIFORNIA CLIPPINGS
About the nicest thing we could lead off this column with is the return to
her desk at Joe Peskin’s of Phyllis Hammond, whose natural aurum traces
and peaches and cream complexion looked none the worse for her trip to and
from Washington, D. C. for a holiday visit with her folks. A few interesting
observations passed on by the observing young lady are: Plane level is show-
ing the wartime pinch. After waiting in D. C. for the Chicago low ceiling to
lift, Phyllis then got bumped off in all planes by damaged engines, which
gave her a nice chance to visit her old home town. And on the eternal
question of California and its weather against the rest of the nation, she says:
“I’ve been back there, by comparison, but the sun is just there, and there’s nothing
as cheerful as the California sunshine.” (Pardon me, but, was that a large drop of rain
that just dripped onto your typewriter?) Phyllis figured it’d take a week for her to lay out, so she’ll help it along by
spending a weekend in Palm Springs with the Peskin family and other friends.

Found Ray Powers busy at Badger Sales with a Williams’ “Mule Mite”
prospect and Al Silberman showing the Freshway sandwich vendor to several
local operators. Getting a workout and approving eye on the Badger floor was
Kesney’s “League Bowler” from operator Harold Sharkey of Huntington Park,
the man who really analyzes a piece of equipment before he plunks any iron
men down on it . . . Enjoyed listening to and watching the “Mule Mite” playing
away . . . Surprisingly good volume and tone for such a little fellow and its
simple mechanism seems almost human, the way it lines up all the records
and clicks off your selections . . . It’s a good start on the new year! General
Music, where Bud Farr and Fred Gaunt are turning over bowling games in
quantity while waiting for shipment of Buck-Oh-Ly monographs . . .
Musically speaking, we waited in on Nick Carter at the Nicky Bob Distributors
just as he closed a deal for a pair of AMIs with an out-town op.

Al Betelsuman tells us that the New Year started out with the C. A. Robinson
firm getting its share of game sales and with Charlie reporting from up Reno
who that things are but good up there . . . It’s the Palm Springs circuit for
Lucille and Paul Laymon, who really needed a rest after the hectic holiday
calendar vacation trip. Charlie Danielis was running up to join them for the weekend,
and already up there backing in the sun was Bally West Coast regional manager
Al Steigle, who came down from the frozen north . . . (We’re just kidding,
Fortylanders) . . . On the Bow: Clyde Desdinger of Ballico . . . San Diego’s
Mike Childs . . . Randy Jahnke of Paul B. G. E. Petersen and Bob Buchanan of
Willy Bernardino . . . Southgate’s Pete Pelligrino . . . Elmer Kilberg from San
Francisco’s Big Wally . . . Bill Merrill of Santa Ana . . . Long Beach’s Orville Kindig, John
Knowles and M. F. Tillison . . . Tom Bodey from Lomita . . . Johnny Ketchup
of San Pedro . . . Al Anderson from Shafter . . . Bakersfield’s Bill Black
and . . . Note to this week’s column in Back Cover- oops, . . . Jack Neal and G. F. Cooper from Riverside . . .
S. L. Griffin of Pomona.

MINNEAPOLIS MIR

Now that the holidays are over and due to the world situation it seems
very possible that the operators are purchasing more new equipment as
their routes in better shape than they have ever had them before. Some of the
operators seen in town and purchasing new equipment were Pete VanHerdhe
of Diamonds; Don Brown of the S. W. Music Company; Pete Fischer of Waconia; John Galep
of Menominee, Wis., and John How of Foley.

The Liebermann Music Company presented a rebound shuffle board to the orphanage
in St. Cloud, Minnesota. C. B. Wennberg is an operator in St.
Cloud made the presentation . . . Wedding Bells rang for two operators in this
town. Mike Crakes, while in Florida, tied the knot and is expected back in the Twin Cities this week . . .
Bill Hunter, well known bachelor operator of Wheaton, has taken on the ball and chain and is expected back next week.

Several operators from Mankato seen in town on the same day were Clayton
Norberg of the C. & S. Sales Co.; Pete Wernson, and the genial Mark Coughlin.
. . . Earl Berchowitz of the B & B Novelty Company in Superior, Wis., made a
quick trip into town to pick up some records and supplies for his operators.
Paul Pelling of Sauk Center, finally made it to town. He had intended to come
out here last week but was unable to do so because of bad road conditions.
He said the roads are pretty good now and he can get around to cover his route
and make his regular trips into the Twin Cities . . . Ernie Jacobsen brought his
children into town for the theatre where they went to school. He also looked
at some of the current machines.

Milton Hone and his wife of Rhindlaker, Wis., were seen in town.
Ray Kohner and his son Don of Winona, were in town shopping for new
equipment for their expanding route . . . Ben Jahnke of Hutchinson, stopped in town
for a few days for his annual conditioning trip. He said his route was
busy these days, what with taking on new locations and getting his route lined
up for the season, he was just too busy to visit this on his trip back.
He’s been getting ready for his period with the 45th Infantry Division of the
Army in the near future . . . Ames Miller of Spooner, Wis., was seen in town
picking up supplies for his route. Hy Sandler, salesman for the Liebermann
Music Company phoned in from International Falls and reported that it
was warmed up to 25 below zero. Hy reports that the Chicago Coin “Band Box”
is receiving tremendous reception from the operators in this territory.

“It’s What’s in THE CASH BOX That Counts”
For Knock Down, Drag-Out, Two Fisted ACTION—Operate GOTTLIEB’S Amazing

KNOCK OUT

with SUPER-SENSATIONAL, SLAM-BANG ANIMATION in a REAL RING on the PLAYFIELD!

Uproarious Action as 3-Dimension Manikins Fight to a Knockout! Fighter Goes Down for Count of 5 or 10, But is Saved by the Bell! Manikin Referee Raises and Lowers Arm for the Count! Brilliant, Eye-Catching Ring Illumination . . . Packs ‘Em in at “Ringside” for Maximum Play Attraction!

THRILLING SCORING ACTION! To Score Knockdown, Player Hits Bumpers 1 to 5—“KO” Target—“KO” Rollover Button—“KO” Rollovers. Replays Awarded on Knockdowns and High Score.

Mystery Replays! Number Spotting Targets! “Pop” Bumpers! Flippers! Rib-tickling, Riotous, Colorful Backboard Light-Up Action!

IT’S PRE-TESTED TO PROTECT YOUR INVESTMENT!

ORDER NOW FROM YOUR DISTRIBUTOR!

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

“There is no substitute for Quality!”

Wurlitzer Names
St. Clair Works Mgr.

CINCINNATI, O.—The Automatic Phonograph Owners Association held its regular monthly meet on Tuesday evening, January 9, at the Hotel Sheraton Gibson.

Quite a debate developed on the increase in the cost of records, and the association is arranging for a committee to call upon the distributors. A letter was read, sent by member Abe Salmon to Charley Kantor, president, complimenting him on his efforts in behalf of the organization.

MORE IN DEMAND THAN EVER BEFORE BY MUSIC OPERATORS WORLD FAMOUS

Buckley WALL AND BAR BOX FOR 16 - 20 - 24 - 32 RECORD SELECTIONS

ONLY $19.50 EACH RUSH YOUR ORDER!!

Shuffle - Rebound Operators

Buckley Puck

Buckley Manufacturing Co.

4223 W. LAKE ST., CHICAGO 24, ILL.

(A8 Phones: Van Buren 6-6636)

NORTH TONAWANDA, N. Y.—Ray C. Haimsbaugh, vice president and manager of The Rudolph Wurlitzer Company, this city, announced the appointment of Clinton D. St. Clair as Works Manager.

In announcing the appointment, Haimsbaugh said, “St. Clair comes to us with a well rounded background of more than 25 years in the field of manufacturing. His appointment represents a continuation of our policy to expand and perfect our North Tonawanda Division Engineering and Production facilities to keep pace with our increasing business. He will be in complete charge of manufacturing activities for this Division.”

St. Clair resigned as vice president in charge of manufacturing at the Lunkenhimer Company, Cincinnati, Ohio, to accept this position. His appointment with Wurlitzer was effective on January 1st.

Cincy Music Ops Meet

DENVER, COLO.—The recent proclamation by State Secretary George Baker to wipe out all “necessary” types of items from taverns (The Cash Box, Jan. 6 issue) was rescinded this past week when Baker announced he had dropped these plans, saying he is “more interested in those things that are illegal.”

The dropping of the planned attack on sidelines resulted from a recommendation by Attorney General John Metzger that such action be deferred until the Legislature has a chance to review the state liquor code, Baker said.

The anti-juke box announcement by the secretary followed an opinion last week of the attorney general that slots could be banned under the section of the liquor code limiting tavern sales to food, tobacco and liquor. “All right,” the state secretary said then, “if the slots are out, everything is out.”
EASTERN FLASHES

The nickel took an awful lacing this past week when the New York Telephone Company went to a dime. The local press observed the occasion of this change in rates, most of which appeared on either Page 1, 2 or 3. (See story this issue.) Columnists are becoming more conscious of the fact that they should go to dime plays. As a matter of fact, rumor has it that the New York movie operators might do something along this line. All agree that eventually dime play will have to come about—but why not now?... Poor old Hettie—who grew up so well with dime play, and now All Simon of Albert Simon, Inc. (Chicago Coin representative) tells us that Chic Coin is delivering a dime play pinball game. It's called "Dime Ball"—a baseball game that is causing quite a bit of excitement, according to Simon.

Irving Morris, who recently bought out the Newark, N. J. branch of Active Amusement Machine Company from Joe Ash, and changed the name to Irving Morris, Inc., a visitor along in town. Irv is doing a great job with the Gottlieb and Exhibit lines—all he needs is more equipment. He is also in the market for used equipment of all kinds.... Louis Rakbin, who owns arcades in Keensburg and Seaaside, down on the street playing business. His Keensburg arcade took quite a blow during the recent storm, and Louis is having quite an argument with the insurance company, trying to convince them that the damage was caused by "hurricane."... We were shocked to hear the sad news of the death of another arcade man, Bernard Katz, who died suddenly on Wednesday, January 10. Katz ran an arcade on New York's Boulevard. ... Barney (Shugy) Segerman, owner of the Scotty Company, back from his Beach vacation, and his only son, Louis, is Morris Road glad. Business has been so brisk that he immediately put his boy to work. Runyon was responsible for the appearance of a Model "C" phonograph on the TV screen during the Full House Prize Winners. The play "Full House" made its first appearance on station ABC on Friday night, January 12.... Jerry and Harry Kertman's Kertman Sales Corp., Rochester, N. Y., moved this week to their new large quarters at 557 Clinton Avenue, N. Y.

Coin Operated self-service Gasoline Stations were definitely killed off in New Jersey when the Jersey Supreme Court upheld a 1949 act banning them. The vote was 4 to 0, with one Justice absent. The body held that the operator had exercised "its responsibility in determining what is needed in the interest of the common safety." They said gasoline was "flammable and dangerous in use" and the measure was intended as a safeguard against carelessness on the part of the business.... Is Dave Lowy of Dave Lowy & Company thinking about a 10 for visit to Key West, Fl., to do some fishing?... All systems go at the Lakeside Phono and Hyman Koppel, Koppel Distributing Company, are extremely busy buying and selling used music machine, Harry tells us that they still find time to take care of the many orders hitting in for their plastics for phonos. ... Joe Young and Abe Lipetzky, Young Distributing, still filled up from that meal at Leon's, where they hosted Ed Wurzler and A. D. Palmer of Wurlitzer last week. Joe gave out to bring Ed and A. D. back there on their next visit, but I'm sure they don't eat anything for an entire day" chuckles Young. ... St Redd, Redd Distributing Co., Boston, Mass., phones us to tell he can use all kinds of used equipment—as well as some new ones. "Business is great" states Redd, in a combination Philadelphia, Mississippi and Boston accent.

Bert Lane back in the city for a few days, and then right back to Miami Beach. We think it only fitting that we wish Bert the best of luck in his new line of work and we know that he has no answer. Understand Bert's associate, Harry Pearl will soon be on his way to the "playground of the world."... Arcade machines are getting hard to get, particularly the machines which have proven during World War II are the best money. One wholesaler remarked "I'd buy up everything if only I had the room to store them." Arcadia owners, getting ready for the coming season months earlier this year, not only buying equipment, but also buying quantities of merchandise. They're trying to anticipate shortages as well as price hikes.

DALLAS DOINGS

We are most happy to report that the Dallas Coin Machine Operators Association has been reorganized on a strictly business basis with the election of new board of officers. We have all been hoping the Association would meet and this time the boys are determined that this new organization will hold its own and we heartiest congratulations go to Harry Hooser and the Fort Worth Amendment Company. Harry's new home was a gigantic success and your building is one of the most spacious we've seen. We were tempted to return for the second day's events but we didn't want to become too attached to the scene! We will attribute some of the success of our Bill Geras. His visit in Big D and Fort Worth was much, much too short. We became very reminiscent, chatting with Bill about the old time operators such as Tom Lambert. Of course Tom was much in evidence with Dorothy. Janie and Joe Matassa, Audrey and Bob Hunter, Jeaneta and Dewey Parson, Clyde and George Wrenn drew much attention to themselves at the Big D. Clyde Wrenn's in Dallas.... At this precise moment, in the offices of the American Test Company, there's a lot of activity, as there is a group of operators around Bennie McDonald, Henry Manning, Joe Matassa, Arthur Flake and Jack Hall. What a session that must be! ... Jimmy Garrett of Longview drove in for the first time. Fowler, Texas, ... Don Gore, El Paso, ... Mrs. Hope Jones, Temple, ... Mrs. A. H. Worth, Fort Worth, and many others, are here during the last week as usual. Mrs. R. A. Worth, just called from American to say hello, and wish me a Happy New Year. May I say thanks, not only to Mr. and Mrs. Worth, but to each and all of you—have a wonderful New Year.... From the South Coast Distributing Company's Dallas office Bill Magee, performance, returned from a fifteen minute conversation via long distance. ... Chatted with Ralph Nicholson at Harry Hooser's open house and learned that Nick prefers countrytown to Dallas, and has made his home there. All we ask is that Nick comes to see us once in a while.... By the way, while reading your Cash Box look for the story on Harry Hoomer's Fort Worth Amusement Fete.
CHICAGO CHATTER

Like other Chicagoans this past week, your correspondent also flew down to the great Lone Star State to attend the grand opening of Harry Hooser's new Western Amusements buildings and showrooms in Fort Worth, Texas, "The Gateway To The West." And most thoroughly enjoyed the sumptuous barbecued food and liquid refreshments. Harry's Fort Worth Amusement Company is, without doubt, the most outstanding of beautiful distributing quarters in all the Southwest. It was a great thrill to once again meet up with all those grand Texas people. What's more, it's a visit we hope to be able to repeat many more times in the months to come. . . . Everywhere throughout the country, the big question here is "Well, guess this is it, isn't it?" is the first thing to greet any visitor. Discussions as to what to do can run on for hours. The facts are that no copper use will very seriously cut manufacture to the very minimum, and, unless manufacturers can get relief, will see the end of games by April 30.

Raymond Williams and his brother, B. H. Williams, among the two busiest people in Dallas, supplying games and Wurlitzer phonographs, handling hotel reservations for visitors and trying to keep up with the general equipment buying rush. . . . S. H. Lynch, Arthur Hughes and Ed Furlow at S. H. Lynch & Co., aside from talking many outstanding products, such as Rolls Royce autos, Schlitz beer, English China, Dumont TV, etc., etc., are very much interested in what's going on in the coinfield. . . . Bob and Audrey Hunter make a very swell couple. Audrey is now with George Prock's organization in Dallas. . . . George Wrenn and Fred Barber among the busiest in the Southwest, Wallbox Sales buying the way in a great many things. And of course, most important to George, is "little Jimmy." . . . Joe and Leonard Metassa are making Henry Manning take it very easy. And, of course, Henry enjoys that kind of life. . . . Arthur Flave, Jack Wall and Benny MacDonald came over to say "hello" to "Miss Cash Box" (Marian James) in Dallas, and talk about this and that. . . . Ralph Nicholson present at the Fort Worth Amusement party, representing Bally and Como. . . . Ed Ratajaek at the Texas Hotel, and at Harry Hooser's place all day, talking AMI phonos. Ed goes on to New Orleans, Biloxi, and many other cities before returning to Chicago. . . . Two people to remember at Harry Hooser's place—E. Evans manager, and Johnny Goss, chef mechanic.

We could go on for many more notes regarding the great Southwest, especially, Texas but, with things happening so fast, will get back to Chicago. . . . Distributors are on the way to Miami to attend the XCMDA (National Coin Machine Distributors Association) meeting, scheduled for January 15th at the Martinique Hotel. Of the twenty-eight members, about half are expected to be present in person. Frank Mersi, Exhibit sales manager, has been working day and night these past weeks, and with the buying rush on, is getting busier every day. Frank reports that their "Dale Six-Shooter" sales growing by leaps and bounds with ops hurrying to get as many as they possibly can. Ray Moloney, Earl Moloney, Herb Jones, Jack Nelson, George Jenkins, Dan Moloney, Bill O'Donnell, Tom Callahan, and all others at Bally busy answering questions all week long, helping many better understand the latest rulings. . . . Phil Weinberg visiting in town—and talking about his gorgeous home that faces the lake, a hole in a well known golf course in Dallas. . . . Sam Stern over at Williams busier than ever with interest in the firm's new "Miss Mite" 45 rpm 10 record selective phonograph growing with each succeeding day.

Bill DeSelm, at United, kept glued to his desk answering the phone, which keeps ringing constantly as distrbs call for immediate deliveries. . . . Charley Pieri, at J. H. Keeney, reports that buying is brisk, and that equipment is moving faster than ever. . . . Sam Gensburg of Chicago Coin, relaxing for a while at his Florida home. . . . Ed Levin and Sam Lewis report that the reaction to ChiCoin's new pinball game "Play Ball" with the dime play feature is terrific. It's a baseball with skill play. . . . Exes over at D. Gottlieb & Co., very happy over the hit its "Knock Out" is making wherever shown. "Plenty of orders," Alvin Gottlieb reports. . . . Bill Bye and Vic Comerford seen together, probably talking over "Popperettes" sales. . . . Art Weinand at Rock-Ola, trying to keep all his distrbs happy.

Used equipment growing ever more important, if just for parts. And prices keep going up. Many holding back from selling too quickly. . . . We note that the New York newspapers, upon the installation of the 10¢ coinbox telephones, write extensively on the subject of a new nickel and amusement machine now the only equipment still retaining the nickel coin chute. . . . George Miller (Chairman of the American Amusement Operators of America) breaks with the announcement that this group will hold its meeting on March 19, 20 and 21 (Monday, Tuesday and Wednesday) at the Palmer House, this city. Their meet in 1950 was tremendous success and Miller expects the 1951 meeting to far overshadow it—not only in greatly increased attendance, but in interest by the National Coin Operators of America. Rieck, manager of the much division of H. C. Evans reports the 45 rpm adapter unit for their Constellation phonos, will be on the market soon. . . . Ben Coven, Coven Distributing, would like to be relaxing on the sands of Miami Beach, but is so busy at this time. He says, "Looks like I'll have to remain in Chi for the next few months, at least." . . . Be sure to read this week's feature editorial "Plan Ahead" very carefully, and wherever possible use the suggestions to your advantage.

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

WANT—50 Bally's. Attention, Must be complete. No junk. $12.50. Advice here. LEE'S AMUSEMENT CO., 202 CHOMERY ST., SYRACUSE, N. Y.

WANT—Gallipot, $150. You are entitled to purchase gallipot classified ad in this week's issue containing this notice. Barnet, you are entitled to purchase your Muni, address and telephone number. All your messages will be charged to you at the regular rate of $1 at a time. Write or call. TENTH STREET, MIAMI, FLA.

WANT—Used juke box records. Also surplus new records distributors' or dealers' stock. Call or write: FIDELITY DISTRIBUTORS, 124 W. ADDISON AVE., CHICAGO 2, N. Y. Tel.: (N)rh-3-3561.

WANT—Used, new or surplus stock records. At this time we will purchase unlimited quantity of hillbilly, western and sacred records. Top prices paid. We pay freight. USED RECORD EXCHANGE, Anthony "Tony" Galazy, 4124 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: (CHicago) 2-7060.

WANT—Your used or surplus records. We buy all round year and pay top prices. No blues or race. No lot minimums. FIDELITY DISTRIBUTORS, 124 W. ADDISON AVE., CHICAGO 2, ILL. Tel.: (N)rh-3-3561.

WANT—Any quantity Solotone Master Entertainers, Personal Wall Boxes Model F and later, Hollo폰이, Records, Amplifiers, Phonographs. LIEBMAN, 1225 POINT ROAD, TORONTO 9, CANADA.

WANT—Want to buy for cash or will trade for: Wurlitzer 1015’s and 1100’s; 100 Record Seeburg; Seeburg Shoot The Bear; Late Flipper Games, new or used. GOLDEN GATE NOVELTY CO., 701 BALboa ST., SAN FRANCISCO, CALIF.

WANT—Want to buy records. Address your inquiries to CLEVELAND COIN, 2021 PROSPECT, CLEVELAND, OHIO. Tel.: (Toll) 6-1751.

WANT—Want to buy any quantity Solotone Master Entertainers, Personal Wall Boxes Model F and later, Hollo폰이, Records, Amplifiers, Phonographs. LIEBMAN, 1225 POINT ROAD, TORONTO 9, CANADA.

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WANT—Want — will pay any price for: Wurlitzer 1015’s and 1100’s; 100 Record Seeburg; Seeburg Shoot The Bear; Late Flipper Games, new or used. GOLDEN GATE NOVELTY CO., 701 BALboa ST., SAN FRANCISCO, CALIF.

WANT—Will pay cash for Champions, Citations, Gold Cups, late Rock-Oles, Late Lows, Scales, AMI’s, and Accessories. Send us your list. AMERICAN DISTRIBUTING INC., 325 E. NUEVA ST., SAN ANTONIO, TEX. Tel.: (TRavis) 8858.

WANT—Want—late model phonographs, wall boxes, five ball games, combinations, any quantity. Low cash. WESTERN DISTRIBUTORS, 3126 ELIOT AVE., SEATTLE, WASH.

WANT—Mills, Jennings, Pace slots. Any models, any quantity. Quote prices. P. H. CONNOLLY, AUTOMATIC GAMES COMPANY, 2558 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—Will pay top dollar for any Mills Escator style slot. Any quantity—one or a thousand. Send us your inquiry on a Chicago Coin, Kenoey, or any other Model. Wire immediately, phone immediately, Turn dead machine in for cash. AMUSEMENT SALES CO., 1200 FULLERTON AVE., CHICAGO 39, ILL. (Tel.: Humboldt 9-1232).

WANT—Late model phonographs. Will pay cash. Will pick up within a radius of 300 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 19, N. Y. Tel.: (C)hristie 6-8939.

WANT—Will buy used phonograph records dating from 1920 and 1940; any quantity or dealers' stock; some labels are: Paramount, Gennett, OK; Victor, Columbia; Melotone: Bluebird; Vocalion; Brunswick, York. JACOB S. SCHNEIDER, 128 W. 66th ST., NEW YORK 23, N. Y.

FOR SALE—We can supply all your record needs through all labels. Ships made 24 hours after receipt of order. 5c over wholesale per record. This ad your lock number. DISTRIBUTOR CORP., 752 TENTH AVE., NEW YORK 19, N. Y. Tel.: Plaza 7-1977. Cable address: EXPLO RECORD, NEW YORK.


FOR SALE—Wurlitzer 600 $75; Aircon '60 $100; Seeburg Classic $75; all models complete. Mardi Gras $50; Moonlight $80; Sennett $45; Jennings $65; One-Two-Three $65; Sharpsooter $100; Mercury $150; El Paso $85; Thriller $45; Thriller $40; $150; King Arthur $125; South Pacific $150; Poolside $75; 7255 GRAND RIVER AVE. — TROY 4, MICH. Tel.: (Tyler) 4-3810.

FOR SALE—We are distributors for AMI Model "C" Phonographs; Bally Manufactory Company products; Bolling Corporation "Two and a Half" $79.50, 42 Place Vest Pocket $89.50, lot of 10 or more $85.50, and over; FRIEDMAN AMUSEMENT COMPANY, 441 EDGECOMBE AVE., S.F., ATLANTA, GA. Tel.: Laman 7511.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for Universal, Chicago Coin Classics, Milwaukee Mills Bells Machines, WILLIAMS, PORTER, AMUSEMENT CORP., 1106 S. SIXTH STREET, WILMINGTON, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Needles. Top-quality juke box needles at lowest prices. All boxes need to fill to make Show. Both oem and top grade brands. Immediate delivery! Call or write: JENSEN INDUSTRIES, INC., 329 SOUTH WOOD STREET, CHICAGO 12, ILL.

FOR SALE—Buy your finest reconditioned Wurlitzer phonographs from the World's Largest Wurlitzer Distributor. Jennings parts, factory trained mechanics. Competitively priced. Also reconditioned cigarette machines. Write us before you buy. Y. M. C. A. DISTRIBUTORS, 701 TENTH AVE., NEW YORK, N. Y. Tel.: (CHicago) 4-5050.

FOR SALE—2 Late model lighted machines and two late model Voice-O-Graph machines. Selling due to moving. Both are in excellent working order. Paid to Sell. 10,000 late used Records all purchased within the past six months, 4c each. Offer to rent for 3 months, $260. 29th Street, MIAMI, FLA.
CLASSIFIED ADVERTISING SECTION

FOR SALE—Restaurant "45" Music Boxes. (Floor Demonstrators) $129 each. F.O.B. Garden City, Cash with order. Address OTHER & CO., 712 11th Street, GARDEN CITY, KANSAS.

FOR SALE—World’s largest stock of Amusements with Changer for $50 Wurliters, R & S SALES COMPANY, MIAMI, OHIO.

FOR SALE—Bally Speed Bowlers and United Shuffle Alley Express $119 ea.: Williams DeLuxe Bowlers $85 ea.: Bally Shuffle Bowlers, Universal Super Shuffle Alleys and Kennedy Pin Boys $39 ea. $10 additional for #181/A or ASH DAWSON VENDING, 2359 CONEY ISLAND AVENUE, BROOKLYN, N. Y.

FOR SALE—Seeburg Cabinet $80; Wurlitzer 800 $80; Baseball, pinball $10; Dale Gun $50; Big Top $50; Teleseed $75; slot machine locks $25 ea. AUTOMATIC MUSIC CO., 2171 BRIDGEPORT, OHIO. Tel.: 2-7879.

FOR SALE—ChicCoin Bowling Alley $75; ChicCoin Shuffle Baseball $65; Ten Pins $50; Bowlette $55; Shuf- fle Alley with United conversions $75; Star Series $125; Quarterback $75; WANT—Bing-A-Rollz, MO- HAWK SKILL GAMES CO., 67 SW 7TH STREET, SCOTIA, 2, N. Y.

FOR SALE—Bally Speed Bowlers $119 ea.; Williams DeLuxe Express $375; Gute- lieb Bowlett $65; Genie Bowling League $50; Rist aucat Music Boxes for $85. 2820 BUCKLEY, 8-2685. Cleaned, checked and crated. 1/2 deposit. balance DELIN EY. 2021 PROSPECT AVE., CLEVELAND, OHIO. Tel.: Tower 1-6715.

FOR SALE—Used Phonograph Records taken from Sinclair, Indiana. INGHAM VENDING COMPANY, 240 2nd AVENUE, NORTH, BIRMINGHAM 4, ALA.

FOR SALE—5 Seeburg Shoot-The-Bear guns $35 each. 1/3 deposit —remainder trade for AMI Model 1014. 2 Wurlitzer 1017A $250. GIST MUSIC CO., 311 ELM STREET, HELENA, ARK.

FOR SALE—Wurlitzer Model 1100. $425; Model 600-11 Express $135; Gute- lieb Bowlett $65; Genie Bowling League $50; Ristaucat Music Boxes Bowler, perfect. $85. 2820 BUCKLEY, 8-2685. Cleaned, checked and crated. 1/2 deposit. balance DELINE 21, 2021 PROSPECT AVE., CLEVELAND, OHIO. Tel.: Tower 1-6715.


FOR SALE—Connect 30 wire boxes to Seeburg 100 in a jiffy. Hawley Adaptor connects to best side of first 24 records. Precision made. No working orders. Price $35. 1/3 deposit. BOWLING CHAMPIONSHIP, 2845 W. PICO BLVD., LOS ANGELES 6, CAL.

FOR SALE — Gottlieb Bowlette $70; Williams Twin Shuffle with lite-up pins $65; Chicago Coin Bowling (Blue Cabinet) $115; Gottlieb Strike (fly-up pins, 2 players) $115; Bally Hot Rods (new) $210; Bally Special Entry $80; Genie Bowling League $60; Shuffleboards, all sizes $35.50 and up; Climatic adjustors for Shuffleboards $16.50. (Plus Grasing.) MERIT INDUS- TRIES, 42 WEST 63rd STREET, CHICAGO 21, ILL. Tel.: EN 4-1144 and ST 2-5600.

FOR SALE — Carnival $69.50; Bucka- rier $54.50; Select-A-Card $115; Screwbay $60; Rundown $45; Wurlitzer $120.50; Williams 1125; Wurlitzer $125; Seeburg 146 $249.50; Bally Shuffle $50; Bally Shuffle Chamo $199.50; COVEN DISTRIBUTING Co., INC., 3181 ELSTON AVENUE, CHICAGO 18, ILL. Tel.: IN 3-2210.

FOR SALE — We are distributors for AMI phonographs and accessories; and Bally Manufacturing Company, RUNYON SALES CO., 593 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Used Seeburg Classics $50 ea.; 10 Bally Buckeyes N. 8, 20 and 24's $8 ea.; Brackets 81; Rock-Ola 1530 Boxes $12.50 ea.; Gottlieb Sharp Shooter $79.50. All in good operating condition. ELECTRIC CO., LADOGA, IND. Tel.: 17.

FOR SALE — Complete line of used equipment on hand; Mills, Pinball, Shuffle & Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI: Williams; Universal; Exhibit; Genie and others. TARI-AN DISTRIBUTING INC., 2820 N.W. 7th Ave., MIAMI 34, FLA. Tel.: 3-7645.

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

MISCELLANEOUS

NOTICE—Operators in Louisiana, Mississippi and Alabama, we are direct factory distributors for: Mills Bells, Evans Consoles and Games, and AMI Phonographs and Music Accessories. Write, phone or wire us today. DIXIE PHONES MA- CHINE CO., 5 POYNTER ST., NEW ORLEANS 13, LA. Tel.: MAGNOLIA 3931.


NOTICE—We are exclusive factory distributors in Metropolitan New York and Northern New York for Keeney Electric Cigarette Vendor and "League Bowling" 8 & 9c. Fastest scoring 1-3-2 or 4 player Rebound Bowling game. Now taking orders. Will accept trades. For prices, write: DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

MANUFACTURERS NEW EQUIPMENT

Equipment listed here is currently in production. Prices listed are manufacturer's list prices. Equipment is removed from this listing only when manufacturer halts production.

AMI, INC.
Model "C" Phonograph
Model HS-SM Hideaway
5c - 10c Wall Box (40 Selections)
5c Wall Box (40 Selections)
Amivox Speaker
$79.50
$57.50
$9.50
$5.50
$27.50

BALLY MANUFACTURING CO.
Turf King
Grandstand
Hook-Bowler
$695.00
$685.00
$429.50

BUCKLEY MANUFACTURING CO.
Buckley Wall & Bar Box
$19.50

CHICAGO COIN MACHINE CO.
Chuncky
Ace Bowler
Pin-Lite
Band Box
$279.50
$395.00
$365.00

H. C. EVANS & CO.
Constellation Phonograph
Winter Book '50
Coalstown
Races
Casino Bell '50
$745.00
$826.00
$252.00
$351.00
$665.00

THE EXHIBIT SUPPLY CO.
Rotary Merchandiser (1950 Model)
Dale Six Shooter
Two Player Hockey
Trigger
$650.00
$379.50
$184.50
$259.00

GENCO MFG. & SALES CO.
Tri-Score
$279.50

D. GOTTLEB & CO.
Knock Out
$294.50

J. H. KEENEY & CO., INC.
League Leader, 9½ Ft.
League Leader, 8 Ft.
All-Electric Cigarette Vendor
All-Electric Cigarette Vendor
Penny Inserter
Criss Cross
Bowing Champ Conversion
Match Bowler Conversion
Dividend
$419.50
$409.50
$289.50
$277.50
$119.50
$550.00
$350.00
$375.50
$69.50

UNITED MANUFACTURING CO.
Skee Alley
Two player Shuffle Alley Rebound
Four Player Shuffle Alley Rebound
Shuffle Alley DeLuxe Conversion
Super Shuffle Alley DeLuxe Conversion
Double Shuffle Alley DeLuxe Conversion
$395.00
$375.00
$409.50
$79.50
$89.50
$95.50

UNIVERSAL MANUFACTURING CO.
Winner
Feature Bell
$675.00
$795.00

WILLIAMS MANUFACTURING CO.
Double Header
Nifty
Music Mite Phonograph
$395.00
$279.50

THE RUDOLPH WURLITZER CO.
Model "1280" Phonograph
Model "1217" Hideaway
Model "4820" Wall Box 5c-10c-25c 4-wire (48 Selections)
$829.50
$629.50
$87.50

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
THIS WEEK'S USED MACHINE QUOTATIONS

How To Use "The Confidential Price Lists"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true retail "The Confidential Price List" only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange where the prices are then known last week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists", rather than show no price, return the last known quotations for equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine is worth $50.00 whereas someone on the East Coast may think it worth $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc. must all be taken into consideration. "The Confidential Price List" gives each quotation exactly as it is made and depends on the subscriber to make any price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest for the week; second price listed is highest. Where only one price appears this should be considered lowest price.

CODE
1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 weeks
6. Quotations Last Weeks or Longer
7. Machines Just Added
8. Great Activity

WURLITZER

5. 24
6. 200R
7. 200K
8. 300
9. 500A
10. 500K
11. 51 (Counter)
12. 71 (Counter)
13. 81 (Counter)
14. 750M
15. 750E
16. 780M Colonial
17. 780E
18. 850
19. 950
20. 1071 Hideaway
21. 1180
22. 1040
23. 390 Adapter
24. 320 Wire Wall Box
25. 319 Wall Box 30 Wire
26. 329 Wire Wall Box 5 Wire
27. 329 Wire Wall Box 5 Wire, Red
28. 331 2 Wire Bar Box 6 Wire
29. 332 2 Wire Bar Box 6 Wire
30. 44 Wire Stroller
31. 44 Wire Stroller
32. 450 Speaker Club with
33. 420 Speaker Cabinet
34. 301 Wall Box
35. 304 Wall Box
36. 304 Wall Box
37. 305 Wall Box
38. 305 Wall Box
39. 306 Wall Box
40. 306 Wall Box
41. 400 Wall Box 5c 30 Wire
42. 100 Wall Box 10c 30 Wire
43. 111 Bar Box
44. 120 Bar Box, 5 Wire
45. 305 Impulse Rex
46. 350 W's Speaker
47. 112 Wall Box Wire 5 Wire
48. 125 Wall Box 5 Wire
49. 125 Wall Box 5 Wire

SEEBURG

6. Box
7. Model K15
8. Model K20
9. Model K20
10. Royal
11. Regal
12. Regal RC
13. Classic RC
14. Classic RC
15. Master RC
16. Master RC
17. Master RC
18. Master RC
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47. Master RC
48. Master RC
49. Master RC
50. Master RC

MILLS

6. Do One RI
7. Panoram
8. Factory of Music
9. Royal
10. Royal
11. Profession
12. Profession
13. Profession
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50. Profession

A M I

6. Hi-box (39c)
7. Singing Towers (20c)
8. Streamliner 5, 10, 25, 50c
9. Wurlitzer
10. Wurlitzer
11. Wurlitzer
12. Wurlitzer
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50. Wurlizer

BUCKLEY

6. Wall & Bar Box O.S.
7. Wall & Bar Box N.S.

AI REON

6. Super Deluxe (46) 65c
7. Singing Towers (20c)
8. Singing Towers (20c)
9. Singing Towers (20c)
10. Singing Towers (20c)
11. Singing Towers (20c)
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48. Singing Towers (20c)
49. Singing Towers (20c)
50. Singing Towers (20c)

COLUMBIA

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (G) Genco; (Gott) Gottlieb; (Un) United; (Wm) Wurlitzer.

6. ABC Bowler
7. All Baba (Got 6/48)
8. Alice (Got 6/48)
9. Amber (Wm 1/47)
10. Aquacade (Un 4/49)
11. Baby Face (Un 4/49)
12. Ballef Card (Got 10/46)
13. Ballyboos (B 47)
14. Band Leader
15. Bank-A-Ball
16. Basketball (Got 8/48)
17. Basketball (Got 4/49)
18. Basketball (Got 4/49)
19. Basketball (Got 4/49)
20. Break-All (Wm 1/47)
21. Bally (Got 6/49)
22. Buffalo Bill (Got 5/48)
23. Buffalo (Got 10/48)
24. Build Up
25. Build Up Boxes

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### ARCADE EQUIPMENT

#### MILLS (Cont.)

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>5c Club Bell</td>
<td>Club Bell</td>
<td>100.00</td>
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<tr>
<td>5c Copper Chrom</td>
<td></td>
<td>5.00</td>
</tr>
<tr>
<td>5c Chrome</td>
<td>Chrome</td>
<td>5.00</td>
</tr>
<tr>
<td>5c Club Bell</td>
<td>Club Bell</td>
<td>45.00</td>
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#### JENNINGS

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<tr>
<td>5c Chief</td>
<td>Chief</td>
<td>20.00</td>
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#### WATLING

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<tr>
<td>6c Aristotle</td>
<td>Aristotle</td>
<td>174.50</td>
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#### BUCKLEY

<table>
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<th>Model</th>
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<th>Price</th>
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<tbody>
<tr>
<td>6c Clarissa</td>
<td>Clarissa</td>
<td>104.50</td>
</tr>
</tbody>
</table>

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UNIVERS'S
"Skee Alley"
A Great, New Automatic Scoring Shuffle-Type Game

Skill Shots Galore
Play Compelling Suspense
Fun for Everyone
Great for Competitive Play
Fast Action—2 Pucks
Proven Player Appeal

SIZE
9½ FT. BY 2 FT.

SEE YOUR DISTRIBUTOR

UNITED'S Drop Chute

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
When it comes to pin-ball games . . . when it comes to offering a lot of real entertainment to fun-loving people everywhere . . . when it comes to healthy operating income . . . there isn’t a game on the market that can compare with Bally TURF KING, the jumbo pin game that is packed with thrills and excitement. It gives players a lot of fun for their money. It’s the favorite of both operator and public alike. Order from your Bally Distributor today.