A year ago, when Eddie Cantor was touring with his new discovery, Eddie Fisher, his statement to the press in each town he stopped at was: "In one year, Eddie Fisher will be the most important new singer of popular music in the country." Well, Eddie's prediction has come true and some. Victor's brightest new star brought a lot of nickels into the juke boxes last year with his hit recording of "Thinking Of You." Coming up as powerful possibilities are his waxings of "Bring Back The Thrill" and "It's You—No One But You" which he did with Phil Spitalny's Orchestra. Add to this his TV, radio, theater and club bookings, and it's easy to see that Eddie Cantor's prediction was no idle statement.
You're Invited to Attend the
CORONATION CEREMONIES of WURLITZER'S CROWNING ACHIEVEMENT
IN PHONOGRAPh VALUES

AT YOUR WURLITZER DISTRIBUTOR'S NATIONAL WURLITZER DAYS

SUNDAY, JAN. 28 - MONDAY, JAN. 29
America’s Two Biggest Cities
Turn To Dime

America’s two largest cities are featuring 10c coin telephones. The public, in both cities, has taken the change very philosophically.

Most men and women, who are now inserting either two nickels or one dime in pay telephones, simply shrug their shoulders and state, “Well, what can we do about it?”

Over five years ago The Cash Box urged that all get together to have their Congressmen and Senators push thru a bill to mint a 7½c coin.

This coin would have proved perfect for all operators, whether they feature juke boxes, games, or vending machines.

At that time The Cash Box pointed out that the public would save millions of dollars each year by the use of an intermediate 7½c coin.

In fact, an organization was created to get such a coin minted only a few years ago. Edward G. Mehren, who headed the Institute for Intermediate Coinage, called on this industry, thru this publication, to help put this program over.

A bill was introduced into Congress early in 1950. But, it fell by the wayside, and is today probably pigeonholed forever.

The fact remained, at the time The Cash Box made the first proposal in the country regarding such a coin, and remains today, that the average storekeeper who did not then, and does not now, want to raise merchandise from 5c all the way up to 10c, is forced to do so, for there is no intermediate coin which he can ask the public to use.

The Telephone companies were, therefore, faced with the very same problem. If there were a 7c or 7½c or 8c coin in existence, there is no doubt that one of these coins would now probably be featured in coin telephones.

A 100 per cent jump from 5c to 10c has probably upset many coin phone users. But they, too, realize that the lack of an intermediate coin simply means that they are paying twice as much for something which should, in all probabilities, have cost them much less.

But, all this is not the business or problem of this industry. What interests the men in this field, since the nation’s two biggest cities have swung over to making the dime much more popular than the nickel, and which was long ago predicted by this publication, is the fact that the dime is now an extremely important coin.

Other cities already have 10c coin telephones. Many more will also find their pay phones soon featuring the dime.

Therefore, and at long last, the time may have arrived when 10c play for the equipment of this industry should again be seriously considered.

With inflation growing. With taxation zooming. With prices for parts, supplies, labor, and so forth, hiking higher each day, perhaps the time has arrived when all operators should get together for a serious discussion regarding the how, why and wherefore, as well as the ultimate possibility of charging 10c for play of their products.
With No New Equipment Available After the Next Few Months, Possibly for Years to Come, 10¢ Play Can Preserve Present Machines and Make Them Last for Longer Period of Time. Even if Op Loses 40% of Present 5¢ Play He Will Earn More on 10¢ Play and His Machines Will Last 40% Longer Time. If Op Loses 50% of Present 5¢ Play, on 10¢ Play He Will Still Earn What He is Earning Today, and His Machines Will Last 50% Longer Period of Time.

For some years now The Cash Box has been pointing out that the inflationary trend has continued to grow without halt. This has caused the continued drop in the dollar's value. Similarly, it meant that every coin of the nation was also losing value, and at a steady pace.

Immediately as the post-war era came into being and, in fact, during the World War II era, The Cash Box brought to the fore the possibility that 10¢ play might be most feasible for the nation's operators, for it would give them greater possibility for profit. And, as is well known, with the operator enjoying profit, all up the line would profit, too.

Not so many months ago, the subject of 10¢ play again came to the fore. The Cash Box had strongly recommended that, wherever possible, this coin be used for coin operated amusements in all forms. Many agreed. Many even went further, those few months ago, and urged that The Cash Box again put to vote whether 10¢ phone play should also come into being.

The votes of the majority of the nation's pinball ops, reported here at that time, were against 10¢ play. But, the amusement game operators were all for 10¢ play. The Cash Box so reported the facts.

The belief is today, as it was then, and as it was many years ago when The Cash Box first brought the 10¢ play suggestion to the fore, that amusement machines can operate on dimes and that the public, with the proper inducement in play appeal, novelty action, and so forth, would not mind spending a dime as fast as a nickel for amusement game play.

About a year ago, the shuffle games came into popularity. These most definitely proved that the public would be happy to pay 10¢ per play, were the play sufficiently interesting. The result was that few shuffle games were ever changed over to 5¢ play action.

In fact, the greater majority of shuffle and rebound games everywhere in the nation, continue on 10¢ play. Operators are well satisfied that the dime is the logical coin for these games.

Now a pinball manufacturer has introduced a game which is being sent out to the trade featuring a dime chute. Of course, as in the shuffle and rebound games, the operator can always change back to the 5¢ chute whenever he so desires. But, it seems that the majority of distributors who have ordered this game, ordered on the theory of dime play.

Whether this indicates a new trend in the industry, few can tell at this time. But, all are acquainted with the fact that the 10¢ coin is gradually taking over popularity from the nickel.

This may mean that, in the near future, there will be more dimes in circulation than nickels. Naturally, the coin operated machine men want to feature the most popular coin. The one there is the most of in the public's pockets.

The increasing circulation of the dime is greatly due to the telephone companies about the nation. With the country's two largest cities, New York and Chicago, now featuring 10¢ coin telephones, and with other cities also featuring the dime phone and still more communities turning their telephones over to the dime, then perhaps the time has arrived when 10¢ play can be considered in a more serious light.

There is no doubt that the average operator, regardless of how good a route he has, wants the 10¢ coin to be featured on all of his equipment. Increased license fees which are coming into being. Hiked taxation is general. Greatly increased cost of parts and supplies are already here. No new machines. And hundreds of other factors, with inflation one of the most prominent, require that the nation's operators obtain more than they are at present from the play of their games. Or else hope that their machines will play on continually for many more hours on each location than they are playing at present.

Even if the dime cuts the play by about 30 per cent, which is a tremendous cut, earning power will be greater. At the same time, with a 50¢ cut in play, at this time, the operator will be far ahead. Less play, more money. Less play, equipment lasts longer. At a time when the operator must make every effort to make his present equipment last longer.

These latter, therefore, are the big reasons why the operator must take the idea of 10¢ play much more seriously than he ever has before.

In the first place, even with 40% less play, he earns more money. With 50% less play he earns just as much as he is earning at present.

But, with 40% less play, he gets 40% less wear and tear on his equipment. This means that this equipment will last 40% longer.

Even with 50% less play, and earning only what he earns now on 5¢ play, it means 60% less wear on his machines. That means his equipment (even at 50% less) will last him half again as long as it ordinarily would.

With the fact that no new equipment will be available after the next few months, a condition that may last for years, regardless of whether there will, or will not, be a war, every operator must preserve the equipment he now has to the best of his ability.
The Top Ten Tunes Noting
Heaviest Play In The Nation’s Juke
Box. Compiled From Reports Sub-
mitted Weekly To The Cash Box
By Leading Music Operators
Throughout The Country.

Record Companies Listed Alphabetically
45 rpm numbers in parentheses

1. January 15
   Flanagan
   "Nobody's Record"
   Mitchell

2. January 15
   Flanagan
   "The Tennesee Waltz"
   Mitchell
   UK-10864 — Tommy Tucker
   Vl-21-0576 (47-3965) — Fontane Sisters
   VI-21-0607 (48-0407) — Pee Dee King

3. January 15
   Flanagan
   "My Heart Cries For You"
   Mitchell
   MG-10839 — Eddy Merck
   DE-27262 (9-27253) — Eddy Merck
   HO-855 (5490-45) — Frankie Laine
   HO-875 (5490-46) — Frank Sinatra

4. January 15
   Flanagan
   "A Bushel And A Peck"
   Mitchell
   MG-10829 — Eddy Merck
   VI-20-3957 (47-3975) — Don Shore
   Vl-21-0607 (47-3986) — Red Caps

5. January 15
   Flanagan
   "Harbor Lights"
   Mitchell
   MG-10829 — Eddy Merck
   VI-20-3957 (47-3975) — Don Shore
   VI-20-3976 (47-3976) — Red Caps

6. January 15
   Flanagan
   "Nevertheless"
   Mitchell
   MG-10829 — Eddy Merck
   VI-20-3976 (47-3976) — Red Caps

7. January 15
   Flanagan
   "To Think You’ve Chosen Me"
   Mitchell
   MG-10829 — Eddy Merck
   VI-20-3976 (47-3976) — Red Caps

8. January 15
   Flanagan
   "Thinking Of You"
   Mitchell
   MG-10829 — Eddy Merck
   VI-20-3976 (47-3976) — Red Caps

9. January 15
   Flanagan
   "You’re Just In Love"
   Mitchell
   MG-10829 — Eddy Merck
   VI-20-3976 (47-3976) — Red Caps

10. January 15
    Flanagan
    "The Roving Kind"
    Mitchell
    MG-10829 — Eddy Merck
    VI-20-3976 (47-3976) — Red Caps

11. January 15
    Flanagan
    "Frankie Petty"
    Mitchell
    MG-10829 — Eddy Merck
    VI-20-3976 (47-3976) — Red Caps

M-G-M’s 4 Star Sellers!

Billy Eckstine
Bring Back The Thrill
I Apologize

Available 2 Record Speeds
78 RPM — M-G-M 10903 • 45 RPM — M-G-M K10903

If You Return
Available 2 Record Speeds
78 RPM — M-G-M 10896 • 45 RPM — M-G-M K10896

Frankie Petty
Trios
Pennies From Heaven

Available 2 Record Speeds
78 RPM — M-G-M 10880 • 45 RPM — M-G-M K10880

Yes!
M-G-M Records Are Better Than Ever...

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

**RECORD REVIEWS**

**ONLY RECORDS CONSIDERED BEST SUITED TO THE REQUIREMENTS OF THE TRADE ARE REVIEWED ON THESE PAGES.**

**LITTLE SMALL TOWN GIRL**
(2.55)

**WHEN YOU RETURN**
(2.59)

EDDY HOWARD
(MGM 5576; 5576-45)

- A very soft easy new ballad is dished up here by Eddy Howard and his boys. Giving it the vocal solo is Rawdon, a well known, appealing vocalist, Eddy makes this one very easy to take. Another new number makes up the second side and is done in similar style with Eddy and the Troo. Both sides will do ok by ops.

**VELVET LIPS**
(2.33)

**TIE ME TO YOUR APRON STRINGS AGAIN**
(2.35)

JAN GAREY
(Capitol 1375; F-1375)

- Jan Garrey comes up with two listenable sides on this title. On the upper level, Roy Cordell turns in a nice vocal on an easy number while on the lower end he comes through again. Both sides make for excellent jockey box material and ops may well find this a good thing, should get going with this.

**THE SEVEN WONDERS OF THE WORLD**
(2.53)

**WHEN YOU RETURN**
(3.18)

DON CHERRY
(Decca 892; 9-27435)

- A terrific new ballad gets a hit recording from Don Cherry on the top level. Don gets a hit here, accompanied by a chorus and orchestra under the direction of Sy Oliver. This one has all elements, not only is Don to go at another new ballad on the lower end and one more comes out ok. The top deck though will be the big one.

**I M MISS YOU SO**
(2.54)

**YOU ARE MY FIRST LOVE**
(2.48)

THE EIGHTH DAY
(Jubilee 5051)

**JET**
(2.46)

**THE MAGIC TREE**
(3.02)

KING COLE
(Capitol 1365; F-1365)

- A very exciting beguine is offered here by King Cole. Backed up by a large chorus, the Ray Charles Singers, Cole makes this one a fascinating offering. Joe Lipman does the orchestra in excellent fashion. On the bottom half is another good number, soft and easy going which is accompanied by Les Baxter’s orchestra and chorus. Ops will want to listen in.

**WHO'LL TAKE MY PLACE WHEN I'VE GONE?**
(2.30)

**SPIN THE BOTTLE**
(2.47)

LOU MURphy
(London 889)

- Larry Raine has a winning side in the top deck here. She daces a ballad in beautiful fashion while Everett Balston’s orchestra provides a wonderful setting. This one is a novelty with a very happy feeling and an accompaniment by Cliff Parman’s orchestra. Ops won’t want to miss this platter.

**BRING BACK THE THRILL**
(2.49)

**I APOLOGIZE**
(2.50)

BILLY ECKSTINE
(MGM 10930; K10930)

- The tune “Bring Back The Thrill” is getting magnificent recordings from everyone who tries it. This time Billy Eckstine turns it in with one of the most exciting vocals that ops have heard. We recommend this one.

**THE WINTER WALTZ**
(2.40)

**SKATING**
(2.22)

PRIMO SCALE
(London 842)

- The much recorded “Winter Waltz” gets another good going over, this time by Primo Scala and his accordian band with the Keynotes. They make this one a very lively sounding and some fine banjo playing comes through. The lower half is also a catchy salad love by the same group. Although a little late, ops may still find it attractive.

**GOODNIGHT PILLOW**
(2.54)

**THE HANDSOME STRANGER**
(2.25)

JO STAFFORD
(Columbia 3192)

- Jo Stafford turns in a very warm ballad on the upper deck. Done in slow tempo by Paul Weston and the orchestra. Jo gives this one a grand vocal. The lower half is a western ballad again beautifully done by Jo and Paul. This disk should be featured in the machines.

**A FRIEND OF JOHNNY’S**
(2.47)

**TO LOVE YOU IS MADNESS**
(2.47)

TONY FONTAINE
(Mercury 5574; 5574-45)

- Tony Fontaine continues showing his great potential by putting out one terrific rendition after another. This time it’s a wonderful ballad on the top half that has Tony going to town. With Lee Douglas and the orchestra providing the accompaniment, this one should do very well. The film is a faster paced item getting a full production with chorus and all. Top deck gets our nod.

**WHOLL TAKE MY PLACE WHEN I’M GONE?**
(2.30)

**YOU DON’T HAVE TO DROP A HEART TO BREAK IT**
(2.30)

**MIDNIGHT BLUES**
(2.40)

THE RAVENS
(Columbia 2512)

- A very slow ballad is twirled around here by the Ravanas. Done in the vocal solo with the harmonizing group chiming in, this one is good ballad heat. The lower half is a rhythm number done in similar manner and again it comes out fine. Ops should listen in.

**WHISTLIN’ PAPER BOY**
(2.54)

**CANDY LIPS**
(2.47)

BILLY HAAS
(MGM 10886; K10886)

- Elmo Tanner has a couple of numbers on which he can show off his magnificent whistling. Not only does he whistle, but he sings a good jumpy number on the upper deck with some terrific backing. The second side is a cute novelty which Elmo and the band do equally well. Both sides are good to hear.

**JUST FOR TODAY**
(2.51)

**WOULD I LOVE YOU**
(2.58)

EVE YOUNG
(London 892)

- Two numbers with Latin American rhythms are offered on this platter by Eve Young. The first is a vocal from Eve and a fine accompaniment from Jack Pleis and the orchestra. The bottom end is a very salty sounding tango which looks very much through its top half. Ops should get on board.

**MY DESIRE**
(2.56)

**BRING BACK THE THRILL**
(3.30)

VINNI DI CAMPO
(Decca 960)

- A new ballad gets a good going over from Vini De Campo here with Jack Pleis accompanying. The lower end is a terrific ballad with voice and an orchestra. Vini does a nice Job with it. Ops in the market for good stock items, oughta stock up with this.

**LOVER**
(3.10)

**WILL YOU SAY WE’RE IN LOVE**
(3.50)

ERROLL GARNER
(Columbia 39100)

- Erroll Garner takes a couple of oldies on this platter and gives them a wonderful run through. Both sides demonstrate fully Erroll’s terrific piano style which has made him such a favorite. This disk will certainly add to his popularity. It makes for grand listening.

**HOW COULD YOU BELIEVE ME WHEN I SAID I LOVED YOU WHEN YOU KNOW I'VE BEEN A LIAR ALL MY LIFE?**
(3.09)

**TAPES THAT NOW**
(2.47)

FRED ASTAIRE AND JANE POWELL
(MGM 30136; K30136)

- A terrific novelty with just about the most feminine title on record is dished up here by Fred Astaire and Jane Powell from their new film, “Royal Wedding,” this one is bound to cause quite a stir and should get a tremendous amount of airplay. On the lower end, Jane does a ballad by herself backed up by Johnny Green’s orchestra. It can’t go wrong with the top side.
NEW YORK: Contrary to reports, “IF” is not a new tune, having first been published in 1934. Controlled by the Kastner publishing firm in England, it was heard by London recording artist Dick James who promptly waxed it. When submitted to some of the leading publishers, it was turned down until accepted by Shapiro-Bernstein who immediately grabbed it for a major plug. ... Lee Firnburg, former professional manager of Burrell is setting up his own music firm with “Boom! Pa-Deedle Doodle.” Arthur Murray studios are working on a new dance for it. ... Freedy Meredith and Jules Braun of Regal are covering the South on a three week trip. ... You can disregard all rumors appearing in the trade papers about Horace Austin’s new affiliations. There’s nothing definite as yet. In the meantime, however, the novel tune with the very potent title, “A Nickel Ain’t Worth A Cent,” which could very well be our theme song from here on out, is heard and picked up by the Bobby Mann Tower tune “Toast To Happiness.” ... Vic Damon’s father revealed this week in conjunction with Vic’s release of “Tell Me That You Love Me” based on Verdi’s Pagliacci that when Vic was twelve years old he auditioned for Major Bowes doing this same number. ... “Get Out Those Old Records” written by Carmen and recorded for Decca by Guy Lombardo, serves as a reminder that the recording industry has a truly interesting cavalcade of history. Following Thomas Edison’s experiments with the wax cylinder, Emil Berlinger, in 1888 introduced the first long-playing 78 rpm record. This was much better for the reproduction of sound. Maria Michailova and Enrico Caruso were among the first singers to be recorded and marketed successfully in 1900. Spathes called phonographs “a pumpkin selling machine that they were soon convinced the phonograph was an honest business. By 1921, Victor and Columbia, chief producers of records, were selling 10 million platters annually. ... One of Ed Wallerstein’s last acts at Columbia was to sign the Maritones to a new three year contract doubling their royalties.

CHICAGO: Juke box ops here are planning to place all brand new 45 rpm phonograph records. Some machines are already out featuring some famous records. Others are following. General meeting of entire association this week will be on proposal that all enter into this plan immediately. ... Ned Miller, victims of the year’s Feist, was let out. Irwin Barg will take over work for Robbins, Feist having died here. Ned is leaving for some weeks rest. ... Pete Rameon in town for Howie Richmond’s firm and visiting local DJ’s regarding the firm’s two tops. “Long, Long Ago” and “The Hoving Song.” Which sure ain’t hard to plug around this town. ... Charley Spivak will be on the recording trumpet into the Tri-Angle 23rd. Here’s one ork with a grand following. ... With Frankie Lane out of Mercury, Art Talmadge and Irv Green of Mercury Records, report that they have plenty of fine songs by Frankie. Which haven’t yet been released. Musicmen here claim that Frank made this Columbia deal for more than disks. Radio and TV also included. ... Griff Williams will follow Leighton Noble into the Steeplechase March 17. The Pari’s Park, Day. So Griff should come in with the wearin’ of the green. ... Myron Barg is clicking on his Motorola-Western Auto Stores show. Has been guesting of some of the big names. Peggy Lee on his show. Griff Pat:Fett goes on and others all lined up for some weeks to come. ... The 3 Suns are doing a very swell job at the Orphans Home. They stay on for some time. Great picture, is attracting much attention. And the kid, plus the 3 Suns, who are Chi favorites, play to full houses. ... Bob McGrew ork comes into the Drake’s Camellia House. Down Tom Pac Alley here they’re all doing. ... Full out of the clickeroo Desmo made on his first Buick dealers’ show, “Johnny Desmond Goes To College.” Claim it’s one radio program worth listening to. Desmo in grand voice on the opening shot. ... Kenny Myers tries to advise “things are going great.”

LOS ANGELES: It looks as though the winners of the fifth Cash Box poll are all conglomerating out this way. The Weavers, who are continuing the tremendous job they did last year with their new recording of “So Long,” are due to open at Ciro’s next week. Ivory Joe Hunter, who won two awards in the poll now at the Oasis. Gordon Jenkins is a regular here. King Cole has just arrived and Little Esther had her new contract with Federal Records inked in the California courts. Our new slogan may be “Win the Cash Box poll and see California.” ... Four Star has a terrific new hit in Hot Rod. He played it after a western tour and is quickly garnering pop attention. ... When Ralph Flanagan opened up the Rhythm Pictorial, he’ll have a new girl singer with him, Peggy King. She used to thur with Charlie Spivak’s orchestra and has been doing solo spots in Chicago theaters. The Flanagan crew heads for a swing through the Pacific Northwest following the Cali date. ... On the same side of the Tally, Sunny Arden who’s done such a magnificent waxing of Fanny Brice’s old standard “My Man,” is here. He’s making a lot of pots on the back for his new Columbia Records contract which calls for a minimum of $250,000 over the next five years. ... The illness of Mario Lanza has caused the postponement of his current papier tour since he is unable to come out of the hospital in time for the “Toast of New Orleans.” Concert halls are being completely sold out far in advance of his appearance and all indications are that this will be one of the biggest money making tours yet. ... Dorothy Shaky, the Park Avenue Hilly, had her professional name legalized. Used to be Dorothy Sims. Edith Reesa, Giro’s newest Western headliner, is due for the march of Dimes on January 14 along with the sheriff, the grand marshall, 21 sons and six bands for the largest March of Dimes show in Southern California. ... Don Cornell is due for the Coconut Grove after scoring in N.Y.’s Strand Theater.
"COME BACK TO SORRENTO"  (2:15)

"TAKE MY LOVE"  (3:10)

FRANK SINATRA
(Columbia 39118)

- Frank Sinatra has one of his most appealing instrumental numbers in "Come Back To Sorrento." Frank sings it entirely in Italian with the help of Axel Stordahl providing a dreamy backing, this one sounds like the Franke of old. On the lower end, he does a good new ballad which should garner a lot of nickels. Ops will make out fine with this platter.

"THE HAPPIEST DAY OF MY LIFE"  (3:06)

"IN THE LAND OF MAKE BELIEVE"  (2:50)

BUDDY MORROW ORCH.
(RCA Victor 20-445; 47-4025)

- A couple of smooth orchestrations are provided here by Buddy Morrow and his orchestra. Both ends are ballads with excellent vocals by Tommy Mercer. The music here is easy to take, soft and slow and dreamy and makes one want to hear. These upper level items for stock items in their machines should hear this one.

"MAY THE GOOD LORD BLESS AND KEEP YOU"  (2:49)

"DEAR, DEAR, DEAR"  (2:44)

FRANK LAINE
(Mercury 5580; 5580 x 45)

- Another great recording of a wonderful tune shows up this week by Frank Laine. Accompanied by Harry Geller's orchestra, Frank turns in a very appealing job on a ditty that's sure to come through. The second side is a novelty with a good jumpy rhythm and again it comes out fine. This is a natural for ops.

"WAIT FOR ME"  (2:56)

"LOVE MEANS LOVE"  (2:18)

GORDON MacRAE
(Capitol 1374; F-1374)

- A new ballad with a lot of potential is offered here by Gordon MacRae. Gordon turns in a very smooth job with Frank DeVol's orchestra providing the musical backing. The lower end finds him doing a novelty that's very cute and on which he gets an assist from the Eveni Sisters. This is a good one for ops.

"COLUMBIA THE GEM OF THE OCEAN"  (2:40)

"MORE THAN I CARE TO REMEMBER"  (2:42)

RAY ANTHONY ORCH.
(Capitol 1367; F-1367)

- Ray Anthony has another smooth offering here, which again features an instrumental of the well known march and as done by the Anthony crew it sounds mightly good. The lower end is another very easy to take number with a vocal by Ronnie Deauville and the Skyliners. Ray's fans will like this one.

"SLEEPER OF THE WEEK"

"SENTIMENTAL MUSIC"  (2:57)

"WOULD I LOVE YOU"  (2:52)

PATI PAGE
(Mercury 5571; 5571 x 45)

- It looks like three in a row for Pati Page. Here's another great disk for her which is a worthy successor to "All My Love" and Tennessee Waltz." Ops who have cleaned up with those latter two records are gonna want to jump on this one pronto. Both ends of this platter, titled "Sentimental Music" and "Would I Love You," are winners and Pati comes through with a powerful job on each side. The upper half has a very catchy tune just perfect for her style of singing. Harry Geller and his boys give it a grand rhythmic backing which makes you want to sing along. There's no doubt about the appeal that this one will have. The lower half also is a powerful contender. It's a tune with a very sultry feeling and gets another one of Pati's superb renditions. This disk offers ops two A sides.

"GYSY HEART"  (2:48)

"WOULD I LOVE YOU"  (2:37)

HELEN O'CONNELL
(Capitol 1368; F-1368)

- Helen O'Connell, coming back into the recording picture in a big way, does a couple of sides here with Dave Cavanaugh's orchestra. The top disk tune has a low down feeling and is just right for Helen's style. The second side is a much recorded tango get another good vocal. Ops will want to listen in.

"THE MILL ON THE FLOSS"  (2:25)

"CLIMB UP THE MOUNTAIN"  (2:39)

PEGGY LEE
(Capitol 1366; F-1366)

- A pastoral sounding item is dubbed up here by Peggy Lee. It's a very easy going side and with some good backing from Dave Barbour and the orchestra it makes for pleasant listening. The bottom half is a spiritual with clapping and the full treatment. This one has a lot of possibilities.

"JACKIE MY DARLIN'"  (2:37)

"CHIMNEY CORNER DREAM"  (3:14)

JOHNNY PARKER
(Capitol 1369; F-1369)

- A very cute novelty makes up Johnny Parker's new disk. Having written it himself, Johnny takes this one for a very listenable ride with the help of Joe Lipman's orchestra. The flip is a slow ballad on which he again turns in a good job. This oughta do well in the machines.

"POOR BUTTERFLY"  (3:03)

"SILVER MOON"  (3:23)

RUSSELL MORGAN ORCH.
(Decca 27415; 9-27415)

- Two instrumentalists are taken to town on this platter by Russ Morgan and his crew. Both sides are very smooth and are not only grand to listen to but make for wonderful dancing. The upper level is an oldie that everyone knows while the lower half is an easy walk. Ops oughta listen in.

"I GAVE YOU MY LOVE"  (2:23)

"LITTLE SMALL TOWN GIRL"  (2:33)

OWEN BRADLEY SIXTET
(Coral 60360; 9-60360)

- The Owen Bradley Sextet have a couple of sides here which they do well. The upper half is a pleasant number with a vocal by Don Estes. The second side has another vocal by Don on a currently much recorded tune. Both ends deserve to be heard by ops.

"TUXEDO JUNCTION"  (3:20)

"AFTER HOURS"  (3:12)

ERSKINE HAWKINS
(Coral 60361; 9-60361)

- Two instrumentals by Erskine Hawkins come through as wonderful listening on this disk. The top disk is an old standard, done very loud and jivey. The flip should send Hawkins' fans jumping. The lower end features some terrific piano playing by Ace Harris with brass backing from the orchestra. Here are two right sides.

"SAY IT WITH YOUR KISSES"  (2:46)

"WOULD I LOVE YOU"  (2:24)

JERRY GRAY ORCH.
(Decca 27402; 9-27402)

- Jerry Gray puts his orchestra to work on a smooth ballad on the upper level with Tommy Traynor doing the vocal. On the lower end, a much recorded tango gets another good arrangement from the Gray crew. Ops who want some easy to take sides better get going with these.

"PERIDIO"  (2:47)

"PLEASE GIVE ME A CHANCE"  (3:00)

LIONEL HAMPTON QUINTET
(Decca 27401; 9-27401)

- A tune with a good beat gets a wonderful going over on the upper level from the Lionel Hampton Quintet. Dave Howard does the lyrics and makes them sound very good. The second side is a very slow number with the instrumental group coming in for some fine music. Ops will want to hear these.

"YOU DON'T HAVE TO DROP A HEART TO BREAK IT"  (2:18)

"AROUND THE WORLD"  (2:26)

MILLS BROS.
(Decca 27400; 9-27400)

- The Mills Brothers turn in another one of their superlative jobs on a couple of ballads here. The top side shows some good harmonizing. On the lower end they take a new Benjamin & Weiss tune and give it a go. Ops know the drawing power of this group.
The Most Talked About
NEW PERSONALITY
In Show Business
Billy Daniels

HIS FIRST MERCURY RECORD
'I GET A KICK OUT OF YOU'
With Benny Payne At The Piano, Harry Geller Orchestra And The Jud Conlon Singers
Flip Side
'TOO MARVELOUS FOR WORDS"
MERCURY 5585 • 5585X45

MERCURY RECORDS, CHICAGO, ILLINOIS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
<table>
<thead>
<tr>
<th>City</th>
<th>States</th>
<th>Top 10 Songs</th>
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<tbody>
<tr>
<td>New York, N. Y.</td>
<td></td>
<td>1. TENNESSEE WALTZ (Patti Page)</td>
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<td>2. MY HEART CRIES FOR YOU (Guy Mitchell)</td>
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<td>3. THE THING (Phil Harris)</td>
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<td>4. STILL FEEL A PEEK (Crosby-Proto)</td>
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<td>5. HARBOR LIGHTS (Sammy Kaye)</td>
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<td>6. NEVERTHELESS (Mills Bros.)</td>
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<td>7. TO THINK YOU'VE CHOSEN ME (E. Howard)</td>
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<td>10. THINKING OF YOU (Don Cherry)</td>
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<td>Savannah, Ga.</td>
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<td>1. TENNESSEE WALTZ (Patti Page)</td>
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<td>3. NOBODY'S THINKING (Bob Ewing)</td>
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<td>4. THE HARBOR (Vic Damone)</td>
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<td>5. ALL MY LOVE (Guy Mitchell)</td>
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<td>10. OH OM (Kenny &amp; Cal)</td>
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<td>Fertile, Minn.</td>
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<td>1. TENNESSEE WALTZ (Guy Lombardo)</td>
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<td>2. THE THING (Phil Harris)</td>
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<td>3. THE JEWEL (Billy Eckstine)</td>
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<td>10. BE MY LOVE (Billy Eckstine)</td>
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<td>Plainfield, N. J.</td>
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<td>3. I'M GONNA Break You (Crosby-Proto)</td>
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<td>10. ZING, ZING, ZOOM ZOOM (Perry Como)</td>
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<td>Washington, D. C.</td>
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<td>7. THINKING OF YOU (Sara Vaughan)</td>
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<td>10. ORANGE-COLORED SKY (Kenton-Cole)</td>
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<td>Miami, Fla.</td>
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<td>1. THINKING OF YOU (Don Cherry)</td>
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<td>Des Moines, Iowa</td>
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<td>1. NEVERTHELESS (Mills Bros.)</td>
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<td>Cleveland, Ohio</td>
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<td>10. OH BABE (Louis Prima)</td>
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**Philadelphia, Pa.**

1. MY HEART CRIES FOR YOU (Donah Shore)
2. TENNESSEE WALTZ (Patti Page)
3. THE THING (Phil Harris)
4. HARBOR LIGHTS (Ring Cross)
5. NEVERTHELESS (Mills Bros.)
6. IF I FEEL THE SAME ABOUT YOU (Kevin McCallum)
7. OH IF I WERE A BEL (Dallas Day)
8. THE THING (Phil Harris)
9. THE ROVING KING (Guy Mitchell)
10. ALL MY LOVE (Patti Page)

**Indianapolis, Ind.**

1. MY HEART CRIES FOR YOU (Guy Mitchell)
2. TENNESSEE WALTZ (Patti Page)
3. THE THING (Phil Harris)
4. HARBOR LIGHTS (Sammy Kaye)
5. SO LONG (Dean Martin)
6. OH BABE (Louis Prima)
7. THE ROVING KING (Guy Mitchell)
8. ALL MY LOVE (Patti Page)
9. OH OH BABE (Louis Prima)
10. NOBODY'S CHASING ME (Dallas Day)

**Seattle, Wash.**

1. TENNESSEE WALTZ (Patti Page)
2. THE THING (Phil Harris)
3. MY HEART CRIES FOR YOU (Guy Mitchell)
4. HARBOR LIGHTS (Sammy Kaye)
5. BUSHEL AND A PEEK (Crosby-Proto)
6. THE ROVING KING (Guy Mitchell)
7. OH OH BABE (Louis Prima)
8. OH OH BABE (Louis Prima)
9. OH BABE (Louis Prima)
10. OH BABE (Louis Prima)
OPS & MUSIC TRADES
RUSH RESERVATIONS FOR
MOA MARCH CONVENTION

Advance Reservations Indicate ’51 Meet Will Be Biggest In
MOA History, George Miller Reports

GEORGE A. MILLER

OAKLAND, CAL.—George A. Mill-
er, National Chairman and Treas-
urer of MOA, (Music Operators Of Amer-
ica), reported this past week that, im-
mediately after announcement that the
annual convention of this organization
would go on as scheduled (March 19,
20 and 21, 1951) reservations began
to pour into his offices here from juke
box operators as well as from exhibi-
tors in the music trades.

“Of course, Miller reported, “from
these advance reservations there is
every indication that this will be the
biggest meeting ever yet held by
Music Operators Of America.”

In addition, it is also understood
that Ray Cunliffe, of the Recorded
Music Service Assn., Chicago, Ill., has
also been receiving reservations and
that Cunliffe is very enthusiastic over
this first flood of orders for booths and
rooms which have poured into his
offices.

Miller also indicated that many of
the members of the nation’s music
trades have been looking forward to
this convention. He has received many
letters congratulating MOA on going
ahead with their meet this coming
March at the Palmer House in Chi-
cago.

“There is every reason to believe,”
Miller stated, “that MOA will prove
of greater importance during this all
out defense era than ever before.

“The music operators of the nation
need someone to help them with their
national problems. MOA will con-
tinue to function in even a greater
capacity than ever before in this re-
gard.”

Four reservations were received by
George Miller by telegram the very
same day he released the announce-
ment that the meeting would go ahead
as planned.

Three came from Perm Point, Chil-
cago; AMI, Inc., Grand Rapids, Mich.;
Capitol Records, Hollywood, Calif. and
The Cash Box, New York City.

Other reservations from representa-
tive and outstanding organizations
continue to pour into Miller’s and
Cunliffe’s offices and already, it is
indicated, the number of exhibitors
has passed last year’s mark with prob-
ably double and even triple this num-
er showing their wares this year.

In addition, juke box operators, as
well as entire associations of juke box
ops from all over the country, are
hurrying in their reservations to make
certain of rooms at the Palmer House
during the three days of the showing.

It is also believed that the conven-
tion will probably open informally on
Sunday evening, March 18, when most
of the men arrive in Chicago and meet
with each other in various suites in
the hotel.

Coral Records To Function Independently

NEW YORK—Milton R. Rackmil,
President of Decca Records, announced
this week that Michael Ross has been
appointed Vice President and General
Manager, and Jimmy Hilliard as Vice
President in charge of Recording at
Coral Records, the wholly owned Decca
subsidiary.

These appointments will initiate the
new Coral program of becoming com-
pletely independent from the regular
Decca operation. The separation is
a result of Coral Records’ fast growth
in its just completed second year of
operation.

Coral Records has recently signed
Herb Jeffries and the Modernaires to
add to its fast growing roster of top
artists. Negotiations are now being
made with other big-name recording
stars.
January 27, 1951

The Cash Box, Music

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending January 20.

Hal Fredericks
KXOK—St. Louis, Mo.
1. IF (Perry Como)
2. IF (Perry Como)
3. I'M ON MY WAY TO SEE YOU (Charles Trenet)
4. I'M GONNA WAVE MY HAND (Lonnie Donegan)
5. I'VE HEARD THAT SONG BEFORE (Eddy Howard)
6. NO SECRET (E. Kanye)
7. TENNESSEE WALTZ (Patti Page)
8. RON VOYAGE (Ginny Field)
9. RON VOYAGE (Patti Page)
10. I TAUT I TAW A PUDGY TAT (Sonny Lee & Mary)

Bob Earle
KSO—Des Moines, Iowa
1. TENNESSEE WALTZ (Patti Page)
2. THE THING (Phil Harris)
3. MAY THE GOOD LORD BLESS AND KEEP YOU (Bing Crosby)
4. HARBOR LIGHTS (Ray Anthony)
5. IT IS NO SECRET (Bill Kenny)
6. HOT ROAD RACE (Tiny Tim)
7. YOU'VE JUST IN LOVE (Perry Como)
8. IF (J. Stafford)
9. THINKING OF YOU (Edith Fisher)
10. TO THINK YOU'VE CHOSEN ME (E. Howard)

Ed Show
WFLA—Tampa, Fla.
1. THE THING (Phil Harris)
2. TENNESSEE WALTZ (Patti Page)
3. HARBOR LIGHTS (Kenny & Gene)
4. BE MY LOVE (Mario Lanza)
5. YOU'RE JUST IN LOVE (Bing Crosby)
6. THINKING OF YOU (Sarah Vaughan)
7. ALL MY LOVE (Patti Page)
8. OH, BABY (Roy Star)
9. I'LL NEVER BE FREE (F. Rank & Tann. Emile)

Don Bell
KERN—Des Moines, Iowa
1. TENNESSEE WALTZ (Patti Page)
2. THE THING (Phil Harris)
3. IF (Perry Como)
4. YOU'VE CHOSEN ME (E. Howard)
5. I'LL NEVER BE FREE (F. Rank & Tann. Emile)

Benny Heller
WMID—Atlanta, N. J.
1. TENNESSEE WALTZ (Jo Stafford)
2. IF (Perry Como)
3. ONE FINGER MELODY (Frank Sinatra)
4. FOR YOUR LOVE (Patty Page)
5. YOU'RE JUST IN LOVE (Sarah Vaughan)
6. THINKING OF YOU (Jo Stafford)
7. I FEEL THE SAME ABOUT YOU (Lee Morgan)
8. IF (Perry Como)
9. YOU'VE CHOSEN ME (E. Howard)

Bob Franc
WMWW—Meriden, Conn.
1. TENNESSEE WALTZ (Patti Page)
2. BE MY LOVE (Mario Lanza)
3. YOU'VE CHOSEN ME (E. Howard)
4. MY HEART CRIES FOR YOU (Ray Miller)
5. ANGEL IN DISGUISE (Lawrence Welk)
6. KEEP YOUR HEAD UP (Johnny Burnette)
7. WALTZ (Patti Page)
8. MY HEART CRIES FOR YOU (Francis Rossi)
9. THINKING OF YOU (Sarah Vaughan)
10. CAN'T SEE TO LAUGH ANYMORE (Warren Stephens)

Jean F. DeGrade
WWON—Woonsocket, R. I.
1. IF (Perry Como)
2. IF (Perry Como)
3. I'M ON MY WAY TO SEE YOU (Charles Trenet)
4. I'VE HEARD THAT SONG BEFORE (Eddy Howard)
5. IF (Perry Como)
6. NO SECRET (E. Kanye)
7. TENNESSEE WALTZ (Patti Page)
8. RON VOYAGE (Ginny Field)
9. RON VOYAGE (Patti Page)
10. I TAUT I TAW A PUDGY TAT (Sonny Lee & Mary)

Bob Watson
WAB—Gainesville, Ga.
1. THINKING OF YOU (Eddie Fisher)
2. IF (Perry Como)
3. IF (Perry Como)
4. YOU'VE CHOSEN ME (E. Howard)
5. I'VE HEARD THAT SONG BEFORE (Eddy Howard)
6. NO SECRET (E. Kanye)
7. TENNESSEE WALTZ (Patti Page)
8. RON VOYAGE (Ginny Field)
9. RON VOYAGE (Patti Page)
10. I TAUT I TAW A PUDGY TAT (Sonny Lee & Mary)

Bob Story
WCAC—Norfolk, Va.
1. IF (Perry Como)
2. IF (Perry Como)
3. IF (Perry Como)
4. YOU'VE CHOSEN ME (E. Howard)
5. IF (Perry Como)
6. NO SECRET (E. Kanye)
7. TENNESSEE WALTZ (Patti Page)
8. RON VOYAGE (Ginny Field)
9. NO OTHER LOVE (Jo Stafford)
10. A BUSHEL AND A PEECK (Eddy Fisher)

Sammy Kaye's
Big New Success

Tell me you love me

Paired with “My Dear Little Girl of Theta Chi”

78 rpm 39140
33 1/3 rpm 3-39140
45 rpm 4-39140

Don't Delay—Display It, Install It, Sell It Today!

Columbia 39 Records
First, Finest, Foremost in Recorded Music

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
### The Cash Box, Music

**Page 15, January 27, 1951**

#### Top Tunes Netting Heaviest Play

- **Memphis Crying**
- **Detroit, Glory**
- **Blues Hula Possum**
- **I'll Time**
- **Faded**
- **Ain’t Sin Bad, WHISKEY Rockin’ Tear**
- **Babe Tear Once**
- **Late Butterfly**
- **Rockin’ Old Tree**
- **That’s Nothin’**
- **Boogie**

#### The Box

**TENNESSEE WALTZ**
- Patti Page (Mercury)

**ONCE THERE LIVED A FOOL**
- Jimmy Grissom (Recorded In Hollywood)

**TEAR DROPS FROM MY EYES**
- Ruth Brown (Atlantic)

**BAD, BAD WHISKEY**
- Amos Milburn (Aladdin)

**TELEPHONE BLUES**
- Floyd Dixon (Aladdin)

**ANYTIME, ANYPLACE, ANYWHERE**
- Joe Morris (Atlantic)

**ROCKIN’ BLUES**
- Johnny Otis (Savoy)

**DO SOMETHING FOR ME**
- The Dominoes (Federal)

**OLD TIME SHUFFLE BLUES**
- Lowell Fulson (Swingtime)

**EVERY NIGHT ABOUT THIS TIME**
- fats Domino (Imperial)

**STREET WALKIN’ DADDY**
- Margie Day (Dot)

#### Dynamic Dot Discs

**THE CAP-TANS**
- Dot 1018 “With All My Love” b/w “Chief, Turn The Hose On Me”

**JIM WILSON with Ann Carr (New Release)**
- Dot 1025 “If I Should Need You” b/w “Old Home Town”

#### ANDY WILSON a juke-box natural
- Dot 1021 “Faded Love” b/w “This Side Of Heaven”

**BOB LAMM (New Release)**
- Dot 1028 “I Hope I Don’t Live Long Enough (To Lose You)” b/w “Corns’ A-Poppin’”

**CUZZIN CLEM**
- Dot 1007 “Love Or Indigestion” b/w “Chattanooga Stomp”

**GEORGE TOON & TENN. DRIFTERS**
- Dot 1001 “Boogie Beat Rag” b/w “Honest Heart”

**BIG JEFF and the Radio Playboys**
- Dot 1004 “Juke Box Boogie” b/w “You Talk In Your Sleep”

**BILLY SCOTT**
- Dot 1014 “Dear Daddy Uncle Sam” b/w “When I Was Thirteen”

#### Rhythm & Blues

**MARGIE DAY & GRIFFIN BROS.**
- Red Hot from Coast to Coast

**THE BLUESACKS**
- Dot 1000 “Late Hour Blues” b/w “Bluesack Boogie”

#### Spiritual

**THE FAIRFIELD FOUR (New Release)**
- Dot 1022 “I Don’t Know Why I Have To Cry” b/w “When I Move In The Room”

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
New York—Frank Sinatra, Columbia recording star, gives some encouraging advice to newcomer Pat Terry during rehearsal of "Meet Frank Sinatra" show. Sinatra discovered Terry singing at Bill Miller's Riviera and was so impressed with this boy, that he invited him to appear on his CBS radio show. Pat recently broke the all time record on WNEW's "Boy Meets Girl" program by winning four consecutive weeks.

Laurel Tate

Following up their terrific hit on "Anytime, Anyplace, Anywhere," Laurie Tate and Joe Morris come up with another great contender. This one is called "Don't Take Your Love Away From Me" and it looks like another smash. Ops will want to get this one into their machines as soon as they can to start drawing those nickels in. Laurie turns in an out of this world vocal on a tune with a terrific beat and Joe and his boys back her up with instrumental to match. Together they come up with a side that's gonna be hard to surpass. On the lower level Laurie goes to town on an oldie with a very slow, lowdown and gritty vocal. This one too is good to hear. For a real winner, oops oughta get the top deck number right now.

Alligator Meat" (2:43)

"Elephant Rock" (2:27)

Charlie Singleton Orch.

(Decca 48193; 9-48193)

- A tune with some very odd lyrics is offered here by Charlie Singleton and the orchestra. Freddie Jackson does the vocal on this jump number and it comes out quite good. The lower end finds him explaining a dance which sounds very well. This is one should do ok in the machines.

"Slippin' and Slidin' " (2:43)

"I've Got a Right to Love" (2:52)

Jimmy Lewis

(Atlantic 927)

- A couple of very soft sides are dished up by Jimmy Lewis. Backed up by a small instrumental group, Jimmy sings the tunes on each in a very relaxed, easy manner. The group comes in for some good arrangements and the whole combination makes for wonderful listening. Ops will want to get with this one.

"Once There Lived a Fool" (2:35)

"Cryin' to Myself" (3:03)

Dusty Brooks Orch.

(Columbia 30236)

- A beautiful ballad is given a good vocal on the upper level by Ray Wheaton as Dusty Brooks' orchestra provides the music. Done with a great deal of feeling, this tune has a tremendous potential. A blues number is turned out on the lower level again with a good vocal by Ray. Ops will do alright with this one.

"C Jam Blues" (3:00)

"Flamingo" (3:00)

Billy Strayhorn Trio

(Mercer 1954)

- Two instrumentals are thrown around on this platter by the Billy Strayhorn Trio. Duke Ellington and Billy Strayhorn team up on a piano duet that does some fine things to the 88's. The top deck is a blues item done in fast tempo while the lower end is an oldie. Both sides are good to hear.
RECORD MFRS DRIVE FOR JUKE BOX BIZ

Urging Distsibutors and Branches Sell Hard to Get Disks Featured in Major Number of Nation’s 550,000 Juke Boxes. First Contact Juke Box Firms With New Releases. Forsee Juke Box PlayBoom. Want Big Spring and Summer Juke Box Biz as Sales Guarantor.

CHICAGO—More and more of the record manufacturers are becoming cognizant of the fact that the big play business for juke boxes will be the Spring and Summer months, when the warmer weather drives people out once again, and when the TV stars go off the air.

With this in mind, diskeries see a tremendous opportunity ahead. Aside from the regular business they do with the nation’s proprietors of over 550,000 juke boxes during the Fall and Winter months, they can now practically guarantee sales, and be certain of peak production continuance, during the former “ quiet months” of Spring and Summer.

The peak moneymaking seasons have now turned about for the juke box industry. Instead of Fall and Winter, the big play seasons are Spring and Summer. The juke box trade has learned that people stay at home, in droves, in Fall and Winter. The public is glued to its TV receiving sets. Few, if any, feel the need to get out, meet people, and do things.

The juke box biz is heading for the biggest play boom in all of its history. Even bigger than it enjoyed during World War II.

The fact is that with over 65,000,000 workers, and an Army estimated to reach close to the 4,000,000 mark by the end of ‘51, the juke box biz expects play to continue to zoom.

All present averages are going up everywhere in the nation. In fact, in some territories, increased play is already showing up.

And even these men report that, “Play continues to increase.”

This has stimulated many of the diskeries to urge their distributors and branches to get into action. Get the major share of records in the juke boxes in each of their areas.

The fact is the juke boxes will not only create sales of disks for retailers in the same territory, but will at the same time, help tremendously to popularize the record.

The big factor remains. The average retail store cannot, and will not, buy any big quantity of new disks. They always will continue to tell salesmen, regardless of whatever pressure is applied, that they have enough older disks on their shelves to create a new firm.

Therefore, the plan is to get the juke boxes spinning the new records and, thereby, bring about sales from people who hear the song in a juke box and will take it quickly. These people, young and old, then visit their retailers for a recording of the tune.

But, in almost every case, as retailers report, “The same record that we heard in the juke box.”

Now, more than ever, the diskeries want their distributers and branches to get a very major share of the 500,000 juke boxes throughout the nation playing their latest releases.

Salesmen of branch offices, and salesmen of distributors, first cover the juke box firms. Present the new tune, let the buyer listen. Then ask that the disk be distributed throughout the area, so that every juke box will be playing it. They know this will stimulate retail sales.

Regardless of the play boom ahead, and regardless of the fact that should any artists get a major portion of the country’s 550,000 juke boxes playing his rendition (which means he rides fast to stardom), the record firms realize that the seasonal changeabout, as well as the fact that juke box sales are soaring, and retail sales result, means an almost absolute guarantee that they will be able to continue on ahead at top speed, during what was formerly their slack seasons, at a time when all business is backing up against wartime restrictions.

This is, without any doubt, one of the most unique potentials which has ever yet come about to interest the record manufacturer. He foresees, not only in the forthcoming juke box play boom a tremendous amount of sales potential, but, he also sees continued better business than he formerly ever enjoyed.

It is also believed, since so many song publishers have also made it part and parcel of their business to call on leading juke box firms, that they, too, will suddenly find their slow Spring and Summer seasons, a time when they will have to keep their forces working at top speed.

As far as the recording artist is concerned, he is now urging his advertising and publicity men, to “first get me into the juke boxes.”

He, too, has found that this is the medium which books him into the finest spots in the nation, at higher price than he ever before enjoyed.

The juke box and all of its incidentals continue to be, more than ever, the artists’ showcase.

KANSAS CITY—In behalf of a visiting orchestra leader in Kansas City, local disc jockeys Buddy Black (left) and Frank Hassett (right) cut some capers with Ralph Flanagan during one of Flanagan’s one niter layovers in KC. Not to be outdone because his name has been appropriated Hassett uses a lollipop to make a point. The Flanagan band starts a new radio series this week sponsored by the U.S. Army and Air Force originating in camps and hospitals around the country.

AMERICA’S FAVORITE LATEST RELEASE

KATE SMITH
“YOU TELL ME YOUR DREAM”

“SWEETHEART OF SIGMA CHI”
National 9140

GOING STRONG:
“LITTLE BITTY BABY”
National 9139

“AVE MARIA”
“THE LORD’S PRAYER”
National 9138

Mercury Confirms Frankie Laine Switch To Columbia

CHICAGO—Mercury Records this week confirmed the switch of Frankie Laine to Columbia Records.

Irv Green, Mercury Proxy, said that Laine told him he was switching labels because Columbia offered a three-way deal, involving radio, tv and records.

Green said that the label has a number of unreleased masters and a library of 60 standard numbers, plus a recent session of four sides and another session contemplated on the West Coast before his past runs out April 1.

Laine came with More four years ago. He was picked up doing off-nights at Mercury, and club bistro, where his original vocal stylings were drawing a local fandom.

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

NEW YORK—Three of the outstanding soldiers of the month are pictured backstage with Evelyn Knight after her appearance on the Colgate Comedy Hour along with Abbott and Costello. Evelyn is currently hitting the high road in the jive boxes with three top contenders, “Nobody’s Chasing Me,” “Lucky, Lucky, Lucky Me” and her latest, “I Remember The Cowfield.” Left to right are Sgt. Stephen T. Maloney, Fort Devens, Mass.; Evelyn Knight; Sgt. John L. Brackett, Fort Monmouth, N. J.; and Sgt. Robert L. Byrne, 8th Military Police Co., Fort Dix, N. J.

Orioles Dedicate New Disc To Memory Of Tommy Gaither

NEW YORK—The Orioles, who have just waxed their first record session for the Jubilee label since the tragic automobile accident of two months ago in which guitarist Tommy Gaither was killed, are dedicating their first new disc of 1951, “I Miss You So,” to the late Gaither’s memory.

Through arrangements made with Jerry Blake, president of the Jubilee Record Company, all royalties from the record will be donated by the Orioles and the Jubilee firm as part of a fund for the late musician’s widow and four children in Baltimore, Md.

The Orioles are slated for a heavy recording schedule during the next few weeks to build up a backlog of platters for the Jubilee label. They had done no recording for two months while breaking in a new member of the group.

Victor Combines Great Standards In New Releasess

NEW YORK—As an adjunct to its Red Seal “Treasury of Immortal Performances,” RCA Victor has announced the release in January of a collection of some of the greatest music by some of the biggest stars in jazz and swing annals.

This series of six albums is comprised of “Theme Songs,” the musical signatures of Artie Shaw, Benny Goodman, Duke Ellington, Charlie Barnet, Lionel Hampton and Louis Armstrong; “Dance Band Hits,” a compendium of hit sellers by Dorsey, Miller, Weems, Ellington, Clinton and Kemp; “Small Combo Hits,” which brings back memories of the Goodman Quartet, Shaw’s Gramercy 5, and Coleman Hawkins’ unforgettable “Body and Soul”; “Keyboard Kings of Jazz,” a star-studded piano assembly; “Columbia, Crosby, Sinatra,” performances by that great triumvirate of crooners; and “Folk Singers,” with a line-up of three of the pioneers in the field: Jimmy Rodgers, Vernon Dalhart and Gene Austin.

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

I’M MOVING ON
Hank Snow
(RCA Victor 21-0328; 48-0328)

I LOVE YOU A THOUSAND WAYS
Lefty Frizzell
(Columbia 20739; 8-770)

HOT ROD RACE
Arkie Shibley
Gift Edge 5021

REMEMBER ME, I’M THE ONE WHO LOVES YOU
Stuart Hamblen
(Columbia 20714)

Ernest Tubb
(Decca 46269; 9-46269)

LOVE BUG ITCH
Eddy Arnold
(RCA Victor 21-0382; 48-0382)
“SHINE, SHAVE, SHOWER” (2:35)
“LOOK WHAT THOUGHTS WILL DO” (2:20)
LEFTY FRIZZELL
(Columbia 20772)
- Lefty Frizzell follows up his first great record with another one that's bound to click. Taking a very cute novelty, Lefty gives it a wonderful going over on the top deck. The second side is a ballad, again with a good vocal and some fine piano coming through. This one should be featured in the boxes.

“JUST A WOMAN'S SMILE” (2:40)
“MY HEARTS CLOSED FOR REPAIRS” (2:25)
WILF CARTER
(RCA Victor 21-0419; 48-0419)
- A very sad story is told on the upper version by Wilf Carter. Sung in very slow ballad style, this number has a recitation in the middle telling a tale of woe. The lower half is a ballad in a faster tempo getting a yodeling vocal from Wilf. Ops might want to listen in.

“I LET THE FREIGHT TRAIN CARRY ME ON” (2:33)
“PLEASE BE MY SUNSHINE” (2:29)
DELMORE BROTHERS
(King 927)
- A disk that starts off with a slow instrumental serves to bring on a duet by the Delmore Brothers which makes for good listening. The song has a nice beat and it gets a good arrangement in the background. The second side finds the boys joining up again to turn out some more good music. This is right for ops.

“POOR REGGAR BOY” (3:09)
“BE GOOD TO YOUR FATHER AND MOTHER” (2:25)
EDDIE CROSBY
(Decca 46287; 9-46287)
- Eddie Crosby has a couple of ballads on this platter which he turns out in fine manner. Both ends get good guitar work to help out and both have a story with real and overtones to tell.Ops who are looking for good stock items for their machines will find them in these two sides.

“WIDEST THE GATE” (2:45)
“MAY THE GOOD LORD BLESS AND KEEP YOU” (2:56)
KENNY ROBERTS
(Columbia 64073)
- Kenny Roberts puts his yodeling voice to work on a pleasant tune on the top deck and it comes out fine. The second side is a ballad. Kenny's version helps to show why. This one will stand up in the machines for ops.

“LOST LOVE BLUES” (2:35)
“MANY'S THE TIME” (2:45)
RAMBLIN' JIMMIE DOLAN
(Capitol 1371; F-1371)
- Two exciting sides are put forth here by Ramblin' Jimmy Dolan. Jimmie's vibrant voice goes in town with a surprising item on the upper deck while the second side finds him with a ballad on which he does an equally good job. Ops can't go wrong with a disk like this.

“NO LONGER AN ORPHAN” (2:50)
“THE DOOR TO MY HEART IS WIDE OPEN” (2:39)
JIMMIE OSBORNE
(King 926)
- A tearful story is told with feeling here by Jimmie Osborne. With some grand guitar work backing him up, Jimmie goes through this story and has a lot to spare. On the bottom side, he has another ballad which he does in a similar style. Both ends deserve to be held by ops.

“TENNESSEE ROSEBUD” (2:38)
“GAMBLING FOOL” (2:53)
BUZ BUTLER
(Mercury 6301)
- Buz Butler has a good ballad to work on the upper end and he does that very well. Making it a very pleasant tune. But gives this tune a lot of potential. The lower half has a set of good lyrics to recommend it and Buz delivers them to a fine accompaniment. Ops ought to listen in.

THE CASH BOX

Folk and 'Western Record Reviews

“MAY THE GOOD LORD BLESS AND KEEP YOU” (2:51)
“I'M WRITING A LETTER TO THE LORD” (2:35)
EDDY ARNOLD
(RCA Victor 21-0425; 48-0425)
- Eddy Arnold has another hit on his hands. Taking a new ballad that's already making a splash in the popular field, Eddy gives it his own type of rendition that assures it becoming just as big a hit in western circles. Ops who want to get going on a sure thing have it right here. The beautiful melody makes you want to hear this number over and over again and with a good backing of guitar and organ behind Eddy, this disk becomes more appealing with each listening. The second side is a religious ballad, just right for the way Eddy delivers a song. This end too should find a wide audience. Here's a record that ops oughta stock up on for it's gonna be getting a lot of play for a long time.

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Wallichs Takes Over A & R Duties at Capitol

HOLLYWOOD, CAL. — Glenn E. Wallichs, President of Capitol Records announced that he will take over general supervision of his firm's A & R Department effective January 31 when Jim Conkling, Vice President in charge of A & R, resigns to become President of Columbia Records.

Wallichs said that his assumption of Conkling's duties will bring about a closer coordination between sales, promotion, and artists and repertoire.

No change is contemplated in the A & R Department, since Wallichs considers the present members tops in their respective fields. Alan Livingston, Vice President and Repertoire man will continue in the kiddies' field, as well as in all album production; he is assisted by Francis Scott. In the popular field, Lou Busch, Lee Gillette, Dave Dexter and Pete Rugolo handle west coast repertoire chores, and New York is handled by Walter Stalin and new appointee Dave Cavanaugh.

Lee Gillette continues to supervise the western field, with Ken Nelson located in Hollywood and D. Kilpatrick in Nashville.

Classical Repertoire is under Dick Jones' direction.

Delta Emphasizes Importance of Juke Boxes To Disk Trade

NEW YORK—Joe Delaney, Vice President in charge of A & R at London Records, returned from a trip to England last week where policy matters relating to recording with E. R. Lewis, President of the firm and Harry Kravitz, newly appointed executive Vice President in charge of sales at London.

One of the most important aspects of Delaney's trip was his conferences with Harry Sutton, his English counterpart. Since a great many of the company's discs are cut in England and sold in this country, Delaney and Sutton had to work out a system whereby the respective departments could make waxings that would have appeal on both sides of the ocean.

One result of these meetings was a decision on the part of Delaney and Sutton to exchange visits every three or four months in order to keep in touch with musical happenings in both nations. When Sutton visits here, he will spend time in such centers as New Orleans and Nashville to further acquaint himself with American sectional tastes.

Delaney said that the importance of disk boxes to the record business was emphasized by England's lack of them. This omission is one of the vital promotional factors for the distribution of records in this country. It is understood that London, which several weeks ago announced a program for greater cooperation with disk box operators, is now in the process of appointing district managers to coordinate the firm's efforts with those of the operators. It is expected that he will be contacted fully and frequently on a par with his counterparts.

Delaney announced also that Anne Shelton, whom he spent some time with in England, due to return to this country in March for a six month's stay. Her record of "Some of These Days" and "After You've Gone" is one of London's best sellers and she will cut several more sides of this type when she arrives.

With London's reorganization, Delaney is now able to devote himself entirely to A & R and in that capacity he is building up a new roster that will not only keep London in its present strong position but will assure its continuing popularity.

Tibbetts Into Air Force

MANCHESTER, N. H.—Don Tibbetts, leading disk jockey of the Granite State Network, goes into active service in the Air Force within the month.

Donn, Regional Administrator of the American Society of Disk Jockeys, hopes to keep in touch with all the people he dealt with in his former job. Not only will he be active in what his replacement does, but he will also continue his listings of the territories.

Besides his disk jockey duties, Donn was also sportscaster, emcee and announcer over the network.

Last Saturday (January 20) Donn married Jane Savage in Manchester.

Coral Signs Modernaires

NEW YORK—Announcement has been made by Jimmy Hilliard, Vice President in charge of Recording at Coral Records, that the popular vocal group, The Modernaires, has been signed to a Coral recording pact.

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MFRS SEEK RELIEF FROM NPA

Few Have War Work. Unemployment Foreseen Unless Relief Granted So That MFRS Can Continue To Produce New Equip’t After March 1

CHICAGO—The jule box manufacturers are expected from NPA’s end-use order on copper, allowing them to continue the use of copper for electric construction, all other coin operated machines manufacturers have to halt the use of copper as of March 1, 1951, except to clean up whatever is already in production, and for which they have been granted until April 30, 1951.

This means that the games manufacturers will have to stop using copper. This will either turn to making games which have no copper, and these will have to be discovered, or to some other products where no copper is necessary.

In the meantime, much unemployment is sure to result because of this NPA order. Coin operated games manufacturers are on their way to Washington, and some already have been there, asking for relief from the order, so that they can continue until such time when they have sufficient war work to make the changeover without causing great unemployment.

Very few of the coin operated machine manufacturers have any defense work to speak of at this time. It also seems this is one industry which has been discriminated against as an industry, and, therefore, these manufacturers, instead of being able to make a gradual changeover to defense work, as it comes into their factories, are having to close down, cause unemployment, and wait until such time when defense work will be available to them.

In the meantime, and as is well known throughout all industry, coin operated games have been the best morale boosters for the “workingmen’s clubs” everywhere in the nation. Certainly, then, such products, which help relax the workers, can be considered among “civilian essentials” and should be allowed a certain percentage of production from the standpoint that, as more and more workers get deeper and deeper into war work, there will be a definite and crying need for relaxation, especially economic relaxation.

The coin operated games have proved themselves time and again among the finest relaxers in all the history of the country. At the “workingmen’s clubs,” the taverns, restaurants, drug stores, or whatever other meeting place workers gather about for a few moments, these games have not only relaxed and restimulated the workers, but, in great measure, have by this very relaxation and stimulation helped restore morale to a new and higher pitch. And this high pitched morale is most necessary to continue better production of war material.

Most important is the fact that during World War II the coin operated machines manufacturers won numerous Army and Navy “E” Awards. They proved then that they were extremely capable of the finest kind of war work. It is, therefore, to the best interests of NPA to continue these factories, even in partial production of their present products, until such time when defense work will take up all machinery and manpower which these fine factories have.

All are hoping that the manufacturers who have games for long will present their case with utmost logic and forcefulness so that these factories can continue to produce, even if just a partial production of which they are capable of doing with their own merchandise, until such time as they will be completely covered with defense work.

WURLITZER NATIONAL DAY

THRUOUT COUNTRY JAN. 28 & 29

Presenting New Models For 1951. Open House Parties At All Distribrs Thruout Nation. Early Deliveries.

NORTH TONAWANDA, N. Y.—The Wurlitzer Company, world famous manufacturers of coin operated phonographs in North Tonawanda, New York, this week, announced the setting of dates for 1951 National Wurlitzer Days.

According to Ed R. Wurlitzer, general sales manager for the Wurlitzer phonograph division, the dates on which the showings will be held are Sunday, January 28th and Monday, January 29th.

In making known the company’s plans, Wurlitzer said “We are firmly convinced that the line of Wurlitzer phonographs and remote equipment which we will present to operators during National Wurlitzer Days is the crowning achievement in the phonograph field.

Our distributor organization is planning an open house which will be held simultaneously in each office throughout the United States. Invitations have been sent to every operator in the country asking that he come in and enjoy the hospitality of his Wurlitzer distributor and see our new models which will be on display. We have been fortunate in being able to make the switchover very rapidly from 1950 to 1951 production and our distributors are able to promise early deliveries. We feel that the orders on Wurlitzer Days will be a strain on our production and that Wurlitzer distributors, to protect their routes against indicated shortages and assure peak earnings, will get their orders in on Wurlitzer Days. We are all aware of the shortages which the industry is experiencing and it is difficult to estimate how long or in what quantity we will be able to produce our line. Every operator owes it to himself to see the beautiful new Wurlitzers, to protect his routes against indicated shortages and assure peak earnings. He should get his orders in on Wurlitzer Days. And we are all aware of the shortages which the industry is experiencing and it is difficult to estimate how long or in what quantity we will be able to produce our line. Every operator owes it to himself to see the beautiful new Wurlitzers, to protect his routes against indicated shortages and assure peak earnings. He should get his orders in on Wurlitzer Days.

With Wurlitzer’s many years of experience in the phonograph field, we have had some beautiful and unusual models. This year we surpass them all in design, attractiveness, coloring and lighting and incorporate features never before seen in the automatic phonograph field. It is our firm belief that every operator in the country should avail himself of the opportunity of seeing these new phonographs on Wurlitzer Days when they are introduced. It will be money in his pocket for him to do so.”

In discussing plans for Wurlitzer Days with various distributors, they were, without exception, found to be making unusually elaborate plans to display the new Wurlitzer line. Each distributor is setting up a buffet which will offer food and refreshment to visiting operators and each will have sufficient phonographs on the floor so that some operator may come thoroughly familiar with the new model. Wurlitzer has prepared a very comprehensive brochure which describes in detail the newest developments of the Wurlitzer line and these will be presented to operators who attend National Wurlitzer Day showings.

BUSY DAYS AHEAD

Distribrs Prepare For Reconditioning And Converting While Ops Rush For Defense Locations. All Foresee New Boom Play Period. Optimism Greater Than In Many Months Among Nation’s Ops. Used Market Prices Creeping Up Daily.

CHICAGO—Operators, as well as distributors, see busy days ahead. The majority of distributors have added machinery to their repair shops and have also stocked whatever parts and supplies they could.

Many distributors have added to their mechanical force. Some have even rearranged their parts shops and stockrooms.

Distributors look forward to reconditioning and converting work which will probably keep them busy for as long as the present critical situation lasts.

In fact, mechanics have already been changing machines, and plan to make over older equipment, to meet national needs introduced on the market these past months.

Everyone foresees a new boom play period ahead. All believe that play will continue to grow as the public gets deeper and deeper into defense work. And that the same conditions which prevailed during War II, will result all over again with games, vendors, and music equipment, working overtime to satisfy the players.

Most impressive is the optimism noticeable among leading ops everywhere in the country. Ops have never before expressed themselves so sure of better times ahead as they are now.

For months there was much despondency. With great suddenness, a change seems to have come over the ops, to the point where they look for a boom play period ahead.

Used machine prices are creeping up daily. Quotations made one day, it is reported, are boosted the next.

The prevailing used market, because of the lack of new equipment, has caused late model used machines, especially, to zoom to new highs.

In fact, distributors are now offering more for certain late model used machines, than what they were selling these same machines for just a few months ago. Late model machines are very difficult to obtain.

In fact, even older models are now being bought up, if just for the parts which they contain.
In a whirl?

Are you dizzy trying to figure what record speed and size to hold to?

Small wonder, for the problem of what operators should do about records is today a matter of some concern.

It need not be, however, for the man who operates AMI Model "C" juke boxes (or Models "B" or "A"). He owns equipment that is readily converted to 45 r.p.m. play—or reconverted to 78 r.p.m.—all at modest cost.

He can play it safe, right now and in the future, at whichever speed the records turn!

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FACTORIES OVERORDERED
Mfrs. Rush Production Lines To Meet Big Demand. Some Plants Set Quotas For Each Production Run. Longdistance Phones From Distrubs Ring All Day Long

YOU AIN'T SEEN NUTHIN' YET "45" IT PAYS TO WAIT FOR IT THE BEST IN PHONOS by Chicago Coin

WANT WILL PAY CASH 5-BALLS (Must be Flipper Type) MUSIC MACHINES SHUFFLE ALLEYS ONE-BALLS WRITE US IMMEDIATELY!
IRVING MORRIS, INC. 58 FRELINGHUYSEN AVENUE NEWARK, N. J. (Phone: Bigelow 3-4300)

DETROIT, MICH.—Joe Brilliant enjoyed one of the most brilliant grand openings in the history of Motor City this past week when he threw open the doors to one of the most spectacular and modern showrooms in the history of this industry at 19863 Livernois Avenue.

From the moment the doors of these 3,000 square foot showrooms opened early Thursday morning (January 18) thru Friday and Saturday, operators and fellow distributors flocked into the new spot to see the place.

There was a huge buffet and liquid refreshments for all. There were visitors from all over the state.

In addition to the happy, buzzing talk that went on, as more and more coinmen and retailers entered the spot, all marvelled at the purple and plum decorative effect as well as the beautiful musical motif that is featured on the walls and ceilings of this glorious showroom.

Repair shops, loading and unloading platforms, delivery entrances, all supplies and parts, are carefully, logically, as well as efficiently arranged for the trade.

Brilliant Music Company continues to stick to what its name means, according to Joe Brilliant.

The firm represents Rock-Ola Manufacturing Corp. The new "Rocket 51-50" phonos was prominently displayed. The firm distributes no games of any kind.

In addition, they handle Philco, Crosley and RCA-Victor TV sets and refrigerators. These are beautifully and prominently displayed in a lighted arrangement so that even passers-by can see them all night long.

"Like others in the industry," Brilliant stated, "we have come to recog-

ize the fact that all engaged in the music industry will have to also take cognizance of television and its related fields.

"We have entered into these fields almost automatically," he continued, "for these manufacturers want juke box men as their sales forces since they, too, realize that the electronics education of juke box repairmen is their best bet for the future."

Fire Causes $70,000 Damage For Chi Distrib

CHICAGO—A fire practically destroyed the two-story building of the Distributing Corporation of Illinois at 1231 W. Chicago Avenue, this city, this past week.

This firm is one of the leading distributing firms in this area, handling music machines, amusement games and vendors.

Damage was estimated at $70,000. Cause of the fire could not be determined.

National Rejectors, Inc. To Operate New York Service As Branch Office

NEW YORK—National Rejectors Service Company of New York, has been discontinued as a private function, and will now be operated as a branch of National Rejectors, Inc., it was announced by the St. Louis firm.

The parent company hopes this change in policy and management will strengthen its business relationship with the trade.

What Do You Think Of 10c Play ?
AFTER READING THE EDITORIAL ON PAGE 4

Write Here

Name

Firm

Street

City

State

TEAR OUT AND MAIL TODAY TO:
THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
AMI Phono In Lobby Of Denver Movie House

DENVER, COLO. — AMI’s model “C” phonograph was prominently displayed in the lobby of the Denham Theatre, this city, during the run of Bing Crosby’s latest movie “Mr. Music.”

Responsible for the fine public relations effort was Wolf Roberts, head of Wolf Distributing Company, distributors for AMI in this area. Wolf is seen in the photo above (center) pointing at the phone.

Chicago Music Ops Set New 45 rpm Phonos On 10c Play

CHICAGO—After many meetings, as well as general discussions among juke box ops here, leading ops have agreed that all of the new 45 rpm phonos will be placed on locations featuring 2 plays for 10c.

The ops aren’t stressing the following, most of the units being placed will also feature 4 plays for 25c.

Many of the music ops in this city are of the opinion that all machines, whether new or old, should be converted to dime and quarter play action.

The only thing which has held back immediate adoption of the dime and quarter play plan, according to some leading ops here, is due to the fact that the present association hasn’t as yet been able to get the majority of the ops to agree to go ahead with such play action.

At the present time some of the better known music ops in this city have already placed brand new 45 rpm phonos on the 2 plays 10c plan. The reports haven’t as yet been received from these men, it is believed that such reports will be forthcoming at their next, January 23, meeting.

At this meeting some of the leaders here are going to propose that there be a vote taken to swing over to 10c and 25c coins for all juke boxes.

These men feel that with the pay phones here already at 10c, and with shuffle and rebound games also working on dime chutes, that the phonos should also adopt this new, popular coin.

Even tho a few ops are still persisting in their demand that the phonos swing to 1 play 10c, others believe that, at first, the 2 plays 10c program should be placed into effect.

These latter ops claim that when the time comes that all can swing over to one play for ten cents that this will be done. “But,” they insist, “it cannot be done right off the bat.”

They also say, “We must first get the public acquainted with the fact that juke boxes will accept only dimes and quarters. After this play has gone on for sometime, we can then, perhaps, make the change.

“At present,” these men continue, “we will be very happy to see all juke box operators here to agree to convert their phonographs to 2 plays for 10c to start with.”

All the juke box ops here commented

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Oklahoma Rules F. P. Games Not Permissible Under 1939 Act

OKLAHOMA CITY, OKLA.—Climaxing another round in the pinball machine battle that has been in progress in Oklahoma since 1939, the Criminal Court of Appeals handed down an opinion in Oklahoma City (Jan. 10) that machines that give free games are illegal.

The appellate court reversed a Tulsa Common Pleas Court decision which had held that C. F. Sandifer was not guilty of a misdemeanor in operating a machine that awarded free games. Legal controversy over the machines began when they were outlawed officially in 1939. They were then regarded as gambling devices and the Criminal Court of Appeals upheld that stand. The last State Legislature, however, amended the 1939 act to make the machines legal “for amusement and entertainment” purposes.

In writing the appellate court opinion, Judge John C. Powell ruled out the testimony of two legislators who were authors of the amendment. Owen Taylor of Sallisaw and Richard Oliver of Tulsa, both members of the Oklahoma House of Representatives in the last session, testified for Sandifer, the pinball operator, in the Tulsa case. They said that it was not the Legislature’s intent to eliminate free games.

Judge Powell dismissed that testimony, however, by quoting other court opinions that testimony of individual legislators or others as to what the Legislature intended to eliminate free games.

Judge Powell dismissed that testimony, however, by quoting other court opinions that testimony of individual legislators or others as to what the Legislature intended to eliminate free games.

“Any amended Oklahoma law stipulates that the machines cannot be played for money; property, tangible or intangible; for gold; currency; check; chip; token or credit of any representative of value. The court ruled that the light on Sandifer’s machine which indicated a free game meant exactly the same as a free token or check. Judge Dick Jones and John Brett agreed with him.”

“The light the like the token was of no intrinsic value in itself,” Judge Powell wrote. “But like a token it entitled the player to something additional. It evidenced the right to an additional game.”

“The operator of the machine was obligated. If the operator should prevent the player from exercising his right to the free game, his damages would be five cents—a fixed sum. What would be the differences in principle whether this right entitled one to additional amusement or to merchandise or money? Obviously none in principle.”

“We are forced,” the opinion continued. “to recognize at once that the legislature in enacting the 1939 act was to strike at the evil of gambling for something of value—the act, specifically, providing that amusement was a thing of value, and thus outlawed all manner of marble boards, machines, pinball machines, or devices operated in such manner that a person playing the same would stand to win or lose, whether by skill or chance or both.”

“We conclude the free game by chance theory is in conflict with the very purpose of the act, and in conflict with the plain wording of the statute. In that the Free game is predicated and based on a personal property right first won. . . .

“This being so, in the absence of specific language in the statute permitting any machines to be played for additional amusement, we must interpret the act by giving the words of the statute their ordinary meaning in the context in which they are used, and in the light of the mischief to be remedied. . . . we must and do hold the winning by chance of free games on the machine in question illegal.”

Grant Shay Named Adv. Mgr. For J. H. Keeney & Company

Grant Shay, well known to the trade for many years as the long-time advertising manager for Bell-O-Matic Corp., has just been named advertising manager for J. H. Keeney & Company, Inc., of Philadelphia.

Shay took over his duties at the huge Keeney factory on the south side of this city as of Monday, January 13, 1951.

For a long time, Grant Shay’s advertisements have won much commendation from members of the field. For years he has been very closely associated with the coin operated machines industry.

Many of his advertisements have been reprinted and are still seen on the bulletin boards of operators and distributors all over the country.

As yet Grant didn’t have any further information for the trade press, except the fact that he was gradually taking over the advertising duties for J. H. Keeney & Company, Inc.

Idaho Cig Ops License Required

BOISE, IDAHO—Idaho State Tax Collector P. G. Neil has recommended (Jan. 11) that cigarette vending machines be required to obtain a cigarette license for each place of business and pay fees accordingly.

He said some cigarette vending machine operators are getting by with one certificate and registering in excess of a hundred machines.”
ONLY Music Mite Offers All These Advantages to Music Operators

MUSIC MITE DOES EVERYTHING
THE STANDARD SIZE PHONOGRAPH CAN DO—

—BUT COSTS LESS—MUCH LESS!

HEAR IT—SEE IT—
BUY IT FROM THE WILLIAMS DISTRIBUTOR LOCATED IN YOUR TERRITORY

4242 W. FILLMORE STREET,
CHICAGO 24, ILLINOIS

Connecticut State Coin Association
Re-Elects Abe Fish As President

Membership Now Represents 2/3 Of State's Ops. Tests Arranged For Dime Play.

NEW HAVEN, CONN.—The membership of the Connecticut State Coin Association, Inc., met at the Colonial House, this city, on January 11, and voted in their officers for the coming year.

Abe Fish of Hartford was re-elected to serve as president. Other officers selected were: Frank Marks, New London, vice president; Louis Naclerio, Waterbury, re-elected secretary; Nat Cutler, New Haven, re-elected treasurer; Anthony Wilkas, Hartford, re-elected assistant treasurer; and James Tollsano, Hartford, assistant treasurer.

Fish thanked the group for showing their confidence in his administration by re-electing him as president. He asked that they follow the regulations as voted by the membership, and not to try to find any loopholes so that they can "beat" these rules. He requested that they try to attend all meetings, and that they all cooperate, as it is necessary that thru their unity, all can operate successfully.

Guest speakers on hand were Jerry Golumba and Joe Green, who displayed the Rock-Ola "Rocket" 50-51 phonos; Paul Rechtschaffner, who demonstrated Williams "Music Mite" 45 rpm selective phonos; and Stanley Borden, representing Abbey Records of New York.

With the addition of Louis Lipton and Arthur Lipsky of Palace of Fun, the membership now totals 60 persons, which gives the association coverage of approximately two-thirds of the operators of the state. All this was accomplished within a period of only one year. Ken Jarrett, a paid solicitor for the organization, is out lining up the balance of the operators, and it is hoped to have complete membership soon.

Members decided to test out dime-play, New Haven and New London being the cities selected. They will offer 2 plays for a dime, 6 for a quarter. Reasoning behind the 2 for a dime, is that when the player becomes accustomed to paying a dime for music, it will then be much easier to switch over to one for a dime, three for a quarter. Waterbury and Hartford were selected to experiment with a change in commission arrangements. Commissions will be arranged either for 60-40% or 66-2/3-3/3-3/3, depending upon the equipment.

The Baltimore Association Wins Praise For Charitable Deeds

BALTIMORE, MD.—Irving Goldner, president of the Amusement Machine Operators Association of Greater Baltimore, received many commendations for their charitable projects conducted during the year.

This Christmas, as usual, the association paid for and distributed a number of baskets to the needy families of their city. This is done in cooperation with the police department boys’ clubs. Lt. Hartung of the Police Department sent a letter of thanks to Bernard J. Rose of the association, stating: "To you and every member of your association, we extend on behalf of everyone concerned, our deepest gratitude and sincerest thanks for making a happy Christmas for 115 families."

Detroit, Mich.—Relaxing a few moments over the dinner table, while attending a local club in this city, Tony Sanders, Donald Fielding and Bill Miller get their picture taken.

Bill Miller, head of Miller-Newmark Distributing Company, runs the Grand Rapids, Mich., office; while Tony Sanders is the manager of the firm's Detroit office. Donald Fielding is the well known coinman from Canada.

Miller-Newmark are distributors in Michigan for AMI phons; Eastern Electric cigarette machines; Williams Manufacturing Co.; J. H. Keene & Co.; Exhibit Supply Co.; and Berkley-Gay.

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

DELMER NEWMARK

Distributor

Michigan And Canada Get Together

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

RADIO TUBES
IMMEDIATE DELIVERY


Write for Prices.
FRANKLIN TELEVISION, Dept. A
226 W. Randolph Street
Chicago 6, Illinois

WANTED! CASH WAITING!!

TURF KINGS, CITATIONS, CHAMPIONS, SHANLEY CLUB, ALL OTHER FREE PLAYS

One of One Hundred. Write us TODAY! Give quantity, condition, names and when ready to ship. We'll buy all you have. WRITE NOW! HURRY!!

ALL TYPES OF POST-WAR PHONOGRAPHS!!

All Models, 1 or 10. Entire stock bought. Let us know what you have. Give complete description. CASH WAITING FOR YOU. Also send us your list of all other type equipment you want to sell. BEST CASH PRICES PAID.

WRITE, WIRE, PHONE, "Lake City" Today

LAKE CITY AMUSEMENT CO.
1648 ST. CLAIR AVE., CLEVELAND 14, OHIO

(Tel.: Cherry 1-7067)

Attended Ft. Worth Amusement Co. Party

Harry Hooser, Fort Worth Amusement Company, Fort Worth, Texas, played host to large crowds of visitors who attended the grand two day party on January 10th and 11th.

Out of town guests included: Ed Ratasek, AIM, Inc., Chicago; Ralph Nicholson, Como and Bally, Chicago; Lou Wolfer, San Francisco; Al Sachs, Boston; Ed Barnes, Austin; Pat King, Grayford; J. F. Muns, Grayford; Garland Case, Breckenridge; Jerry Mashek, West Dallas; Guy Scott, West Dallas; W. C. Gafney, Mineral Wells; Bill Sinquet, Harman and from Dallas—Ray Langley; J. B. Stagg; Henry Manning; Joe Matta, Leonard Matta; Mary Cass; George Wren; Fred Barber; L. P. Hagler; J. D. Allen; Tom Lambert; Jack Price; Dewey Panace; Arthur Flake; J. G. Hall; S. A. Womack; George Prock and Jerry Mashek.

Other out of town visitors were: Bill Gersh, The Cash Box, Chicago; James A. Thompson, Houston; M. A. Walker, Waco; J. C. Studebaker, San Diego; G. C. Allen, Cleburn; and Allen Wallace, Mineral Wells.

From Fort Worth guests were: J. J. Hamilton; Dave Tomlin; Jimmy Boyd; Dudley Grinnell; Jimmie D. Woolsey; R. E. Burns; Al Hollis; Winton Taylor; Howard Allen; Kenley Chambers; J. W. Townsend; E. L. Jackson; Bernice Me-Donald; Don, David; Leo, Joe; John; H. W. Roman; H. Jones; Doc Christian; Ralph Middleton; Clyde A. Baker; Bill Jackson; Walter Thanes; Nick Allen; Fred L. McGhee; C. M. Kenerley; B. M. Smith; J. W. Smith; W. D. Smith; J. E. Stepp; M. F. Snow; J. D. Leath; R. W. Hamilton; Betsey Biggs; Joe Ball; N. H. Fleming; Wayne Ort; Warren Hightower; Spooner Stickley; Cliffords; Mac; Dave Miller; A. L. Wadsworth; T. J. McNally; Frank Leisens; Fay Blanquist; Beatrix Shaw; Penny Harner; Harry Nugent; Charles Maxwell; Bill Worth; Christine Pettigrew; W. W. Wilson; L. D. Stilman; Bill McGee; Jimmie Dodd; Sam Adams; Jesse Mae Allen; Thelma Lobdell; Arthur Pinter and John Harner.

Also: Dell Haring; Charles Baugh; Tom Finn; Frank Latroph; Martin Loceans; Carl S. Wynn; Casey Jones; Olsen Webb; Willie Clarke; B. R. Wooton; T. O. Walker; O. J. Evert; Bobbi Susan; Tyrus Smith; Frances Guyton; Tommie Latroph; Chester Mitte; R. E. Do; R. J. Fanning; W. E. Smith; W. S. Lamb; Jack Ferris; C. L. Goover; George W. Friedle; J. H. Johansson; Mac; W. D. Gilley; Helen Walsh; Ted Heath; Bill Hardin; H. C. Noller; L. D. Howard; Bob; Joe; Benny; Jack; Al; Halon; H. J. Emmann; Ernest Harris; Doris Jones; C. L. Dickerson; Oliver Evans; Fred S. Nation; E. M. McCaleb; Mrs. Clarence Taylor; Mrs. Howard Allen; Johnny Gots and Bill Wathur.

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

WANTED
WILL PAY CASH

NEW ENGLAND OPERATORS
We have in stock BRAND NEW
Bally CHAMPIONS
Universal PHOTO FINISH
Seeburg BEAR GUNS
exhibit
brand NEW FIVE BALLS
Brand NEW SHUFFLERS MACHINES
Bally
Wurlitzer 1017s
Wurlitzer 1100s
Wurlitzer 1015s
Wurlitzer 1900's

and
PACKARD WALL BOXES

MORE IN DEMAND THAN EVER BEFORE
BY MUSIC OPERATORS WORLD FAMOUS

Buckley Wall and Bar Box
FOR 16-20-24-32 RECORD SELECTIONS

Culp Distributing Co. Named Wurlitzer Distrib For Oklahoma

C. A. (Shorty) Culp

OKLAHOMA CITY, OKLA.—The Culp Distributing Company, owned by C. A. (Shorty) Culp, has been selected as the Wurlitzer distributor in the Oklahoma territory. The firm replaces Commercial Music Company in that area through a mutual agreement between the two organizations and The Rudolph Wurlitzer Company. Commercial continues as Wurlitzer's distributor in Texas and part of Louisiana, with offices in Dallas and San Antonio, Texas. This announcement, effective December 16, 1950, was made by Ed R. Wurzler, general sales manager for the Wurlitzer phonograph division.

Culp Distributing has taken over the quarters formerly occupied by Commercial in Oklahoma City and located at 1004 North Walnut Street. In addition, "Shorty" has announced the opening of a branch office at 1405 E. First Street, Tulsa, Oklahoma.

In discussing his appointment to the Wurlitzer distributorship, Mr. Culp said, "We are taking immediate steps to get our showroom in Tulsa ready for Wurlitzer Days and plan to have a showing for Oklahoma operators both there and in Oklahoma City. The same parts and service facilities will be available from each office. We are very proud to have become associated directly with The Rudolph Wurlitzer Company since, as music operators, we have used Wurlitzer equipment on routes throughout Oklahoma since the first Wurlitzer phonograph was placed on the market."

Culp has been in the automatic coin machine business since 1932 and has operated routes around Tulsa, Oklahoma, where he makes his home. In addition to his Wurlitzer distributorship, Culp is the owner of a Chevrolet agency in Chelsea, Oklahoma. For the past two years he has also represented several manufacturers of games, as distributor of new equipment and parts in the Tulsa territory.

The Culp Distributing Company will furnish complete sales and service facilities for all Wurlitzer phonographs and has provided competent sales and service personnel to cooperate with operators in the Oklahoma territory.

Concurrent with the announcement by The Rudolph Wurlitzer Company of the Wurlitzer Day dates of January 20th and 29th, Culp has extended an invitation to all operators in the territory to visit the showrooms in either Tulsa or Oklahoma City and become acquainted with the new Wurlitzer line for 1951.

ATTENTION
Canadian Operators and Distributors

We have in stock a large supply of
guaranteed, Photographs, Games and Shuffe Machines

Redd Distributing Company, Inc.

298 Lincoln Street
Allston, Mass. 4-4060
Branch Office: 811 Union Street
Springfield, Mass.—Phone 6-5418

EXCLUSIVE NEW ENGLAND DISTRIBUTOR FOR WURLITZER, BALLY, UNITED, KEEYEN & EXHIBIT

1140-50 N. Kostner Ave.
Chicago 51, Illinois

"There is no substitute for Quality!"
The Cash Box Goes To A Party In Ft. Worth, Texas

When Harry Hooser opened the doors of his new Fort Worth Amusement Company quarters at 104 Main Street, to start off the two day party on January 5, The Cash Box was on hand in the persons of Bill Gerah, publisher, who came from Chicago, and Marian Jones (Miss Cash Box) of Dallas.

Pictured above are several Candid Pics of Hooser’s guests:

TOP TO BOTTOM—
1) Bill Gerah, Jiggs Hamilton and Mrs. Hooser.
2) Walter Thannhke and Buster Lociano.
3) Joe Matassa and E. S. Evans.
4) Odell Allen, Bill Gerah, and Harry Hooser.

(Eastern Flashes)

A number of months ago, one of our very good friends, bought a restaurant in a very busy business section of Brooklyn. Within the radius of a square block, there were eight other restaurants. Recently business began to slip. When the Hore & Harant chain raised the price of coffee 5c an order, the restaurant owners in this block met with the purpose of changing their price of coffee to 10c also. However, the owner of the "biggest, best and busiest" restaurant refused to raise his price. Under these circumstances, the others felt it would be too dangerous to increase their price. Coffee continued to sell for a nickel—and business continued poor.

A few weeks ago, our friend was visited by a collector from the electric company demanding payment of an overdue bill of $300 for electricity. As he didn’t owe the electric company any money, our friend was puzzled, and upon checking the name on the bill, it was discovered that the bill should have been presented to that "big, best and busiest restaurant." A few days after, another collector, this one from a food company, made the same error—trying to collect an overdue bill from the wrong restaurant. It was another bill that the "big, best and busiest" restaurant evidently couldn’t pay.

Two weeks ago, our hero discovered that this obstinate restaurant owner had raised the price of his coffee to a dime. He and the other neighborhood restaurants immediately increased their price.

No longer do hail collectors make a path to the "big, best and busiest" restaurant for all the other owners to pay the bill. We could easily read a moral into this story that would fit the coin machine industry.

Barney (Shaggy) Sugerman, Runyon Sales Company, back from his Miami Beach vacation, all tanned up, and looks like a million.王 served host to John Haddock, AMI proxy, who dropped in for a few minutes' conversation while in the city. With Haddock was Jack Minnick, regional representative for the phone mfr. Jack leaves for a trip to Tulsa, Pitts. and Morris Rod, Runyon manager, out for the week, bedded with flu. This brought in Irv (Kempy) Kempner from the road, who immediately booted an order for some AMI "C" phones from Harold Steidel, Allied Vending Company, Arlington, N. Y. . . . Jack Prigoff, Runyon's service manager, made the daily press when his car was stolen from out in front of his house. Jack noted the car was missing around 1:30 A. M., notified the police, then went to bed. When he awoke around 6:30 that morning, his car (19 new—1960 but it was completely stripped of tires and accessories) remaines in the house right now than he was at the peak spring buying season of 1950. Looks like arcade owners are making sure they'll have enough of the right equipment for their 1953 season . . . Al Simon, Albert Simon Inc., reports that ChiCom's new amusement game "Play Ball" with the 10c coin chutes, is just what the ops want, and has lined up enough orders to keep the factory busy if it were only producing for his territory.

Irvin Goldner, president of the Amusement Machine Operators Assn., of Greater Baltimore, sends along letters of appreciation received by their group (for the great charitable work being done). Among them is a postcard from a member of the New York Music Operators Assn.—Danny Meltzer, of Melker Automatic Music, who is now serving as a Captain in Infantry in Korea. Danny received a carton of cigarettes from the Baltimore assn. . . . Delavue State Tax Commissioner Howard S. Abbott recommended in his annual report, made public Jan. 10, that owners of music machines be required to affix to each machine a decalmania stamp provided by the State Tax Department to indicate payment of the state license fee. . . . Dave Lowy, Dave Lowy & Co., in order to discourage interference with his machine's equipment are putting a letter signing to his service department. In order to open the door, it will be necessary to deposit a quarter in a coin chute. "Maybe I'll be able to make up the amount I lose when ops cause my machines to stop work and take 'em down."

DALLAS DOINGS

Mack Duce is wondering if he is in the dog house or out of the dog house. Mack gave the Mrs. a beautiful Cadillac for Xmas and even though she loved it, Mack went into the dog house for buying it. Mack, don't you know from a man can't win? . . . Henry Manning took a few days off for quail hunting. . . . Hoy, the Matassa boys are in the beer business. Joe and Leonard now own the "Carrol Lounge" at 2063 Carroll Ave., Dallas. We dropped by for a quick look and found it to be a beautiful bar with lots of customers. Joe and Leonard will not be bar-tenders but will leave the lounge under the present management.

Everybody reports a terrific business since the 5th of the month. Every distributor report that they have sold every piece of used equipment they had on hand. As I understand it, used equipment is hard to get and twice as high. We know of one distributor who refuses to sell anything without a trade in. . . . Mr. Lavin of Lavin Enterprises, Oil City, La., has been in Dallas several days buying and inspecting machines and were told that he was in Austin, Texas, on a matter regarding juke box legislation. Don't quote me but he does feel that the juke box tax lowered, and we all know that some of the taxes should be lowered. Our condolences to Dorothy Lanier, whose father passed away last week. . . . Say got a hit Commercial Music vending machine at the Ponce Music trying machine pays the corn right in front of your eyes. While I was there, Commercial received the highest bid of the day and most of those were sold. It does seem that everytime we invade Commercial's premises, we run into runny Chatty, who was in Vernon, Texas, overseeing the installation of some new Wurlitzer equipment. . . . Butch Cornelius, Jim Powers, Cass, and Lloyd Yates all wandered in during my conversation with B. H. Williams. . . . Gottlieb's "Knock Out" game has proved to live up to its name. It is knocking 'em out Texas . . . "C. A. Cup of Tulsa was in Dallas for two days and took back a load of cigarette machines.
Manufacturers to Washington to obtain "relief" from NPA on copper ban. Seems like this industry discriminated against. Meantime, if manufacturers have to close down after completing one of type, this will mean March 1 or up to April 30, many workers will be unemployed. Factories will lose key men. This industry, as yet, has very little war work. NPA should grant sufficient extension. Most manufacturers are engaged in the work. Many Chicago music ops are putting out 45 rpm phonos on 2 plays 10c. Dime is most popular coin with telephones getting 10c. This is believed to be perfect way to grade dime play when time is ripe. MOA convention at Palmer House, March 19, 20 and 21, will bring many into town from music trades of New York, Chicago, and Hollywood. More ops have already reserved rooms than at same time last year. Looks like this will be biggest MOA meet yet. 

Leonard Schneller of Philly in town seeking components, cabinets, etc.

Nat Cohn was in town for few days. Spent his time over at Universal factory. Nat reports he hasn't been able to get his old quarters in NYC yet. Is using Dave Simon's offices in the meantime. At Stern look on the job feeling much better and talking about buying. . . . Andy Oooms among first Chi music ops to place 10c phonos. . . . Bob Garro of ABC Music advises firm will set 45 rpm on 10c. Nat feels that one of the biggest men in town trying to fill orders for the firm's hit game, "Knock Out." . . . Juke box collections going up. And will continue upwards, as weather warms, he claims. . . . Andy Hesch of Arizington Heights, Ill, proxy of Northern Ill. Op. Assn. advises members much worried over newspaper report that alloys in present nickel coin will be changed. This would knock out present slug rejectors. And would create much hardship for many ops, Andy reports. He's now trying to get official info as to whether mint plans to change present nickel alloy content. . . . Bill Recomm ends to advise ops that many probably haven't even yet received copies of the Johnson Bill. Would pay ops to get copies and study the bill. . . .

G. A. Greenblatt last this past week. Out of a clear sky one of his customers walked in and sold him a batch of games. . . . Bowling alleys here raised prices from 3c to 40c per line. This was announced by Bowling Proprietors in Chicago which includes more than 120 establishments here. Making it so much easier to get 10c play on shuffle and rebound games.

Grant Shay took over his duties as advertising manager at J. H. Keeney Co., last week. He had to operate out of here and many an op very happy over this new news. . . . Frank Mencuri of Exhibit advises printed word to everyone he sold the new run of Exhibit Dime Six Shooter guns, than it was over. 90% sold out to dealers who were allotted certain quota of the run. And all distribs wanted more. . . . Coingames are morale builders, and good workers to relax and work feeling better than ever. That means bigger defense material production and victory for Uncle Sam.

When you talk coin games, talk " morale builders." . . .

Charley Pierci of J. H. Keeney & Co., advises that firm just going on and doing whatever they can to help everyone of their customers. . . . Herb Simon was a very busy man this past week with meetings and the other work he has at the factory. . . . Dapper Tom Callaghan is still on those Havana cigarellos. Says he likes them. . . . John Haddock in and out of town like a flash. . . . Ed Levin and John Haddock advise that their "Play Ball," 10c play pinball, going very well. This may turn about much play everywhere in the industry. Location tests the firm made, these excess reports indicate that 10c play is best. . . . Something The Cash Box pointed out a long, long time ago.

Hear that Bill Bye is doing quite a sales job on the road with a new idea which is drawing much attention from ops who have tavern locations. . . . Bumped into John Conroe and Roy McGinnis who report factory buzzing away. . . . Dick Flood of H. C. Evans reports the firm's Constellation phono going very great.

Caught in a huddle: Ray and Earl Moloney, George Jenkins, Jack Nelson, Tom O'Toole, Bob O'Toole—last, but not least, Phil Weinberg, up from Dallas looking like a million. . . . Herb Oettinger and Bill DeSelm meeting with us here, there and everywhere. Both busy. . . .

Preserving the peace of any mag is a very important factor they feel. . . . The 10c play angle presented here offers ops one of the finest methods for making their cabaret longer and, at the same time, probably earns lots more money. In short, even if 10c causes play to drop off, in beginning, to 40% less play than at Sc, operator earns more, and has 40% less wear and tear on his equipment which means his machine will last a 40% longer period of time. Tests at 10c play indicate, that, after a period of time, as public become accustomed to dime instead of nickel, play usually returns to what it was at Sc. Which, of course, means that ops will be taking in twice as much as ever before.

Are coin times reversed? Are Spring and Summer the big play times now when Fall and Winter? What do you think? Nice talk with . . . Gail Carter and Bert Davidson over at Permo. Gail is simply full of pep and looks like a great year for the music biz. Bert ditto Gail's belief. . . . Joe Abraham at Lake City Amusements to advise, "I'll buy anything. Cash is waiting." . . . Plenty long distance phone calls from Miami Beach this past week where MCMBA was meeting at Martinique Hotel. Seems distros would buzz out of meets to phone their factories asking for more, more and still more machines to be shipped. . . . Tube shortage is more acute than many think. . . . Sam says they are being jammed with phone calls from everywhere on the nation on "Mute Mite." Which is taking hold very strong. . . . All important territories where it has been introduced. . . .

Bill McGrath is working at top speed to fill all orders for this selective 45rpm. counter model phono.

Dick Comforte must have been thrilled by that big order for "Popperettes." Al Faber advised to us this past week and the big story breaking. . . . George A. Miller, national chairman and treasurer of MOA, reports that this organization expects every State and city music assn. to be in attendance at their big convention in March. That alone would jam the Palmer House. He urges all ops to get their reservations in as early as possible, either to his offices or that of Ray Cullife here in Chicago. . . .

So far plenty of records available. And some great moneymaking tunes now at Bally. Which makes juke box ops feel better than ever. . . . Mills Industries advertising for work. . . . Good salesmen wanted by distros. . . . Harry Brown out of town on biz trip. . . . Hymie Rosenblatt was down here. Joe Brill's official grand opening at his new place in Detroit was a great success. Many fun out of town to see Joe's new quarters.

Bally TURF KING

GREATEST MONEYMAKER OF THEM ALL!! Exclusive Distributors for Wurlizer Photographs, Chicago, Co., "STAND BOX," all Bally Products

COVEN, distributing company
3158 Elston
Chicago Ill.
Independence 2-2210

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

Authorized Distributors for Bally and Wurlizer Products

Phonographs

Join MARSHAL OF MARCHES
JANUARY 15-31
WANT—Citations; Photo Finishes; Champions; Seeburg Bean Guns; Sky Fighters; Silver Bullets; Chi-Clone Items; Aardvark Music. Send best price for quick decision. Will pay $50 advance. Giant Coin, 2021 PROSPECT, CLEVEL-AND, OHIO. Tel.: Tower 1-4715.

WANT—Will pay cash for One-Balls; Used Photographs; Five-Balls; Seeburg Beans; Wurlitzers; Packard Wall Boxes; Arcade Maching-es;琰; Bally, Wurlitzer, Exhibit, Exhibition; REDD DISTRIBUTING CO., 298 LINCOLN ST., ALSTON, MASS; Branch Office: 811 UNION ST., WEST SPRINGFIELD, MASS.

WANT—Arcade equipment, Games, Coins, etc. CHICAGO'S Wurlitzer Champ; Seeburg Biter; 1930s; Everything in Exhibit Machines. State condition and price. MIKE MONVES CORP., 577 - 10th AVE., NEW YORK, N.Y. Tel.: BRyan 9-6677.

WANT—50 Ball Automatics must be complete, no junk. $12.65; Advise before shipping. AMERICAN ARCADES, 1315 7TH AVE., MONTGOMERY ST., SYRACUSE, N.Y.

WANT—Used juke box records. Also surplus new records distributors' or dealers' stock. Call or write: PHIL BOWLING, 1476 199 AVE., BRONX 61, N. Y. Tel.: Enderhill 5-5761.

WANT—Late model phonographs. Will pay cash. Will pick up within a radius of 300 miles. KOEPEL DISTRIBUTING CO., 201 E. 19TH AVE., NEW YORK 19, N. Y. Tel.: C 63999.

WANT—Will pay cash for Champions, Citations, Gold Cups, late Rock-ols, Wurlitzers, Seeburg Items and AMI's, and Accessories. Send us your wants! TERRY'S Arcade, 1525 BERING CO., 125 E. NUEVA ST., SAN ANTONIO, TEXAS. Tel.: Travis 8558.

WANT—All types of post-war music equipment. Please advise what you have and best price. DAVE LOWY & CO., 394 TERTH AVE., NEW YORK 18, N. Y. Tel.: W 10256.

WANT—Mills, Jennings, Pace slots. Any models, any quantity. Quote prices and condition in first letter. AUCO EXHIBITIONS, 800 W. 34TH ST., CHICAGO 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—Wallis Guess-Your-Weight Scales, Metal Stampers. Please give price and condition when replying. VAN DUSEN BROTHERS, 10117 112TH ST., EDMONTON, AL-BERTA, CANADA.

WANT—Will top dollar for any Mills, Seeburg, early AMI, or late type slot. everything— one or a thousand. Send us your want list. Your phone, wire, phone immediately. Turn dead merchandise into cash. AMUSE-MENT MACHINE EXCHANGE, 400 W. FULLERTON AVE., CHICAGO 39, IIL. (Tel.: Humboldt 9-1322).

WANT—Want to buy for cash or will trade. Wurlitzer 1015 and 1100's; 100 record Seebug; Seeburg Shoot The Bear; Late Flapper Guns; No longer needed. Write to: GOLDEN GATE NOVELTY, CO. 701 GOLDEN GATE AVENUE, SAN FRANCISCO, CALIF.

WANT—Will buy used phonograph records and records between 1900 and 1940; any quantity or dealers' stock, unopenend. Send: GARRISON, G. Rt. 1, Box 124, SCHNEIDER, 128 W. 66TH ST., NEW YORK 23, N. Y.

WANT—Any quantity Solotone Master Embers, Belmont 1000, Inner Box, Model F and later; Hollycrate, Rotary Merchandisers (Pushers). L. J. DAVIS, 2003 N. 10TH STREET, TORONTO 9, CANADA.

WANT—Used, new or surplus stock records. At this time we will purchase Technitones, used records of all western and sacred records. Top prices paid. We pay freight. USED RECORD EXCHANGE, 2140 S. Holman Ave. "Tony" Galgano, 4142 W. ARM-ATURE AVE., CHICAGO 39, ILL; Dickson 2-0760.

WANT—Your used or surplus records. We buy all year round and pay top prices. We buy or trade. If too large or too small. We also buy cassettes, inventories complete. BEA-CON, 90 BOWERY, PROVIDENCE 4, R. I.

WANT—Canadian Market now open. Wall all types Post-war games, amusement, arcade, phonographs. All types Hideaways, Wall Boxes, Sneakers, Adaptors, Motors, etc. Write stating condition and lowest price. THE ST. THOMAS COIN & MACHINE CO., 1515, UNIVERSITY AVENUE, OTTARIO, CANADA. Tel.: 2648.

WANT—We want late model phonographs, wall boxes, five ball games, amusement games, etc. WEST END CORP., 475-477 14TH ST., LIOTTE AV., SEATTLE, WASH.

WANT—Used Juke Box records, popular, killersbilles and polkas. Any quantity. Write fast, write fast! If bid accepted we will give full details in first letter. F. A. WIELER, 1563 GRANT PL., CHI-CAO, ILL. 14.

WANT—Advance Scoring units, regu-lar or horseshoe, will nav up to $45. Also Chicago Coin overhead scoring machine. Write to: TRADING POST DISTRIBUTORS, 1226 SOUTHWEST 10TH AVE., PORTLAND 5, OREGON.

WANT—By Operator: Ball One-Balls: Citation, Champion, Turf King, late models. Also want all types of phonographs. All machines must be A-1 and ready for location. ACTIVATE COIN MACHINES 3129 40TH ST., GOSSET ST., ANDERSON, S. C. Tel.: 2316.

FOR SALE—Coin Chutes: Wurlitzer 616, 600, 500 $75.50 each; Accessories, Parts Old Models: Plastics, Bakelite, Bally, Wurlitzer, Coin games. Mills: 969, 850 Wurlitzers and Airons Super Deluxe and Brush Breakers; J. H. PERES DISTRIB-UTING COMPANY, 429 PO- Int. 1002, NEW ORLEANS, LA. Tel.: MA 4444.


FOR SALE—Shuffle Alley Express Deluxe; Chicago; Coin Machine, Classic $150. Equipment almost new. Genco NO. 380, 3126, NEW ORLEANS, LA. Tel.: MA 4444.

FOR SALE—Wurlitzer 616; $100; 600, 500 $75.50 each; Accessories, Parts Old Models: Plastics, Bakelite, Bally, Wurlitzer, Coin games. Mills: 969, 850 Wurlitzers and Airons Super Deluxe and Brush Breakers; J. H. PERES DISTRIB-UTING COMPANY, 429 PO- Int. 1002, NEW ORLEANS, LA. Tel.: MA 4444.


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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 manufacturers halt production.

AMI, INC.
Model "C" Phonograph .......... $795.00
Model HS-SM Hideaway ....... 575.00
5c - 10c Wall Box (40 Selections) .... 59.50
5c Wall Box (40 Selections) .... 59.50
Amivox Speaker ........... 27.50

BALLY MANUFACTURING CO.
Turf King ................ $695.00
Hook-Bowler ................ 426.50

BUCKLEY MANUFACTURING CO.
Buckley Wall & Bar Box ........ $19.50

CHICAGO COIN MACHINE CO.
Play Ball .................. 395.00
Ace Bowler ............... 365.00
Pin-Life .................... 203.00
Band Box ................. 80.00

H. C. EVANS & CO.
Constellation Phonograph ...... $745.00
Ten Strike 1951 ........... 10.50

THE EXHIBIT SUPPLY CO.
Rotary Merchandiser (1950 Model) .... $650.00
Dale Six Shooter ........... 287.50
Two Player Hockey ......... 184.50
Trigger .................... 289.50

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

D. GOTTLIEB & CO. &
Knock Out .................. $294.50

J. H. KEENEY & CO., INC.
League Leader, 9 1/2 Ft. ....... $419.50
League Leader, 8 Ft. ........ 409.50
All-Electric Cigarette Vendor .......... 259.50
All-Electric Cigarette Vendor with Changemaker ........ 277.00
Penny Insertor ............ 119.50
Crisa Cross ............. 550.00
Bowling Champ Conversion ...... 350.00
Match Bowler Conversion ...... 379.50
Dividend .................. 69.50

UNITED MANUFACTURING CO.
Twin Shuffle-Cade .......... $375.00
Skee Alley .................. $395.00
Two player Shuffle Alley Rebound .... 376.00
Joy F40 Shuffle Rebound .... 298.00
Shuffle Alley DeLuxe Conversion ...... 79.50
Super Shuffle Alley DeLuxe Conversion ...... 89.50
Double Shuffle Alley DeLuxe Conversion ...... 89.50

UNIVERSAL MANUFACTURING CO.
Winner ...................... $675.00
High Score Bowler ......... 87.50
DeLuxe Twin Bowler ........ 87.50

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

THE RUDOLPH WURLITZER CO.
Model "1250" Phonograph ...... $829.50
Model "1217" Hideaway ....... $629.50
Model "4826" Wall Box 5c-10c-25c 4-wire (48 Selections) .......... 87.50

CLASSIFIED ADVERTISING SECTION

FOR SALE—Wall Boxes: 11 DS20-1Z 5¢; 12 DS20-1Z; 17 10¢; 36 WS-2Z 5¢ play. These are pre-war Seeburg boxes in good condition and ready for your locations—priced ridiculously low at $6.50 each. For details, contact SPARKS SPECIALTY COMPANY, SOPERTON, GEORGIA.

FOR SALE—7 Amusement Enterprise Skeeball Alleys $119 ea.; 1 Paced Midget Auto Race like new $79; 1 Bottelle Split Cup. Miniature with 5¢ chute, perfect condition $89, NEW YORK AVENUE CO., 16 NORTH PIKE RD., SHREWSBURY, MASS. Tel.: Wroester 3-3663.

FOR SALE—Conversion Unit with 5 1/2 inch light-up pins for Chicago Coin's Bowling Alley. Install in a few minutes and play tremendously. Tested and proven by New York operator at 33¢.50. 3 Days delivery. C.O.D. U.S. DISTRIBUTING CO., 615 10th AVENUE, NEW YORK, N. Y.

FOR SALE—Used Phonograph Records taken from our routes. BIRMINGHAM": 500 C. O. D. UNCONDITIONAL GUARANTEE; 540 2nd AVENUE, NORTH, BIRMINGHAM 4, ALA.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago, Ambuco, Keene, and Bowler Mills Bell Machines. WILLIAMSPORT AMUSEMENT CO., 233 W. 3rd ST., WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1481.

FOR SALE—Keeny Super Bonall Bonus Bell very clean and ready for location, 5 cent play. LIEBERMAN H. W. CO., 25 ELYRIA AVENUE, NORTH, MINNEAPOLIS 11, MINN.

FOR SALE—We are distributors for AMI phonographs and accessories; and Bally Manufacturing Company. RUNYON SALES CO., 395 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Needles. Top-quality juke box needles at lowest prices. All type needles to fit any machine; both carbon and sapphire points. Immediate delivery! Call or write: JUKE BOX DISTRIBUTING CO., 317 SOUTH WOOD STREET, CHICAGO 12, ILL.

FOR SALE—Gottlieb Bowlette 80; Williams Twin Shuffle with light-up pins $65; Chicago Coin Bowling (in Calvin) $115; Exhibit Strike (6-up pins, 2 players) $115; Ball Hot Rods (2 players) $210; Ball Special Eustro $80; Genco Bowling League $60; Shuffleboards, all sizes $55.50 and up; Climate adjusters for Shuffleboards $15.50. (Cash or approved checks only.) MICHIGAN SHUFFLE BOARDS, 542 WEST 56TH STREET, CHICAGO 21, ILL. Tel.: EN 4-1144 and 2-529.50.

FOR SALE—Bally Speed Bowlers and Universal Shuffle Alley Expresses $119 ea.; Williams DeLuxe $100; Skee Alley $115 eac Bally Shuffle Bowlers, Universal Shuffle Alley Expresses, and Keene Pin Boys $39 ea. $10 additional for running. AMERICAN VENDING CO., 2355 N. 33rd BL., ISLAND DEPORT, BROOKLYN, N. Y.

FOR SALE—Carnival 695.50; Bureaucrator $34.50; Select-A-Card $115; Screwwheel $45; Rondovero $45; World's Greatest $115. All $125. 5¢ play. Séeburg 144 $275; Seeburg 144 $249.50; Bally Shuffle Bowler $55; Bally Shuffle Champ $195.50. COVEN DISTRIBUTING CO., INC., 3181 ELSTON AVE., CHICAGO 38, ILL. Tel.: 2-3220.

FOR SALE—Wurlitzer Model 1100's, $459; Wurlitzer Model 1015's $250. Seeburg Model M-100's, write. Ready for location. CAIN-CALLOUETE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

FOR SALE—ChiCoin Bowling Alley $75; ChiCoin Shuffle Baseball $65; Ten Pins $50; Bowllette $65; Shuffle Alley with United conversions $75; Star Series $125; Quarterback $75. WANT—Bing-A-Rolls, MO. HAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCOTIA 2, N. Y.

FOR SALE—Complete listing of prices for all types of machines—Pinball, Consoles, Bells, Phonographs, Arcade, Shuffles, Rebounds, Rollodowns, Accessories. Write or phone for weekly lists. Only $1 per year. Write: THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y.

FOR SALE—Guaranteed Used Machines—Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 4230 LOUISIANA, TWIN RIVER, NEW ORLEANS, LA.

FOR SALE—Plastic and Bubbler Tables. For Wurlitzer 1111, lower side plastic $65. Right and left corners $7.95 ea. All bubbler tubes for Wurlitzer's 1111 and Domes for Seeberg 146, 147, 148 $29.50 ea. 1/3 deposit on C.O.D. O.E. KOEPELL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibits; Genco and others. TARC DISTRIBUTING, INC., 2820 N. W. 7th Ave., MIAMI 34, FLA. Tel.: 3-7648.

MISCELLANEOUS

NOTICE—Aluminum is scarce. Repair those counter model trays now! Edges restored and new trays put in. Ship Parcel Post, Same old price $4.20 set of 12. AMI MFG. CO., 4808 CONSHOHOCKEN AVE., PHILADELPHIA 31, PA.

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


NOTICE—Operators in Louisiana, Mississippi and Alabama, we are direct factory distributors for: Mills, Bells, Walk Box 10 Selectors and Games, and AMI Phonographs and Music Accessories. Write, phone or wire today. DIXIE COIN MACHINE CO., 912 POTDRAS ST., NEW ORLEANS 13, LA. Tel.: Magnolia 3981.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
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<th>PINBALL GAMES</th>
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**CONFIDENTIAL PRICE LIST**

**ROLLS**

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<tr>
<th>Manufacturers and date of game’s release listed: Code (B)</th>
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<tr>
<td>1. Allen Bally Bowling Triple 1.25</td>
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**CONFIDENTIAL PRICE LIST**

**ARCADE EQUIPMENT**

| 1. Allen Bally Bowling Triple 1.25 | 195.00 |
| 2. Allen Bally Bowling Triple 1.25 | 195.00 |
| 3. Allen Bally Bowling Triple 1.25 | 195.00 |
| 4. Allen Bally Bowling Triple 1.25 | 195.00 |
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| 9. Allen Bally Bowling Triple 1.25 | 195.00 |
| 10. Allen Bally Bowling Triple 1.25 | 195.00 |

**CONFIDENTIAL PRICE LIST**

**MACHINES**

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