It's real cheap at the price and Tony Martin is taking advantage of it as he drops pennies into a jug to get a lot of kisses from Dinah Shore. The two RCA-Victor recording stars have been teamed for the first time on the hit disk "A Penny A Kiss" which is breaking from coast to coast. Dinah has another strong contender in "Lonesome Gal" while Tony is going strong with "Would I Love You" and "I Apologize".

www.americanradiohistory.com
MUSIC OPERATORS of AMERICA (MOA)

CONVENTION SPECIAL

ISSUE of THE CASH BOX GOES TO PRESS

MARCH 15 - THURSDAY IN NEW YORK

HURRY! HURRY! HURRY!

Wire - Phone Your Ad RIGHT NOW TO

THE CASH BOX

EMPIRE STATE BLDG., NEW YORK 1, N. Y. (All Phones: LOngacre 4-5321)

* The Cash Box Staff Will Be In

Palmer House, Chicago Room 716 Come And Visit With Us

During MOA Show
"KEEP IT CONFIDENTIAL"

For some weeks now the industry has been reading the prices in The Cash Box’ “Confidential Price Lists” in code.

These prices were purposely put into code for the benefit of the members of this industry, and this industry exclusively.

The most important factor in the life of any business man who deals with retailers is to keep his prices as secretive as he possibly can.

This applies to the grocer, the tavern owner, the druggist, and to all other retailers.

Not one of these retailers really know the prices that their wholesale suppliers pay for the merchandise they buy from these wholesalers.

Likewise, neither does the public know what the retailer pays for the merchandise he sells the public.

And the operator doesn’t know what his tavern, drug store, or grocery locations pay for the merchandise they sell.

This same should be true of the retailers. They should absolutely not know the prices the operator pays for the equipment he installs in their places.

Today, of course, this is very difficult. Whether the average man connected with this business likes it or not, the retailer can walk over to a newsstand and for only 25c learn about prices of equipment.

There is only one way for an industry to continue on during the present war emergency. That is as quietly and confidentially as possible.

That’s exactly what The Cash Box has always done in the past, and will continue to do in the future. Remain a “confidential trade weekly for the sole benefit of this industry.” And this industry only.

When the time comes that The Cash Box has to go on newsstands, and openly publish the prices of the equipment of this industry, thereby hurting the very people who have been, and who are, supporting it, then The Cash Box will suspend publication.

“Keep it confidential.”

THE CASH BOX

Volume 12, Number 25

PUBLISHED EVERY WEEK BY

The Cash Box Publishing Co., Inc.

Empire State Building, New York 1, N. Y.

(All Phones: MOnitor 4-5332)

JOE ORLECK

CHICAGO OFFICE

32 West Randolph St., Chicago 1, Ill.

(All Phones: DEarborn 2-0654)

BILL GERSH

LOS ANGELES OFFICE

6363 Wilshire Blvd., Los Angeles 48, Cal.

(All Phones: WEbster 1-0347)

LEO SIMON

CORRESPONDENTS IN LEADING CITIES

THROUGHOUT THE UNITED STATES

ENTIRE CONTENTS COPYRIGHTED 1951 by The Cash Box Publishing Co., Inc. No reproduction in part or whole allowed without written permission from the publishers.

EXECUTIVE STAFF

BILL GERSH, Publisher

JOE ORLECK, Editor and Advertising Director

ROBERT AUSTIN, General Mgr., Music Dept.

SID PARNES, Music Editor

L. MILAZZO, Classified Advertising

A. ARTESE, Circulation

POMPEI, Staff Photographer

WM. NICOLAIA, Art Director

ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue.

SUBSCRIPTION RATES $15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at $18 per year includes 40 word classified advertisement each week for an entire year (12 weeks) plus the full year’s subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

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

THE CASH BOX IS RECOGNIZED by various associations of coin machine operators throughout the United States as their "official" weekly magazine.

"THE CONFIDENTIAL PRICE LISTS"

"The Confidential Price Lists" are the one and only officially recognized price guide of all new and used machines in the United States. "The Confidential Price Lists" are an exclusive, copyrighted feature of The Cash Box. "The Confidential Price Lists" report each week’s low and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continually adding on all the new equipment as this equipment is announced to the industry. "The Confidential Price Lists" are recognized by many cities and states throughout the country as the "official price book of the coin operated machines industry." They are an integral part of The Cash Box and appear in each week’s issue. "The Confidential Price Lists" are officially used in the settlements of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "The Confidential Price Lists" are used by finance firms, factors, loan companies, bankers and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. "The Confidential Price Lists" have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the operations appearing in "The Confidential Price Lists."
KEEP IT CONFIDENTIAL!
This week's
New Releases
...on RCA Victor

RELEASE #5-17

HUGO WINTERHALTER'S Orchestra and Chorus
Alice In Wonderland
I'll Never Know Why
20-4087 (47-4087)

MINDY CARSON with The Three Beaus and a Peep and Orchestra conducted by Andrew Ackers
I'm Late
Twas Brillig
20-4088 (47-4088)

FRAN ALLISON with WAYNE KING and his Orchestra
All In The Golden Afternoon
Did You Write A Letter To Your Sweetheart
20-4089 (47-4089)

THE THREE SUNS
March Of The Cards
The Syncopated Clock
20-4090 (47-4090)

COUNTRY
GUY WILLIS and his Oklahoma Wranglers
Shine, Shave, Shover
What Will You Do
21-0442 (48-0442)

JIMMY MURPHY
Electricity
Mother, Where Is Your Daughter
21-0447 (48-0447)

JOHNNIE & JACK and their Tennessee Mountain Boys
I'm Gonna Love You One More Time
Take My Ring From Your Finger
21-0448 (48-0448)

BLUES
ARTHUR "BIG BOY" GRUDUP
Star Bootlegger
Nobody Wants Me
22-0117 (50-0117)

POP-SPECIALTY
Jolly Lumberjack Polka
Chime Bells—Y vals

NEW ALBUMS
AL GOODMAN and his Orchestra
The Merry Widow
K-28 (WK-28) *LK-1029**

**45 rpm cat. nos. **33 1/3 rpm cat. nos.

...indicates records which, according to actual sales, are "hits" and are "selling out". The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

WEEK OF MARCH 10

If
Zing Zing, Zoom Zoom
Perry Como (Hilogram Records) (Mitchell Ayre) 20-3967 (47-3967)

Be My Love
Mario Lanza 10-9901 (48-9901)

Oh! What A Face
Phil Harris 20-3970 (47-3970)

You're Just In Love
Perry Como with the Fontane Sisters 25-565 (47-565)

Rhumba Boogie
Hank Snow 21-9431 (48-9431)

Down The Trail Of Achin' Hearts
Hank Snow 21-9434 (48-9434)

In Your Arms
A Penny A Kiss
Dinah Shore & Tony Martin 20-9413 (48-9413)

There's Been A Change In Me
Eddy Howard 21-9413 (48-9413)

Would I Love You
Tony Martin 20-9415 (48-9415)

A Real Piano Player
The Song's Gotta Come From The Heart
Jimmie Duff, and Helen Trusdell 20-9414 (48-9414)

Vesti La Giubba
Mario Lanza 10-3323 (48-3323)

St. Patrick's Day Parade
Dennie Day 22-0401 (48-0401)

Across The Wide Missouri
Hugo Winterhalter and His Orchestra 20-9417 (48-9417)

The Aba Daba Honeymoon
Freddy Martin 20-9418 (48-9418)

Bring Back The Thrill
Eddie Fisher and Hugo Winterhalter Ork 10-8856 (48-8856)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"SING YOU SINNERS" (2:25)
"YOU ARE THE ONE" (3:00)
MARGARET WHITING
(Capitol 1417; F-1417)

Margaret Whiting puts a lot of style into oldies on the top deck and makes it sound real good. She gets a new band backing with Dick DeVil and the orchestra which helps put verve into the interpretation. The lower half is a new ballad which looks hot. Ops oughta listen to this disk.

"I REALLY COUND'T LOVE YOU" (2:03)
"PAS NOT HOME—MA'S UPSTAIRS" (2:20)
NELLIE LUTCHER
(Capitol 1420; F-1420)

A couple of tunes in her well known style are offered here by Nellie Lutcher. Both ends have that soft sounding lyric which she seems to do well and of course there's some wonderful piano playing to go along. Nellie's fans are gonna be well satisfied with this one so ops better hear it.

"MAY THE GOOD LORD BLESS AND KEEP YOU" (3:34)
"SING EVERYONE SING" (2:40)

most: RCA Victor 10-3724

Jan Peerce makes a bid for pop uppers with a couple of numbers which could easily do it for him. First side is the lovely ballad that's been getting some play along with Jan's full voiced rendition with a declamation certainly should help. Second side is a happy sounding item on which the chorus and Jay Blackton's orchestra go along. This may get a lot of play in the boxes.

"YOU ARE THE ONE" (3:18)
"A STRAWBERRY MOON" (3:25)
VAUGHN MONROE ORCH.
(RCA Victor 20-4074; 47-4070)

A new ballad gets a strong send off from Vaughn Monroe. With one of his typically attractive vocals, Vaughn and the band give the one a great chance. On the bottom half he does it's gonna be on one, hopefully should also gain favor with his fans. The top deck gets our nod.

"DAHLING" (3:05)
"PORTRET OF TALLULAH NO. 2" (3:10)

JOE BUSHION
(Columbia 19214)

A couple of instruments are dusted out here by Joe Bushion. Not only do they have appealing titles but they display some fine musical work by Joe and the Swingin Strings. The piano solos of course are especially noteworthy. For the quieter spots, both of these sides should do well.

"LET ME IN" (2:38)
"HOW THOUGHTFUL OF YOU" (2:53)

PACIFIST ORCHESTRA
(Columbia 39250)

Still another good version of "Let Me In" is offered on this disk by Paul Weston and the orchestra. Champ Butler, the new singing find, does notably on the lyric and between all the excellent arrangements on this tune, it's gonna be on one. Op will have to make a choice. On the lower end, the Norman Luboff Choir comes in on a slow ballad. This will make excellent filler material.

"LULLABY OF BROADWAY" (2:24)
"PLEASE DON'T TALK ABOUT ME WHEN I'M GONE" (3:14)

DORIS DAY
(Columbia 19917)

Doris Day

An oldie which is the title song of a new Warner Brothers musical gets the tune this way. Labelled "Lullaby Of Broadway," this tune is in for a great revival with a number of versions already out and this one by Doris Day hitting the belt--With the film due to break shortly. The lyric on this tune is great and on this disk it's bound for to be one of the big ones in the next few months. Doris is in excellent voice here as she gets a fine assist from the Norman Luboff Choir and the Buddy Cole Quartet. The two groups and Doris give this a lot of spirit which should make itself felt by coins in the machines. The second side is another oldie which she also does appealingly. Frank Comstock's orchestra provides the backing on this slow ballad and both sides of the disk compliment each other well. Ops oughtn't to miss the top deck.

"BRING BACK THE THRILL" (2:55)

I APOLOGIZE" (3:05)

DON CHERY
(Decca 27484; 9-27484)

A late waning of a tune that's breaking big shows up on the top deck sung by Don Cherry. Don gives it a big voiced rendition with the help of Dave Terry's orchestra. The flip is an oldie which is currently having a major revival. Fans who remember his "Thinking of You" will like this one.

"LET ME IN" (2:46)

HURRY HOME TO ME" (2:38)

FONTAINE SISTERS
(RCA Victor 20-4077; 47-4077)

The Fontaine Sisters team up with Jim Roberton to come through on a tune which always sounds like a great big party. The girls and Jim make this one extremely appealing and it should get a lot of play. On the second side the Fontaine Sisters go it alone on a ballad which gives them a chance to display their grand type of harmony. This is a pleasant disk.

"AROUND THE WORLD" (3:09)

"WHERE THE RED ROSES GROW" (3:05)

FRANKIE CARLE ORCH.
(RCA Victor 20-4075; 47-4075)

A tune that's been getting a lot of waxings gets a wonderful one on the upper level from Frankie Carle and the orchestra. With Donald Maddux turning in a first rate job on the vocal and Frankie coming through on the piano, this version should certainly help the number along. The second side is a ballad with Joan House and the Satisfiers singing out the lyrics. The top deck looks very attractive.

"YEAH, YEAH, YEAH!" (3:00)

"GOSPEL TRAIN" (3:15)

JERRY GRAY ORCH.
(Decca 27476; 9-27476)

A rousing tune gets a rendition to match by Jerry Gray and the orchestra. Tony Gray and Kitty White do the vocal in dixieland style and make this version of the ditty a great contender. The second half is an oldie, a sort of spiritual with a beat, done by Tony himself. The upper half is aousing side.

"LET ME IN" (2:37)

CHEW TOBACCO RAG" (2:49)

RED INGLE
(Capitol 1431; F-1431)

Another version of "Let Me In" tops up here, this time with Red Ingle. Needless to say it's wild. Red pours everything into it and with a lot of other interpretations around, this one could easily spur through. The lower half is a tune coming out of western circles which also gets the Red Ingle treatment. Ops won't want to miss this platter.

"BOOM PA DEEDLE DOODLE" (2:42)

"COME JOSEPHINE IN MY FLYING MACHINE" (3:36)

ARTHUR & DOROTHY TODD
(Theme 142)

In dance has been created for a number which sounds very cute. Arthur and Dorothy Todd take this ballet piece which is honey of a duet and make it something light and pleasant to hear. The second side is the well known oldie which gets a similar treatment from the pair. This is a lovely sounding couple on a nice sounding disk.

"SHENANDOAH WALTZ" (3:52)

"METRO POLKA" (2:28)

LAWRENCE WELK
(Cord 60405; 9-60405)

A Waltz that's threatening to break out gets another push from Lawrence Welk and his orchestra. Roberta Lynn and Gurne Andrews run through the lyrics in pleasant style and give the side a real edge. Second side is a cute polka with funny lyrics which Roberta does alone. This is an easy to take disk.

"YOU KNOW YOU BELONG TO SOMEBODY ELSE" (3:09)

"WAS IT A DREAM?" (3:07)

HERB JEFFRIES
(Cord 60403; 9-60403)

Herb Jeffries' first sides for Coral are both extremely good. In "WAS IT A DREAM?" its "With Love In My Heart". Both ends have strong vocals by Herb which make for good listening.

"I AM LOVED" (2:49)

"USE YOUR IMAGINATION" (3:28)

VERA LYNN
(London 935)

"A couple of Cole Porter tunes are brunt about here by Vera Lynn. On the top deck The Mitchell Men provide a chorus for Vera while Bob Faron does the orchestrating. The lower side finds her doing another beautiful melody this time on her own. Ops might take a listen.

"JETT" (2:42)

"WITH LOVE IN MY HEART" (3:30)

HERB LANCE
(Columbia 39128)

In "JETT" the Cow! tunes are sung on this platter by Herb Lance. Upper half is an exciting thing which Herb does in a slick manner with Dick Vane's orchestra doing the backing. The lower side is a ballad on which he takes off again. For the "With Love In My Heart," ops can go along with these sides.
LET'S GO
ALL THE WAY WITH
MUSIC OPERATORS OF AMERICA

Second Annual Convention
Mon., Tues., Wed., MARCH 19, 20, 21
Palmer House, Chicago

FOR BETTER BUSINESS MAKE IT YOUR BUSINESS TO BE PRESENT

George A. Miller, National Chairman
MUSIC OPERATORS OF AMERICA
128 EAST 14th STREET, OAKLAND 6, CALIFORNIA

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

"TOO YOUNG" (3:07)
JOHNNY DESMOND
(MGM 1926; K1092)

Johnny Desmond does "Too Young" in a big way. Ops will do well to order up on this real soon. The tune is a beautiful one which lingering long after the record is through and Johnny's singing of it certainly sends it out of this world. Tony Mattola provides a backing which is all that can be desired. Here is a platter that's gonna be played over and over again in machines throughout the country. The second side too has a lot of potential. It's done with great wattage by Johnny vocalizing in a bright style. Again Tony Mattola comes through with the musical end is excellent style. The top deck is certainly worth the attention of all ops for it can hardly help being a big one.

"SOME OF THESE DAYS" (2:00)
"WATCHING AND WAITING" (2:41)
MARY KAYE TRIO
(Capitol 1412; F-1412)

An oldie is given a soft going over by the Mary Kaye Trio. Not only does Mary have an attractive voice but the small orchestral group behind her chimes in very nicely. The second side is a slow one again done well by the group, Ops oughta listen to this one themselves.

"CHAPEL OF THE ROSES" (2:57)
"COME AGAIN ON THE MANDOLIN" (3:13)
FRANK DE VOL ORCH.
(Capitol 1411; F-1411)

Frank DeVol and the orchestra have an old one to toss around on the top deck. Bill Hamilton and the Dream Makers give it a very slow vocal and rendition and make it sound real good. On the second side Joyce F. Morgan (a female by the way) sing a cute version of a famous melody as the orchestra gives it an unusual going over. Ops oughta hear it.

"ARTHUR MURRAY TAUGHT ME DANCING IN A HURRY" (2:59)
"THE LOvelIST NIGHT OF THE YEAR" (3:19)
HELEN O'CONNELL
(Capitol 1408; F-1408)

Helen O'Connell's old hit is revived here with a lot of gusto. Helen sounds wonderful again as she goes through the number that's always associated with her. Harold Money's orchestra does the backing and together they make a worthwhile disk. The second side features Helen singing new lyrics to the old skating waltz. The upper half could easily make it again.

"YOU'RE JUST IN LOVE" (2:39)
"IF" (3:19)
LOUIS ARMSTRONG ORCH.
(Decca 27481; 9-27481)

Louis Armstrong teams up with Velma Middleton to offer the Irving Berlin classic. The number is done in a way that's all his own personal touch to the rendition. The bottom half is another current smash on which Louis goes it alone. Both ends are wonderful to listen to and Louis's fans are gonna eat it up.

"GYPSY HEART" (2:48)
"OPEPETTA" (2:39)
TOMMY EDWARDS
(MGM 1921; K10921)

Tommy Edwards, that promising Paul Weston has another number which hits the spot. The top deck is a very moody thing which he does very slowly with LeRoy Holmes' orchestra providing an excellent backing. Lower side gets another easy going vocal from Tommy and it compliments the top deck. Ops oughta get this disk.

"I LEFT MY HAT IN HAITI" (2:49)
"HERE COMES THE BLUES" (2:53)
BILLY ECKSTINE & WOODY HERMAN
(MGM 1916; K10916)

An exciting arrangement of a Latin America novelty finds Billy Eckstine and Woody Herman joining forces. Billy does a first rate vocal on it which they come up on the instrumental end in fine style. Second side is a low down thing on which Billy sings the blues. Ops won't go wrong with this one.

"WITH THESE HANDS" (2:45)
"CASTLES IN THE SAND" (2:39)
THE MARINERS
(Columbia 2391)

A very appealing ballad is the Mariners' offering on the top deck. They wind their way through one in a wonderful manner while Archie Bleyer makes with the music in the background. The bottom half is another tune that's right for their type of harmony. Ops and fans are gonna like this one.

"LONESOME GAL" (3:15)
"NEVER LET A SUN SET ON A QUARREL" (2:16)
THE LONESOME GAL
(Columbia 2210)

The anonymous Lonesome Gal shows up with her theme song on the upper end and sings it in grand style. Paul Weston and the Norman Luboff Choir do the backing on this pretty melody and makes you want to know more about it. The bottom side is another ballad which she does in a soft easy way. Ops oughta listen in...
VIC DAMONE
"Mama"
FLIP SIDE
"OPERETTA"
MERCURY 5444 • 5444X45

PATTI PAGE
"Would I Love You"
FLIP SIDE
"SENTIMENTAL MUSIC"
MERCURY 5571 • 5571X45

EDDY HOWARD
AND HIS ORCHESTRA
"Penny A Kiss,
PENNY A HUG"
FLIP SIDE
"I STILL FEEL THE SAME
ABOUT YOU"
MERCURY 5567 • 5567X45

PATTI PAGE
"Mockin' Bird Hill"
FLIP SIDE
"I LOVE YOU BECAUSE"
MERCURY 5595 • 5595X45

REX ALLEN
"Sparrow In The Tree Top"
FLIP SIDE
"ALWAYS YOU"
MERCURY 5597 • 5597X45

RALPH MARTERIE
AND HIS ORCHESTRA
"Across The Wide Missouri"
FLIP SIDE
"SILVER MOON"
MERCURY 5426 • 5428X45

RICHARD HAYES
"Too Young"
FLIP SIDE
"SHENANDOAH WALTZ"
MERCURY 5599 • 5599X45

KAY BROWN
FIRST TIME WITH VOCAL
"Little Rock Getaway"
FLIP SIDE
"MY LOVE AND MY MULE"
MERCURY 5600 • 5600X45

TONY FONTANE
"No One But You"
FLIP SIDE
"SYNCOPATED CLOCK"
MERCURY 5607 • 5607X45

DORIS DREW
"Beautiful Brown Eyes"
FLIP SIDE
"SHUT UP"
(AND MAKE LOVE TO ME)
MERCURY 5370 • 5370X45

FRANKIE LAINE
"Metro Polka"
FLIP SIDE
"JALOPY SONG"
MERCURY 5581 • 5581X45

TINY HILL
AND HIS ORCHESTRA
"EVERYBODY LOVES THAT HADACOL"
FLIP SIDE
"DON'T MAKE LOVE TO MARY"
MERCURY 5543 • 5543X45

JERRY MURAD'S HARMONICATS
"After You've Gone"
FLIP SIDE
"LATIN QUARTER"
MERCURY 5596 • 5596X45

SKIP FARRELL
WITH LEW DOUGLAS ORCHESTRA
"Seven Wonders Of The World"
FLIP SIDE
"SAID MY RIGHT EYE TO MY LEFT EYE"
MERCURY 5594 • 5594X45

BOB CONNALLY
"Chapel Of The Roses"
FLIP SIDE
"KENTUCKY WALTZ"
MERCURY 5608 • 5608X45

MERCURY RECORDS, CHICAGO, ILLINOIS  ★  MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

www.americanradiohistory.com
NEW YORK:

The eyes of the music and record industry turn towards the MOA Martin at the Palmer House in Chicago beginning next Monday. Leading recording talent plan to be on hand. Martyn Brin, head of the Stater in New York is as hot as the blazing uniforms the boys in the band wear. Martin with the new year will launch an animated TV show for four consecutive weeks.... An exodus seems to be starting to Europe. Howie Richardson is leaving to set up the international office in London and France. Laron Lusher, president of Savoy, is set to go to Switzerland and France for some recording deals. Joe Dee and the Bulls head to Miami for a three week motor trip.... Phyllis Cole, Secretary to Bernard of Apollo, resigned because of illness after five years with the firm.... Watch for the new sound on Abbey Records.... Dick Courtney, Lieu- tenant of Frank DeVol, is back and in cavies.... Guerrie Green, possibly the only publisher contact girl on the west coast, headed the Santa-Joy office that day.... Evelyn Knight has some big guest shots coming up including those with Paul Whitman, Mil- kin, Bing Crosby, and the Denny Vaughan into the Park Avenue for four weeks.... 1953 was a great year for standards. Many tunes published that year have long lives on the floor including "Caroline." Ira Cook, who was the first of the "Weather," etc. During the next few weeks we're going to hear a lot of what was possible the great song "Remember that Day," Ingel Berlin," "Exotic Parade.".... Mayor J. Lester Laughlin of Altoona, Pa., named March 5 "Music Appreciation Day" hyped by Sammy Kaye's appearance in that town. Sidemen Charlie Wilson and Ernie Ruskin, whose times then members who held from Altoona, were specially honored.... Bobby Wayne, London's new singing star, is really hitting up with two smash songs, "Let Me In" and "Always You."

CHICAGO:

Shep Fields advises that his band has been clickin' like a sixteen cylinder car and that wherever they've appeared they've done marvelously well. The Shep isn't cutting wax right now, advises he hopes to have some "news" in his regard before he returns to the studio. While Babbie... Billy Bishop drops in to say a quick "hello" on his way to the Rice Hotel in Houston and from there to the West Coast. In the meantime Billy brings up sides he's cut for a North American. Oldies, but still good in any... The song "Have Got Fun" backed with "My Best Girl."... Billy Daniels, who was supplanted in Greenwich Village... opens at the Usher (March 9) with a new eight-package... after his smash success in Miami. "Mr. Magic," is the way their billing now on with two smash songs, "Let Me In" and "Always You."

LOS ANGELES:

"That's the One for Me" seems to be the one for Art Rupe of Specialty, twice now. Art tells us the Left and the Big Show of the Hill & Range Alumni. Music tune that he has cut with it two of his top artists, Roy Milton and Joe Ligginis. ... Don't believe we've heard the ditty yet, but if you can go by fear and predictions and the Rupe judgment this one should be a sure winner. ... His writers are Roy Milton ("Bird That Told Me") and Ellis Walsh ("Saturday Night Fish Fry") while its publishers are the same people who had "Eag Mop" and "A Man's Gotta Have a Little Bird That Told Me." He has a "For Get You," that he's now "at home" at 300 W. 57th St., NYC, married to Lee Newman. Mrs. Newman manages the band and up on the honeymoon... Everyone on the Riauto here talking about (and plenty hot, too) over that terrific show on the Frank Sinatra (Satty nite TV show) composed of Frankie, Perry Como and Frances Laine and, of all surprises and not even billed, the great Andrews Sisters.

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

CHICAGO, ILL.—Bette Chappell, who sings on the Dave Garroway Sunday night TV program, saved the day at a recent Oriental Theater show. Teresa Brewer, who was supposed to have appeared, took sick and Bette stepped in to play the engagement. Others on the show were Eddie Hoddie, WIND DJ; Guy Mitchell, the new singing star; Ken Griffin, organist, and the Art Van Damme Quintet.

MOA Convention, March 19, 20, and 21, Draws Publishing, Recording Trades

NEW YORK—Representatives of all branches of the music and recording industries are preparing for the bigMusic Operators of America convention to be held in Chicago on March 19, 20, and 21. The Palmer House is to be the scene and from all indications, it will be swamped.

Operators from all over the country will gather at the convention next week to discuss ways and means of keeping their business going through the difficult days that lie ahead. And all those who are in any way connected with the running of juke boxes, such as publishers, recording firms, their artists and sales personnel, will all want to present to meet the men who play such an important part in the distribution of music in this country.

Not only will the problems of music operators be discussed, but there will be forums which will be of direct interest to publishers and recording companies themselves. In these discussions they will be able to learn how they can improve their service to operators, what they ought to change, what they ought to strengthen.

Since this may be the last MOA convention for the duration of the present emergency, the importance of it cannot be overemphasized. It may be a number of years before the music operators of America can again meet in the present fashion and the opportunity to confer with representatives of their organizations from various parts of the country at one time should not be overlooked by those in the music trades.

For those who don't realize how the date is: THE CONVENTION IS NEXT WEEK.

We'll see you there.

Pyramid To Release Missing Singer's Disk

NEW YORK—Unable to locate Marian Maye, the talented young singer who left New York several weeks ago after having made an audition record for Pyramid Records, Elmo Golladay, head of the recording company, announced his decision to release the number.

"Gotta Find Somebody To Love," with orchestra background added to Miss Maye's singing, will be made available to juke box operators next week, according to Russ. Miss Maye's vocal rendition of the song, originally done with piano accompaniment, was backed up with an orchestra arrangement recorded last Wednesday (March 7) by Joe Reisman and his orchestra.

Reisman, who is responsible for the arrangements used by Patti Page in her Mercury releases of "Tennessee Waltz" and "Mockin' Bird Hill," was commissioned by Pyramid to write an arrangement which could blend in with Miss Maye's voice as recorded on her original test version. Incidentally, Miss Maye's early recording featured a duet with herself, a practice many singers have recently adopted.

Reisman accomplished the difficult and unusual dubbing-in of the background music by working out a clever arrangement and conducting the orchestra himself. Pyramid Records is hopeful that the playing of Miss Maye's "Gotta Find Somebody To Love" on juke boxes and by disc jockeys will serve to locate the missing singer. Four additional tunes are being held by the company awaiting Miss Maye's return.

King Signs Hillbilly Star

CINCINNATI, OHIO—Sydney Nathan, president of King Records, this week signed Neal Burre, the 21 year old hillbilly singing star of radio station WVL, Cincinnati, to an exclusive recording contract.

Neal is a featured singer on the "Midwestern Hayride" on Saturdays and has his own show twice a week. On TV, he is the MC as well as singer on the "TV Rangers" Monday through Fridays. Neal will cut his first session shortly.

Additional Tunes Listed Below in Order of Popularity

GOLDEN ROCKET
Hank Snow
(RCA Victor 21-0400; 48-0400)

MOCKIN' BIRD HILL
Pineapples
(Coral 64061; 9-64061)

HOT ROD RACE
Arkio Shibley
(Gilt Edge 5021)
Tiny Hill
(Mercury 5547)

SHINE, SHAVE, SHOWER
Lefty Frizzell
(Columbia 20772; 4-20772)
Hodges Quits Ellington After 23 Years

NEW YORK—Johnny Hodges has left Duke Ellington's orchestra after an association lasting 23 years. He opened his own band on March 9 at the Blue Angel in Chicago. For 12 years in his band are Lawrence Brown, Al Sears and Sonny Greer, all former Ellingtonians and heard with Johnny on several of his Mercer recordings. Mercer, last week, completed arrangements for release in this country of a series of Johnny Hodges disks recorded while the clarinetist was a king's European tour last year.

Latest Hodges opus, released this week on Mercer, is "Violet Blue," the Billy Strayhorn composition which Hodges played at the Duke's recent Metropolitan Opera House concert, coupled with June's Jumpin'.

Donahue Takes Exam For Navy Service

NEW YORK—Sam Donahue, popular band leader who is currently appearing at the New York Paramount, has been ordered to report for his naval induction examination, April 16. Donahue, who is in the Navy to serve, is one of the top musicians in the country today and he served with the Navy in World War II from November 1942 until December 1945. He was with the Artie Shaw Navy band at the time of Pearl Harbor and then was made leader when Shaw was discharged. He toured England and France and following his discharge from the Navy, Donahue kept the band intact and gained national prominence with this outfit.

In addition to leading his own orchestra, Donahue has been on the faculty of the Harnett School of Music on Broadway for the past 18 months.

Air Force Releases Tibbetts

HANOVER, NEW HAMPSHIRE—Don Tibbetts, well known New England bandleader, who a few weeks ago went through all the trouble of informing his friends in the business that he was about to enter the service, has now found himself released because the Air Force didn't enter the service.

Tibbetts is currently at WTSN in Hanover as program director and is in the studio as assistant director with the Granite State Network.

Harry Link Joins E. B. Marks As G. P. M.

NEW YORK—Harry Link ended all speculation as to his future plans last Friday when he joined E. B. Marks as general professional manager. Link formerly held a similar position with Leo Feist and since his leaving there, a couple of months back, the entire music trade had awaited announcement of his future association.

Link's entry into the Marks organization will be the beginning of a new policy for the firm whereby it will veer from the conservatism under which it formerly operated to a dynamic new program.

Mary Murray, Link's secretary, will accompany him into the firm, where his first plugged tune will be "A Nickel Ain't Worth A Cent Today," which Link had been working on before joining the company.

Eileen Barton
NATIONAL No. 9137
'TELL ME'

Scotty Graham
NATIONAL No. 9141
'EASY TO SAY'

Melvin Moore
NATIONAL No. 9147
'I'm Still In Love With You'

'Jumpin' The Blues'

'YOU'LL NEVER SEE ME CRY'

'BACK UP AND PUSH'

'COWBOY COPAS'

'ROBBINS & SONS, Inc.'

'OZIE WATERS'

'THE ATTITUDE OF DONE RIGHT'

'DON'T EVEN CHANGE A PICTURE ON THE WALL'

'SHOTGUN BOOGIE'

'CENTURY SONGS INC.'
**High On The Hill (Mockin' Bird, that is)**

Hollywood, Calif.—Mary Ford and Les Paul point to the slot indicating their latest hit “Mockin' Bird Hill” on the new Wurlitzer phonograph. This husband and wife team, who record for Capitol, have turned several disks which have been hitting it up high on the boxes.

**Get HOT with DOT...**
- Featuring CECIL GANT’S
- Newest and Greatest
- “WAITING FOR MY TRAIN”

**“AWARD of the WEEK” - CASHBOX**
- “SWEET SLUMBER” with the FOUR BUDDIES
- backed by “DON’T LEAVE ME NOW”

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

**GOING UP UP UP UP RIGHT TO THE TOP**

**Al Hibbler’s**

“What Will I Tell My Heart”
b/w “It Don’t Mean A Thing”

(CHASE RECORD No. 1455)

---

**IMPORTANT NOTICE**

Orders and more orders are filling in by letter, wire, and long-distance phone for this and other of Al Hibbler’s great titles (like “Trees” and “Solu- tude”) and are keeping us pressing right around the clock. Please anticipate your requirements. Give us a little time to fill your orders. All orders are being filled in rotation as received just as fast as we can possibly fill them. First come—first served. (DISTRIBUTORS: A few territories still available. Write, wire or phone us today.)

**CHESS RECORDS**
5249 Cottage Grove Ave.
Chicago, Illinois
(All Phones: MU 4–1322)

---

**Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!**
Special - HOT OFF THE PRESS
“JACQUET BLOWS THE BLUES”
PART I and PART II
RIH 157

Get On The 100% Hit Parade with
RECORDED IN HOLLYWOOD
The Hollywood Label
BIGGEST THING OF THE YEAR
JIMMY GRISSOM’S
“ONCE THERE LIVED A FOOL”
RIH 143

AND HIS GREAT NEW RELEASE
“I LOST MY INSPIRATION”
backed by
“ONCE IN LOVE BLUES”
RIH 149

THIS ONE IS REALLY GOING — AND GONE!
“DOLPHIN STREET BOOGIE”
backed by
“POINCIANA”
RIH 141

Red Callender and His Sextet
THESE TWO ARE JUST LIKE MONEY IN THE BANK
The Great ERROL GARNER with
“NEW YORK CONCERTO”
backed by
“THIS IS MY BELOVED”
RIH 128

“LOTUS BLUE”
backed by
“SIX P.M.”
RIH 110

HERE’S ONE THAT JUST WON’T STOP!
PERCY MAYFIELD’S
“TWO YEARS OF TERROR”
backed by
“HALF AWOKE”
RIH 111

Order Any or All of Them from Your Distributor — 100% Return
Manny Guttermann Presents Phono Needle

Chicago—Manny Guttermann of La Salle Industries, this city, announced this past week that the firm's new phono needle, "La Salle Needle," is already in the hands of many outstanding distributors throughout the nation.

Manny, who has been well known to coinmen for many years, reported that, "La Salle Needles" are sold only thru distributors. Distributors have an exclusive franchise arrangement with our firm. Only these distributors, he explained, "will sell to operators.

"In this fashion," he stated, "the music operator is getting a double guarantee for the "La Salle Needle." He is guaranteed the most perfect sound at the release of 4,000 plays by the distributor as well as by our firm.

"We will stand back of every "La Salle Needle" that is sold by any of our recognized distributors.

Guttermann also indicated that he still has some territories open.

He will display the needle at the forthcoming MOA convention at the Palmer House, Chicago, March 19, 20 and 21.

"I WON'T CRY ANYMORE" (3:20)

"DON'T SAY YOU'RE SORRY AGAIN" (3:16)

DINAH WASHINGTON (Mercury 8211)

A beautiful new ballad gets a great vocal from Dinah Washington and it could easily take off. With Jimmy Carroll's orchestra providing the musical setting, this side has everything it takes to make it. The lower end is another ballad on which Dinah shows her excellent phrasing. The top deck looks real hot.

"TEARS, TEARS, TEARS" (2:50)

"LET'S ROCK A WHILE" (2:40)

AMOS MILBURN (Aladdin 3080)

A very low down sounding thing is offered on the upper level by Amos Milburn. Doing it in extremely slow fashion, Milburn really lets go while the orchestra backs him up. The second side is a driving item on which he goes to town again. This is a natural for his fans.

"WE'LL BE TOGETHER" (2:49)

"LET'S DANCE" (2:46)

FLOYD DIXON (Aladdin 3078)

Floyd Dixon has a blues number to offer on the top deck and he gives it everything he has. Featuring some excellent piano and instrumental backing, this side gets the works from Floyd and the boys. The lower end is a lighter sounding side with a bit of jump to it. Both ends should get a play in the boxes.

"MY CONSOLATION" (2:47)

"TRUE BLUES" (2:48)

BROWNIE McGHEE (Savery 778)

A couple of blues numbers are dished out here by Brownie McGhee. Both ends get a wonderful vocal from him as he sings the blues with feeling. The instrumental backing helps create the mood with some grand piano and guitar come through. Ops oughtn't to pass this one up.

"HONEY BABE" (2:48)

"TELEGRAM TO MY BABY" (2:54)

BLIND JOHNNY DAVIS (MGM 1019, K1019)

A soft voiced blues number is turned out on the upper deck by Blind Johnny Davis. Doing it in a very relaxed manner, Johnny nevertheless pours a lot of meaning into the tune. The second half is somewhat on the same order and Johnny again comes through with flying colors. This is a real good disk to listen to.

"HONEY BABE" (2:48)

"TELEGRAM TO MY BABY" (2:54)

BLIND JOHNNY DAVIS (MGM 1019, K1019)

A soft voiced blues number is turned out on the upper deck by Blind Johnny Davis. Doing it in a very relaxed manner, Johnny nevertheless pours a lot of meaning into the tune. The second half is somewhat on the same order and Johnny again comes through with flying colors. This is a real good disk to listen to.

"HONEY BABE" (2:48)

"TELEGRAM TO MY BABBY" (2:54)

BLIND JOHNNY DAVIS (MGM 1019, K1019)

A soft voiced blues number is turned out on the upper deck by Blind Johnny Davis. Doing it in a very relaxed manner, Johnny nevertheless pours a lot of meaning into the tune. The second half is somewhat on the same order and Johnny again comes through with flying colors. This is a real good disk to listen to.

"HONEY BABE" (2:48)

"TELEGRAM TO MY BABY" (2:54)

BLIND JOHNNY DAVIS (MGM 1019, K1019)

A soft voiced blues number is turned out on the upper deck by Blind Johnny Davis. Doing it in a very relaxed manner, Johnny nevertheless pours a lot of meaning into the tune. The second half is somewhat on the same order and Johnny again comes through with flying colors. This is a real good disk to listen to.

"HONEY BABE" (2:48)

"TELEGRAM TO MY BABY" (2:54)

BLIND JOHNNY DAVIS (MGM 1019, K1019)

A soft voiced blues number is turned out on the upper deck by Blind Johnny Davis. Doing it in a very relaxed manner, Johnny nevertheless pours a lot of meaning into the tune. The second half is somewhat on the same order and Johnny again comes through with flying colors. This is a real good disk to listen to.

"HONEY BABE" (2:48)

"TELEGRAM TO MY BABY" (2:54)

BLIND JOHNNY DAVIS (MGM 1019, K1019)

A soft voiced blues number is turned out on the upper deck by Blind Johnny Davis. Doing it in a very relaxed manner, Johnny nevertheless pours a lot of meaning into the tune. The second half is somewhat on the same order and Johnny again comes through with flying colors. This is a real good disk to listen to.

"HONEY BABE" (2:48)

"TELEGRAM TO MY BABY" (2:54)

BLIND JOHNNY DAVIS (MGM 1019, K1019)

A soft voiced blues number is turned out on the upper deck by Blind Johnny Davis. Doing it in a very relaxed manner, Johnny nevertheless pours a lot of meaning into the tune. The second half is somewhat on the same order and Johnny again comes through with flying colors. This is a real good disk to listen to.
CHICAGO—Next week, it will be “Showtime MOA.”

That’s important to everyone engaged in the music business.

It means that the leaders, and the nation’s juke box men, the men who have over 300,000 juke boxes in operation in this nation, will be meeting.

The Palmer House here, Monday, Tuesday and Wednesday, March 19, 20 and 21, is going to be a busy beehive of activity.

This is the Second Annual Convention of MOA, (Music Operators Of America).

Not only will national legislation of an extremely important and vital nature come up for much discussion, but 10 play action for juke boxes, records, play time, time payments, amortization, and a dozen and one other important things will be presented for discussion.

This will be “Showtime MOA.”

An important time for everyone engaged in the nation’s music industries.

MOA was created in January, 1948, in the Cash Box suite at the Bismarck Hotel. This publication called together all leading juke box men who were present at the CMI (Coin Machine Industries) convention then in progress.

This publication helped to name and appoint three men legal committee.

It realized that there had to be more than just a legal committee to protect and guide this industry during national legislative combative.

It created MOA in its suite at the Bismarck Hotel the very evening that it called all these juke box leaders together who were present at the CMI convention of 1948.

Since that time, these men have won great respect for the entire industry with George A. Miller of Oakland, Calif., as their National Chairman.

But, most important, is the fact that juke box operators all over the nation now find themselves with their very own convention.

From all indications this year’s meet will probably prove a history-maker for MOA.

Not only from every state in this great union, but from countries surrounding these United States, delegations are being sent to this convention.

This is, then, “Showtime MOA,” most important to all in the music industries.

The Cash Box
Will Be Seeing You
At
“SHOWTIME MOA”
in
ROOM 716
Monday, Tuesday and
Wednesday
March 19, 20 and 21

Hotel Reservations Scattered Thruout Chi For MOA Show

NOTICE

Regardless of what hotel you have chosen to stay at during the MOA Convention (March 19, 20 and 21) notify The Cash Box, 52 W. Randolph St., Chicago 1, Ill. and your name will be on hand here, as well as in The Cash Box display room at the Palmer House (Room 716) so that, if anyone wants to contact you, this information will be available. Your room number and hotel will be kept confidential if you so desire, except for those whom you may want to contact. Write The Cash Box today.

ChiCoin Presents New “Hit Parade” 45 rpm Phono

Fully Selective — Features 10 Selections

CHICAGO—Factory executives of Chicago Coin Machine Company, announced this past week that the firm is now ready to ship its new 45rpm counter-monograph, which they have named “Hit Parade.”

“Hit Parade” is beautifully designed and is larger in size than what many expected.

It has some very unusual features, one of which will please many ops is that wall and bar boxes (with the exception of the wireless type), can be connected to the “Hit Parade.”

The “Hit Parade” phone features ten tunes, is fully selective and, as is believed, will completely satisfy the music players on any location for it ties in with the standard plan of ten top tunes as featured throughout the country by all the big music shows.

Experiments of the firm stated, “Everything that will make ‘Hit Parade’ outstanding on location has been incorporated into this phonograph.

“The color lighting is beautifully reflected without, in any fashion, detracting from the beauty of design.”

“‘Hit Parade’ has the fastest changing mechanism of any phonograph. It takes only a few seconds to swing from one record to the next and, to complete the entire cycle of all ten selections right back to the original selection, it takes less than 14 seconds.

“While this was timed right in our factory showrooms by music leaders and experts and they were very loud in their praise over this feature.

“The ‘Hit Parade’” these execs also stated, “duplicates nickel, dime and quarter chutes. Operators who want to can block off the nickel and use only the dime and quarter chutes.

“In short,” these execs commented, “the ‘Hit Parade’ does everything that the large phonograph does even to the point where wall and bar boxes can be hooked onto it.

It gives volume control to the location owner. It features the three-way nickel, dime and quarter drop chute.

In appearance it absolutely dominates the location, first, because of its size, second, because of its beautiful appearance and third, and most important, because of its simplicity of construction and its very outstanding tone quality.

Shipments are going forward just as speedily as possible to distributors. The factory urges operators to see the “Hit Parade” just as soon as the phonos arrive in their city.

Southern Automatic Music Co.
In Further Expansion Move

Louisville Office To Move To New Large Quarters

LOUISVILLE, KY.—Leo Weirberger, head of Southern Automatic Music Company, with main headquarters in this city, continues ahead with plans which will bring to Louisville what will probably be the finest distribution office of any in the entire country.

The firm will move into new quarters in this city when work is completed. This should be around April 15. Remodeling and construction has been going on for almost a year. When Southern moves into its new building, which is a few blocks from its present site, it will occupy about 40,000 square feet of what will be the last word in beauty, convenience, and service facilities of any distributing organization.

The new location will make available parking facilities for approximately 100 cars and trucks.

Since our firm became distributors for the AMI music line, business has more than tripled,” stated company officials, “and it is now necessary that we have more space. These new facilities, which will include the most modern equipment for servicing our customers, is in keeping with our plans of recent years to expand and improve, not only this office, but the other five branching offices, which serve operators in Kentucky, Indiana, and Southern Ohio.”
Schneller Introduces "Bingo Bango" 1st Complete Conversion

PHILADELPHIA—Nate Schneller, Inc., this city, well known for the many successful Nasco Conversions in recent years, has just announced the introduction of "Bingo Bango," made from "Just 21."

We are very proud of Bingo Bango," says Lenny Schneller, "because it is the first complete conversion ever made and intensive location tests indicate that it will be the most outstanding money maker we have ever offered."

"Bingo Bango" is a very colorful game with many new player appealing features. Game is a standard five ball novelty replay conversion with standard player controlled ball plunger. It has new brilliant playing field, multi-color back glass, gorgeous cabinet, flippers, bang bumpers, targets, roll over buttons. There are six exciting ways to score replays; point score, point targets and rebound counters; high score, graduating scoring channels and bumpers; bingo side lane special; bingo side lane special; center target special; roll over button special. It has an optional two for one feature which the operator may use at his discretion.

"Bingo Bango" is set-up to deliver two plays for a coin—however, the operator, if he wishes, automatically converts it to a one play for a coin by disconnecting a Jones plug.

Nate Schneller, Inc., has had a meteoric rise in this industry. Founded by Nate Schneller and Lenny Schneller three years ago, they have reached the point where they are important factors in the games business with substantial manufacturing facilities in Philadelphia. Both Nate and Lenny have lived with this industry for many years and received their training operating, working for jobbers, distributors and manufacturers.

Scott-Cross Co., Philadelphia, has been appointed national distributor for "Bingo Bango."

Cohn To Show "Bowl-O-Matic" At New York And Chicago

NEW YORK—Nat Cohn, one of the foremost leaders in the industry prior to his absence during the past two years, due to interests in other fields, now returns with the same energy and enterprise.

Cohn, head of Bowl-O-Matic Sales Company, Inc., this city, is introducing a new amusement machine "Bowl-O-Matic," an 18 foot automatic bowling alley, with a two-day showing at the Sheraton Hotel, this city, in the Oriental Room, on Wednesday and Thursday, March 14 and 15.

Invitations were sent to all columnists in this area, and Cohn reports that he's been assured by numerous phone calls, that these men will be on hand to view the new game.

The week immediately following, beginning on Monday, March 19, "Bowl-O-Matic" will be given a showing at the Palmer House, Chicago. The game will be on display for three days, March 19, 20 and 21. Large attendance is also expected at the Chicago showing.

"I studied 'Bowl-O-Matic' for quite a while" stated Cohn, "before deciding to go ahead with its production. Not only is the game built to attract large play, but was on actual test for many months to assure me that it would take in plenty of money. When its playing features were proven, I then contacted one of Chicago's foremost manufacturers to build it for me, thus assuring the trade that mechanically it would be perfection itself."

Distributors are now being contacted so that a national network of top firms will be organized.

Cohn promised deliveries would go forward immediately.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Come to the M.O.A.

MUSIC OPERATORS OF AMERICA!
Meet Your Distributor at AMI Headquarters

American Distributing Company
4012-14 Elm Street, Dallas, Texas
Atlas Distributors
1024 Commonwealth Avenue, Boston 15, Mass.
Automatic Phonograph Dist. Co.
806 No. Milwaukee Avenue, Chicago 22, Illinois
Banner Specialty Co.
1508 Fifth Avenue, Pittsburgh 19, Pa.
Birmingham Vending Company
540 Second Avenue North, Birmingham, Ala.
Central Distributors, Inc.
2334 Olive Street, St. Louis 3, Missouri
Central Ohio Coin Machine Exch.
525 South High Street, Columbus 15, Ohio
Chris Novelty Company
836 St. Paul Street, Baltimore 2, Md.
Cleveland Coin Machine Exch., Inc.
2021-5 Prospect Avenue, Cleveland 15, Ohio
Coin Machine Sales Company
136 East Third South Street, Salt Lake City, Utah
Dixie Coin Machine Co.
122 No. Broad Street, New Orleans 13, La.
H. W. Dolph Distributing Co.
222 East Fourth Street, Tulsa 3, Oklahoma
Fort Worth Amusement Co.
110 S. Jennings Avenue, Fort Worth 4, Texas
Friedman Amusement Company
441 Edgewood Avenue, S.E., Atlanta, Georgia
Garrison Sales Company
1000 W. Washington Street, Phoenix, Arizona
Hermitage Music Company
423 Broad Street, Nashville 3, Tennessee
Huber Distributing Company
1118 Howard Street, San Francisco 3, California
Mayflower Distributing Corp.
1209 Douglas Street, Omaha 7, Nebraska
Miller-Newmark Distributing Co.
42 Fairfax St. N.W., Grand Rapids, Michigan
Nickabob Company
2525 W. Pico Boulevard, Los Angeles, Calif.
P-S Distributing Company
110 Eleventh Street, Des Moines 9, Iowa
Paster Distributing Company
2218 University Avenue, St. Paul 4, Minnesota
Paster Distributing Company
2606 W. Fond du Lac Ave., Milwaukee 6, Wis.
Allen Pullmer Company
30 Buckingham Apts., Winnipeg, Manitoba
Rex Coin Machine Dist. Corp.
821-29 South Salina St., Syracuse 3, New York
Roanoke Vending Mach. Ex. Inc.
3110 Williamson Rd. N.W., Roanoke, Virginia
David Rosen, Inc.
855 North Broad Street, Philadelphia 23, Pa.
Roxy Specialty Corporation
703 Notre Dame St. W., Montreal 3, Quebec
Runyon Sales Company
593 Tenth Ave., New York City 18, New York
123 West Runyon St., Newark 8, New Jersey
354 South Warren St., Trenton, New Jersey

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

www.americanradiohistory.com
Convention!

PALMER HOUSE
CHICAGO
MARCH 19, 20, 21

See the Complete AMI Line
* AMI MECHANISM * HIDEAWAYS
* SPEAKERS * WALL BOXES
* BAR GRIPS * STEPPERS

in the Palmer House, Rooms 738-739

Southern Amusement Co.
626 Madison Avenue, Memphis, Tennessee

Southern Automatic Music Co.
624 South Third St., Louisville 2, Kentucky
325 N. Illinois St., Indianapolis 4, Indiana
605 Linden Ave., Dayton 3, Ohio
240 N. Jefferson St., Lexington 2, Kentucky
1000 Broadway, Cincinnati 2, Ohio
3011 E. Maumee Ave., Fort Wayne 4, Indiana

Steel Music Company
218 East Parrish Street, Durham, North Carolina

Taran Distributing, Inc.
90 Riverside Ave., Jacksonville, Florida
2830 N. W. Seventh Ave., Miami 37, Florida

Toronto Trading Post Limited
736 Yonge Street, Toronto 5, Ontario

United Distributors, Inc.
512 E. Central Street, Wichita 2, Kansas

United Dixie Co., Inc.
106 Minerva Street, Jackson, Mississippi

United Novelty Company, Inc.
111 West Division, Biloxi, Mississippi

Wallace Distributing Company
205 Northeast First Ave., Mineral Wells, Texas

R. Warncke Company
121 Navarro Street, San Antonio, Texas
1815 Congress, Houston, Texas

Western Distributors, Inc.
1226 S. W. 16th St., Portland 5, Oregon

Western Distributors
3126 Elliott Avenue, Seattle, Washington

Wolf Distributing Company
2854 Champa Street, Denver 5, Colorado

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

Bally SPEED BOWLERs, ea. $124.50
United EXPRESS ALLEYS, ea. $124.50
Williams DELUXE ALLEY, $89.50
United ALLEY w. fly balls 74.50
Williams DOUBLE HEADERS 149.50
Genco BOWLETTES 49.50
Geno GLIDERS 19.50

EXTRA SPECIAL
Wurlitzer Model 1250——Write
Wurlitzer 1100's——$395.00
Drivemobile——99.50
Gadsby——55.00
Bally Heavy Hitters, ea.——25.00

Arthur J. Olsen Dies

CHICAGO—The coin machine industry lost one of its best friends and staunchest boosters this past week with the death of Arthur J. Olsen, president of Permo, Inc. Olsen died of a heart attack on Thursday, March 8, at the age of 53.

Art, as he was familiarly known to thousands in the trade, revolutionized the needle business when he introduced the long-playing phonograph needle. Prior to this, it was necessary to change needles with every play of a record.

Olsen, serving with the Marines in World War I, was badly shot up, and spent the next six years in a hospital. During that period he underwent seven major operations, which finally permitted him to walk, with a limp however. A lover of music, Olsen played a phonograph incessantly during his hospitalization, but was highly perturbed over having to change the needle after each playing. At that time Schaeffer Pen Company introduced what it called its "Long-Life Pen." This started Olsen on his plans to produce a "long-life" record needle. After many experiments a needle was finally produced, which not only lasted thru thousands of plays, but reproduced the sound of the record in true tone.

Applying all his knowledge and the skill of his factory, Olsen produced several items during World War II, which not only won the Army & Navy "E" Award many times, but brought him special commendation from the Government.

Olsen had been dividing his home life during recent years between Skokie, Illinois and Miami.

NAMA, Region I, To Meet In Boston

BOSTON, MASS.—More than 100 automatic merchandise operators from six New England States are expected to attend a one-day regional meeting at the Somerset Hotel, this city, on Tuesday, March 20, it was stated by E. C. Williams of Sparcarb of New England, Inc., and chairman of Region I of NAMA.

C. S. Darling, executive director of NAMA, explained that the Region I meeting is the first in a series of perhaps 40 local and regional meetings to be held by NAMA in various parts of the country throughout the year.
Trade Welcomes "DO-97" Priority Granted For Maintenance, Parts And Supplies

CHICAGO—With the first announcement to appear in any coin machine publication regarding the "DO-97" priority granted to this field, as well as to all others, this past week, many in the trade phoned The Cash Box offices here and were extremely happy over the news.

In view of the fact that many do not realize that the trade now can purchase parts and supplies for repairs and maintenance of equipment, with a priority rating ("DO-97") which is granted the members of this industry under the new NPA Regulation 4, MRO, (Maintenance, Repairs and Operating Supplies) as well as purchase of materials for "capital investment" within the same quota of expenditures as of 1950, it is suggested that operators, jobbers and distributors who wish to obtain materials for repair and maintenance of machines can, and should, feature on their orders (to prove their priority to obtain scarce materials needed for repairs and maintenance as well as for operating supplies) the following: MRO, DO-97, NPA, Reg. 4.

This simply means, Maintenance, repairs and operating supplies, priority number "DO-97," NPA (National Production Authority) Regulation 4.

In short, by featuring this on their orders for all materials needed for repairs and maintenance of their business as well as for operating supplies, they are able, because of their priority (DO-97) to get these materials and the firm supplying them can obtain what materials were sold by refurbishing this priority number to the basic supplier.

At the same time, NPA Reg. 4 also allows for the purchase of equipment needed to continue maintenance and repairs which can be called "capital investment" merchandise. For example, a screwdriver or a punch press or a lathe used to repair and maintain equipment, can be purchased under DO-97 priority. But will be listed as "capital investment" and must completely be used for repairs and maintenance of equipment. This cannot be purchased for resale or for use in the home.

The quota allowed is the same as the operator, jobber or distributor used in 1950. In short, just as much as was purchased in 1950, can be purchased each quarter (each year) under NPA, Reg. 4.

If more is needed, as for routes which might have been expanded late in 1950 then a special request must be made to the nearest NPA office and permission must be granted for such increased quota by NPA.

There are many features of great value to the industry in NPA Regulation 4. It is necessary for all engaged in the field to immediately obtain a copy of NPA Regulation 4 and read it thoroughly.
The Cash Box

Page 24

March 17, 1951

New in A says, BIGGER pleasing FEATURE Keeney New yds. very extra foot for bound we PIERI Rieck coin.

BANGO sales New New ADMIRAL POINT that the Original pay. Standard PHILCO proves 2 preparing 30 NASCO CENTER

The South Retails Limited

Cash Exclusive

COIN PRICES

1938

TO

ANYTHING

Send HIGHEST

Box

STEVENSON

AMI

OPERATED

BUY

Minnesota Your Top

ROSEN Dist.

Price

PAID

Bass-Oreno, Ave.

Dive-

COMPLETE had

pany, manager

the ordering

the receiving

week

conversion

Way

Bowler'"

“4-Way Bowler” for

J. H. Keene & Com-
pány, Inc, this city, stated this past

that, "The ingenuity of the oper-

ators is truly amazing." The reason for this remark, Charley

stated, was because he had been re-

ceiving orders from operators, that the firm’s distris, whereby ops who

had but one 22 foot shuffleboard were

ordering two of the new Keene "4-

Way Bowler" conversion units.

“We just couldn’t figure out what

the operators wanted with two of our

conversion units with only one shuffle-

board," Pieri explains, “and so we went out to investigate.

“We found," he reports, "that the

operators were cutting these 32 foot

shuffleboards in half and were making

two shuffle games out of them using two of our '4 Way Bowler' conversion units.

The "4-Way Bowler" was created for 18, 20 and 22 foot shuffleboards. But, the above facts came as a great surprise to the firm.

"It gives the operator a chance to double his income," Charley reports, "by now getting two locations where he formerly had only one and still not have the expense of two brand new shuffle games.

"In short," he says, "two of our '4-Way Bowler' conversions and one 22 foot shuffleboard make up two 11 foot shuffle games which have proved themselves among the most interesting and pleasing to the players."

CHICAGO—Les Rieck of H. C. Evans & Company here, advised that the firm is preparing a very unique display for its new "Constellation" phone at the forthcoming MOA Second Annual Convention at the Palmer House here on March 19, 20 and 21.

Les commented, "We believe that the display which we are arranging is bound to attract every music operator and prove the value of the new ‘Constellation.”

"There is no more doubt," he stated, "of the outstanding acclaim for the ‘Constellation’ from all music operators who have it on location.

"Every day," he explained, "we are getting reorder from operators all over the country who tell us that the ‘Constellation’ is proving itself one of the greatest phonos built.

The Les wouldn’t give details as to just what the display would be in their MOA display room, he did state that it would prove to be one of the features of MOA’s second annual convention.

CHICAGO

CLOSING OUT!!

TELEVISION RECEIVERS

RCA-VICTOR • PHILCO • ADMIRAL • MOTOROLA

OTHER NATIONAL MAKES

Write us now—Tell us what you want and what you want to pay. All sets Brand New Direct From Factories in Original Cases.

Box #214, c/o The Cash Box, 32 W. Randolph St., Chicago, Ill.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
D. Gottlieb & Co. Proudly Presents

MINSTREL MAN
BIGGEST SHOW IN TOWN!

Featuring 3 – COUNT 'EM – 3...
Thrilling MINSTREL MAN TARGETS!
They drop when hit! Award $500,000 Score and 1 Point when Lit!

Sensational SEQUENCE SCORING! 1 to 5
NUMBER SEQUENCE Awards Points! A-B or C-D ROLLOVER SEQUENCES Light
BONUS POCKETS for 200,000! Complete A-B-C-D ROLLOVER SEQUENCE Lights
BONUS HOLES for REPLAY!

Amazing "SAFETY" GATE! Automatically Closes
as Each Ball is Played to Assure Extended Ball Action! Play Stimulator DeLuxe!

Plus— for the First Time Anywhere—Mystery Gate-Closing Button! Closes Gate Any Time During Game. When Lit!

3 "POP" BUMPERS! FLIPPERS!

ORDER FROM YOUR DISTRIBUTOR
NOW!

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

Williams “Music Mite” Opens New Spots For Operators

An Operator’s Lament

CLEVELAND, O.—Joe Abraham, head of Lake City Amusement Company, this city, submitted the following poem by his wife, Josephine. Ed. comment: How true?
They put a nickel in the box,
The machine pops, the music stops;
The storeman calls—says it's on the bum,
The operator begins to worry some.
You promise that you'll give service soon,
But the mech doesn't get there till afternoon;
He finally reports that it's O. K.
And thinks he's finished for the day.
The storeman calls right back again.
Only to some more complaints;
The lights are out, there is no sound—
The juke is now completely down.
You send the mech to check it out,
He grunts and groans and says he would,
But when he leaves he puffs and pouts,
And you begin to have your doubts.
Just as the mech pops in the door,
The pipe begins to ring some more;
The same man hollers in your ear—
"Get this junker out of here!"
He races and runs as you try to smile,
And then under you wonder if you can't tell
Him to go right straight to hell!

Stern reported that in addition to the shipments of their new "Shoo Shoo" pinball game, they are producing as fast as they can obtain materials for the "Music Mite."
He said, "Shipments are going out just as fast as we can possibly get them out. It isn't easy these days to dig up the materials we need. But everyday we can get delivery of materials, we complete 'Music Mite' photos and rush them right out to the trade."

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

J. H. Keeney & Co., Inc.

Offers OPERATORS

A COMPLETELY PACKAGED, PROFIT-MAKING, OPERATING DEAL

Nothing like it on the market, no competition, the field is yours! Product is nationally known and liked by everyone. Test operations proved to be terrific! $15 to $30 per week, NET, and even more. Machines and merchandise ready to go, no delay, you can start at once.

Contact your KEENEEY distributor or write us direct for more information.

J. H. Keeney & Co., Inc.
2600 W. 50th St. DEPARTMENT 7
CHICAGO 32, ILL.
HEmlock 4-5500

CALIFORNIA CLIPPINGS

Legal action is being taken by a group of California opera, up in Sacramento, in filing through their attorneys for a test as to the legality of one-balls. Attorneys A. M. Mull, Jr., and Wallace Shepard were before Superior court review of the State Atty-General’s recent decision regarding the game. Regardless of the outcome of the case, the Northern operators believe the courts will be the place to prove an amusements game is one of skill. . . . On the L. A. Row, things were moving along quite prosperously for far almost everybody, distributor and operator, who had been busy. . . . The local market is still strong on music and most games. . . . And though the much expected pinch in supply of new equipment still hasn’t been felt, the buyers of old machines for who they won’t get cut too short. . . . Operators suddenly dry up on them.

Fred Grant tells us over at General Music that the Rock-Ohes are coming in steadily now, with 10 in last week, and a greater number expected the following week. In addition to the new music machines, the Bud Parr establishment is already busy selling routes, including a very large number in the past week. . . . Bob Bard reports that his music routes are keeping him and his men hopping these days, with collections on the upgrade. . . . Dave Wallace calls us just a little late to make an advance story out of the recent meeting in the Commodore Hotel of the Southern California Music Operators Association. . . .

MINNEAPOLIS, MINN.

This area was hit by a heavy snow fall on Wednesday, February 28th, and we no sooner had ourselves partly dug out when a big blizzard came along on Friday and turned the traffic throughout the whole state. The operators in some sections of Northern Minnesota and North Dakota had just been able to get around to some of their locations but now they will be unable to do so for some time. South Dakota, which has been hy-penned all winter finally was hit by a blizzard this week and we understand that the operators are just getting around to some of the locations.

Some of the operators who managed to get away to Florida came back just in time to shovel snow. Leo Landsberger of Minneapolis spent several weeks in Florida and came back just in time to shovel snow. . . . He had a good run in Miami, but when he got back to Minnesota, he learned that he had left his dog Benna from Ironwood, Mich.; Dick Grant of St. Paul, and Fred Kirschnich of St. Cloud. . . . In town to pick up supplies for their routes were Harold Hampton of St. Cloud, Wis.; Walt Schmidt of the Red Wing News in the Twin Cities; Harry Baker of Orontville; R. F. Kragtrop of Tracy. Wait Hennes of Bemidji was in town to see what was news in the coin machine line. . . . Harry Nold and jet charging wife of Cambridge. Fred was in town to pick up supplies; Don Hunder of Wheaton; Elgin McDaniel of Wadena all made a quick trip into the Twin Cities the past week.

ST. PAUL, MINN.

We were slightly optimistic last week when we forecasted an early spring for Minnesota. We should have known better. Two days later, we had a blizzard. The following day we had another one, leaving our forecasters with a very beautiful blanket of snow about a foot deep. Armed with shovels in hand, St. Paulites helped one another by digging out neighbors’ automobiles that were stuck, in some cases, in all four wheels during this time this winter.

The Black, Springfield, telephoned in that he couldn’t leave the house to get down town to make his service calls on his route. The snowdrifts were as high as four feet down there. . . . Ray Thraen, Tracy, who drove up last week with some heavy duty work, had his time cut. Home boy and Jim were cutting a happy path after calling on several of the distributors, and when he arrived home found out that his wife was still in Minneapolis. Ray immediately made one fast trip to Minneapolis to tell his wife, who was very much concerned at her husband’s absence, and explained that he wasn’t able to leave because of the snow. Jim and his wife never would have left Gumbrecht, had they known how much snow they were running into. . . .

FERN COON CHASE

RAY THE COIN CHASE

“Tf's What's in THE CASH BOX That Counts”
**CHICAGO CHATTER**

Most thrilling and most impressive to all in the trade was the priority rating number (DO-97) which has been granted for Maintenance, Repair and Reconditioned Supplies (MRO) by the National Production Authority (NPA) under new Regulation 4, which went into effect on February 27, 1591. Now that ops can purchase and supply under a priority number (DO-97) this gives the manufacturers the opportunity to always keep themselves closely connected with the field, regardless should they be most completely engaged in war work. This will probably be the case sometime in the Fall. In short, when ops, jobbers, or distributors, now need parts for maintenance of their equipment, they can order from the manufacturers on their orders with the new rating number. 

Bumped into Ed Ratajak, AMI's western rep, who advises that he is busy these days procuring war work for the AMI plant in Grand Rapids. Seems that most of the factory salesmen these days have turned to procurement officials and are seeking sub-contracts for their plants. With the MRA convention coming up (March 19, 20 and 21) it was interesting to learn that many who will attend will be at other hotels than the Palmer House. Some have already advised they will be at the Bismarck, Sherman, Sheraton and others around and in the Loop. Suggest these men have already made such reservations immediately and let us know where they will stay. Big evening at the Shangri-La last week. Bumped into Ben and Trudy Coven at one table, Sam Stern, Dr. and Lewis, Al Siegel of Toronto and one of Al's men, Art Lipton, with Irv Green of Mercury Records at another, Dave Cavanaugh of Capitol Records, and many strong ex-leader at the bar. All get together at one big table for one of what Raymond Williams of Dallas calls, "The best damn dinners in the world."

Lunch with Samuel Genburg, Ed Levin and Sam Lewis of Chicago Coin, discussing their new 45 rpm phono, "Hit Parade." Ed Levin's wife in Florida, Sam and Charlotte Lewis planning a quickie vacation in Florida and Saumo Genburg reported a ship at least $7,000 of MI Model "C" phones.𬇕 headache advises that there will be plenty of door prizes for the annual AMI banquet during the convention here. Ray says that the manufacturers are extremely generous. Les Rieck of H. C. Evans & Co. advises that the firm will have a unique display of their "Constellation" phono at the forthcoming convention. Murray Rosenthal of Columbia advises that his ray gun conversions in big demand. Orders and orders coming thru.

Happy Birthday this week to: Art Nyberg of Baltimore; Joe Reke of Philadelphia, Sam Stern of Chicago, thanks, Frank Cassarino (A.M.C. Amusements, Tucson, Ariz.) for your very nice note regarding the noted "Confidential Price Lists." Here that Jack Mitnick is wailing and wailing because the ship at least $7,000 of MI Model "C" phones each day. Frank Meneur of Exhibit rushed out of town for a few days to personally be present at some tests which the factory was conducting. And Frank turned a smile on his face from here to way out there. All happy over the successful results. Lynn Duran in a happy mood this past week and looking at the future of his firm with optimism. Ray says he gets back from his Florida vacation looking terrific and feeling like a million. Bill Marmer, of Cincinnati, in town and developing a few more white hairs because he can get all the machines he needs.

Thanks Fletcher Blalock for your nice note regarding The Cash Box. Leo Williams of "Midget Movies" and Hymie Rosenberg get together at the Shangri-La to drink a cigar and light a few refreshing. That was a very nice letter you sent us, Lou Boasberg (New Orleans Novelty Co.) and we most sincerely appreciate it. (...) Over at the big hotel they're plenty busy. Have their new 17 inch black rectangular TV receivers in production, along with their candy, cigarette and sandwich vending machines. But not least, their 4-Way Bowlers for 18, 20 and 32 ft. shuffleboards. (...) Sam Stern of Williams very much pleased with the letter he has received regarding the fact that the firm's "Music Mite" is opening a new outlet for copies of music which never had music before and, what's more, bring ops that do-re-mi, which is most important. (...) Art Weinand of Rock-Ola phones us regarding a story and agrees with us on the matter of the presentation of the reason why.

Long distance phone call from George A. Miller, Nat'l Chairman of MOA, advising that the organization is watching the new "SL Scott Bill" (now in the Judiciary Committee of the House of Representatives) very closely. MOA will demand open public hearings on this bill. (...) Nate Gottlieb down to Miami for a deserved rest. (...) Joe Ash of Philly in town talking things over. Alvin Gottlieb now takes over Nate's duties, including his own, and reports, "Believe it or not I'm getting some white hairs." (...) Al Bergman of Buffalo in town to be recovering from his recent illness. (...) Nanny Guterman, well known to many columnists across the nation, now has "La Salle Needle" and reports that they are sold thru distributors only. (...) Jack Nelson thrilled at St. Louis, N.J. firm's "Turf King" has been in steady production now for ten months. (A record for any amusement game. Does anyone know a game that was produced for one year? big production for a longer period of time.)

Bill DeSelm of United a busy man these past weeks and harder than ever to catch up with. But, always extends that friendly and cheery invitation, "Come over here for lunch with us." Lou Dennis of Portland Report is renowned for being one of the greatest jobs in the west now since taking over the old Jack R. Moore firm. (...) The Cash Box display room at the MOA convention will be with the same last year. In fact have signed up quite a few names this past week. That's state that Ralph is simply nuts about. Just loves the sight of the Lone Star. (...) Jerry Han's of Boy's Music Supply has been busy signing up their Wall & Bar Boys and that the firm shipping every day. Ben Cohen doing a whale of a job on new digital phones and supplies and keeping the prices down. Bill Fitzgerald, AMI's adman, in town for a few days looking over the situation.
Best Wishes and Congratulations
To The Success Of MOA OPERATORS in the TERRITORIES of
KENTUCKY INDIANA and SOUTHERN OHIO

WE PLEDGE that we will continue to cooperate with music operators to the utmost of our ability — to help them prosper . . . . .

THE TERRIFIC OPERATOR ACCEPTANCE OF AMI JUKE BOXES IS PROOF THAT AMI IS THE BUY FOR THE OPERATOR

Many operators report having AMI Juke Boxes on the same location 4 years, never having moved to a shop for repairs. Simply clean and oil right on the location.

Since 1946 AMI Has Never Been Able To Supply The Great Demand — AND HERE'S THE REASONS

AMI is trouble free
AMI is the Juke Box planned and built for the operator
AMI saves money on records and service
AMI is economical to operate
AMI has low depreciation
AMI is the one proven, sturdy, dependable mechanism. Freedom from service difficulties has proven its popularity.

All of these proven features have helped operators get paid out quickly

DELINQUENCY IS PRACTICALLY NIL Our records prove, that since we became AMI distributors, delinquency of payments is far less than Ever In Our History.

There is no need of financing AMI music 2 to 3 years.

IT'S A FACT

Trade Journal proves that 1946 AMI Model "A" consistently brings higher prices on the used market than any other make of machine — and the 1948 AMI Model "B" consistently sells for higher prices than any other 1948 make.

ALL THESE FACTS PROVE THAT OPERATORS OF AMI MUSIC CAN OPERATE ON LESS DOLLAR COST THAN ANY OTHER MUSIC MACHINE — AND THAT AMI JUKE BOXES ARE THE RIGHT ONES FOR THE OPERATOR.

For KENTUCKY, INDIANA and SOUTHERN OHIO Operators
We Have Six Convenient Offices To Serve You

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

Est. 1923. "The House That Confidence Built"

Louisville, Ky. Indianapolis, Ind.
Lexington, Ky. Cincinnati, O.
Ft. Wayne, Ind. Dayton, O.


eastern flashes

Conversations along coinrow mainly about forthcoming MOA show at the Paradise for her Mami Niels, Illinois. Three of Chicago's most important music operators, an distributors as well, get ready to attend. Expecting a large turnout for this Chicago Convention, column here have rushed to make hotel and travel reservations. It appears that all of the leading Chicago hotels will house these men, as each seems to have a preference for his favorite spot. Among the wholesale firm executives who have informed the MOA Show are Barney (Shugy) Superintendent and Abe Green of Runyon Sales Company; Harry Koeppel of Koeppel Distributing Company; Dave Lowy of Dave Lowy & Company; Albert Simon, Inc., of Miami; and Charlie O-Matic Sales; Harry Pearl; Dave Stern of Seacoast Distributing; and Milly Green of American Vending Company. A substantial group of the members of the Chicago Music Club, headed by Al Davis, president; Sidney H. Levine, secretary; and the members of the board of directors, will be leaving here Sunday, March 18.

License fees for 1951 operation of games due on March 15, and ops are getting together their monies. Poll year’s fee must be paid in advance ($20) and altho efforts have been made to get the city to pro-rata this fee, up to this period this helpful regulation hasn’t been accomplished. . . . Which brings to mind, information has reached us that the finance committee of the Philadelphia City Council is considering proposed local legislation which would authorize sharp increases in fees charged by the city for various types of permits and licenses, including the use of pinball machines and coin operated amusement machines. . . . Al Simon, Albert Simon, Inc., anxiously waiting his sample of Calla’s “Bit Parade,” a 25¢ novelty designed 45 cent negative phonograph. “I saw ‘Hit Parade’ while visiting the factory some weeks ago,” stated Al, and I think it’s the most beautiful phonograph of this type ever built.” Al also reports that the Chicago Coin shop at the factory will be presenting their phonos for the first time. . . . Dave Lowy, owner of the Lowy Company, besides a few Allegheny. He will be flying back at his desk on Monday and then to MOA on March 19. . . . Hirash De La Vie, Hirash Coin Machine Company, Washington, D. C., will feature a line of plastics at his room in the MOA Convention.

Jack Mitnick, regional representative for AMI, quite busy in the city. He left for Miami, where he will be staying for a week next week. Barney Bitter, regional manager for Runyon Sales Company, tells he receives dozens of complimentary phone calls every day since he ran that Permo-Runyon party in Newark, N. J., for the music operators and information collectors and picture buyers, and Lou Wolberg had quite a time the end of last week, when their entire office staff was out. "If I only had a broom," smiled Lou, Morris Rood, manager, still out this week too long at the bat in action after a long trip down South, doing quite a job with Williams “Music Mite.” Nat particularly busy right now for the showing of his “Bow-O-Matic” game at the Park Sheraton Hotel (Oral Room) on Wednesday and Thursday, March 14 and 15. Nat tells us that local ops who received invitations to attend have been phoning him up all the time, asking to come. Looks like quite a crowd will be down. The week following (March 19, 20 and 21), Cohn displays his amusement machine at the Palmer Hotel, Chicago. . . . Dave Stern, Searsor Distributing, Elizabeth, N. J., hoping Rock-Ola will ship him more “Rocket” phonos. "Those I receive go out as quickly as they come in," stated Dave, “and I have lined up a long list of orders.” . . . Munves tells us held over from Cohn’s show, Miami O-Matic show to see his many friends, but that he has to remain at home to see that the many orders he’s receiving for arcade equipment are filled. "Boy, that Epoch is one good pinball machine," says Munves. "It’s a terrific hit with the kids. . . . "Of all the shows Exhibit’s made so far, I think this one is the greatest — and as a matter of fact, the first ever made by the company." . . . We noted a few new Wurlitzer 1400’s on the floor of Young Distributing Company this week, but says Joe Young: “They’re sold, just waiting for the ops to pick them up.” . . .忘了 have we touched upon the fact that many ops are busily wiring for at least one machine, and that those operators who have had the machine out on location, are re-ordering in good numbers.

miami murmurs

You should, most definitely, be down here while the sun is shining so gorgeously and while everyone is relaxing and enjoying the splendors of Miami. Richard N. Richardson, well known N. Carolina distributor, has to say "hello and hello" to one and all. . . . Walter Trutnech, that very great guy of A.B.T in town, and tells us, "I’ve never enjoyed a vacation as much as I have this one." . . . Walter Trutnech is quite busy, but has mentioned that after he leaves Miami, he will be going to Texas, where he plans to attend the Wurlitzer Convention. . . . Jack Lovelady, is back with us. Just in from his home town, Ball Ground, Ga. . . . Joe Mangone, the Cohn, O-Matic & Co., distributor here, has purchased an Inter-State coin pin route. . . . Jack Kaufman, formerly of New York, just purchased a small coin box route, in addition to the route he already has here. . . . Bill Bolles, former Wurlitzer man, who is manager advertising Hotel of the Atlantic Territoiries, has asked us that many coinmen check into this hotel all during the season. Bill has set up a special listing for The Cash Box for all of the boys (the next column in the feature Pocket Page). . . . Willie (Little Napoleon) Blatt very despondent this past week because of the letter he received from Jack Nelson of Bally that Jack would not be able to attend with him to hold his season. . . . Charley Chizever, who is now a tool and die manr, in Chicago, and who used to be in the coin bias, is sorrowfully leaving the Hotel Versailles here. Charley says, “I’ve never leave Miami. But, he claims, “I must make a living somewhere.” . . . C’mom down.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Chicago Coin's "Hit Parade"

A LOW COST SELECTIVE PHONOGRAPH PLAYING TEN-45 R.P.M. RECORDS USING THE PROVEN RCA MUSIC SYSTEM

EYE-APPEAL
The interior lighting effect of "Hit Parade" is a stunning combination of colors reflected from a recessed Apollo mirror surface. A large illuminated push button in a prominent position has instantaneous action to a button that rivals the "bullet" phonograph.

APPROXIMATE SIZE
HEIGHT—21"
WIDTH—20"
DEPTH—17"

THE MOST BEAUTIFUL LOW PRICED PHONOGRAPH EVER BUILT

ONLY "Hit Parade"
NO OTHER "45" PHONOGRAPH HAS ALL THESE FEATURES

- ELECTRICAL SELECTION (permits connection with wall boxes)
- 5c-10c-25c DROP COIN CHUTE
  A "MUST" for profitable operation
- CREDIT UNIT • CANCEL BUTTON
Chicago Coin's "Hit Parade" accepts up to 45 plays

Famous RCA record changing mechanism. EASILY UNDERSTOOD. The operator of "Hit Parade" requires no special knowledge or training.

Instantaneous changing of records and title strips. All working parts easily accessible through rear door. Removable mechanism panel for fast, easy servicing.

SEE "Hit Parade" TODAY AT YOUR DISTRIBUTOR OR WRITE US FOR FULL COLOR ILLUSTRATED FOLDER

"Hit Parade" MOUNTED ON ITS HANDSOME PEDESTAL BECOMES AN EYE-APPEALING ONE PIECE UNIT

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WANT—All types of arcade machines. We will buy your five-balls, phonographs and arcade machines. Send us your complete list today. Write: Box C-4, C/O THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—Used, new or surplus stock records. At this time we will purchase any type records (except Race). Top prices for condition records. We will immediately, USED RECORD EXCHANGE, Anthony "Tony" Galvagni, 1125 TAYLOR ST., CHICAGO 39, ILL. Tel: Diekens 2-7660.

WANT—Bally Ciyt Box Classified Ads. Write:院 Bally Co., 121 BABY POINT ROAD, TORONTO, CANADA 8, MO.

WANT—We want to buy complete music route. Write. wire. Give complete details and price wanted, and when ready to ship. BOX C-31, C/O THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—Canadian Market now open. Will buy all types Post-war games, amusement, arcade, phonographs. All systems. Contact us. Write: Write: Coin, Phone, C. A. ROBINSON & Co., 5,000 BLOWER BOO, LOS ANGELES, CALIF. (Tel. Dunkirk 3-8180).

WANT—Any quantity Solotone Master Entertainers, Personal Wall Boxes Model F and later, Hollophones, Rock-Ola, Jukeboxes, Burpee, Sears, Cannes, Ideal, AMERICAN DISTRIBUTORS, 3808 SOUTH ELMER BNVD, YOUNGSTOWN, O. Tel: 2-1012 or 8-7515.

WANT—Will pay for Cash for One-Balls; Shuffle, Machines, Wurlitzer 3020; Packard Wall Boxes; Arcade Machines; New England Distributors; Bally, Wurlitzer, Exhibit, Keeney, REDD DISTRIBUTING CO., 291 LINCOLN ST, ALLSTON, MASS, Branch Office: 811 UNION ST, WEST SPRINGFIELD, MASS.

WANT—All types of music machines and accessories. We will buy your music route. Give us complete details and when ready to ship, BOX C-31, C/O THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—All types of Arcade Machines. We will buy your five-balls, phonographs and arcade machines. Send us your complete list today. Write: Box C-4, C/O THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—Top prices for all original Rippler Five-Balls, Dale Gums, Arcade Machines, Bally One-Balls, Late Model Photomatics. Tell us what you have. We are anxious to make a purchase, price wanted, and when ready to ship. EMPIRE GRAPHIC MACHINES, 804 W. WAUKEE AVE, CHICAGO 22, ILL. Tel: Everglade 4-2600.

WANT—We will buy your music equipment, whether one or one hundred machines. We buy complete music route. Write. wire. Give complete details and price wanted, and when ready to ship. WALTERS DISTRIBUTING CO., 1125 TAYLOR ST., CHICAGO 39, ILL. Tel: Diekens 2-7660.

WANT—Canadian Market now open. Will buy all types Post-war games, amusement, arcade, phonographs. All systems. Contact us. Write: Write: Coin, Phone, C. A. ROBINSON & Co., 5,000 BLOWER BOO, LOS ANGELES, CALIF. (Tel. Dunkirk 3-8180).

WANT—Any quantity Solotone Master Entertainers, Personal Wall Boxes Model F and later, Hollophones, Rock-Ola, Jukeboxes, Burpee, Sears, Cannes, Ideal, AMERICAN DISTRIBUTORS, 3808 SOUTH ELMER BNVD, YOUNGSTOWN, O. Tel: 2-1012 or 8-7515.

WANT—Will pay for Cash for One-Balls; Shuffle, Machines, Wurlitzer 3020; Packard Wall Boxes; Arcade Machines; New England Distributors; Bally, Wurlitzer, Exhibit, Keeney, REDD DISTRIBUTING CO., 291 LINCOLN ST, ALLSTON, MASS, Branch Office: 811 UNION ST, WEST SPRINGFIELD, MASS.


WANT—Late model phonographs. Will pay for Cash for Claspper, Universal, Victor, National, Columbia, Brunswick, Zonophone, His Masters, King, and all others. Send us your list. AMERICAN DISTRIBUTING CO., 547 N. SAN ANTONIO, TEX. Tel: Travis 8838.

WANT—All types of post-war music equipment. Please advise what you have and how much you want. R. A. MANN & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel: CH 4-5100.

WANT—Photomatics, Voice-O-Graphs, ChicoCoin Basketball Champs, Seeburg, Wurlitzer, Master, Supers, Other Equipment, Guns, Skyscrapers, Chico-Mint Skyscrapers, Skeeballs, Fitch ‘Em and Bat ‘Em, Exports, Greats, Bally, Wurlitzer, Gumball Machines and all other Arcade Equipment. State condition, model, make and condition. Mike MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y Tel: BR 6-1611.

WANT—Waiting. Guess-Your-Weight Scales, Metal Stamps. Please give price and condition when reserving. VAN DUSEN BROTHERS, 10147 112th STREET, EDINBORO, ALBERTA, CANADA.
How To Use "The Confidential Price Lists"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. This is due to the fact that the "Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—quoting the prices as they are asked for or quoted over the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists" only report the last known quotations for such equipment so that the subscriber at least has the last known price as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may quote a certain machine at worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be considered. The Confidential Price Lists report each quotation exactly as it is made and depends on the subscriber to make available price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price for the week; Second price listed is highest price. Where only one price appears this is the current or nearest to the most recent price.

EXPLANATION:

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week

CODE: Use Code As Of March 3, 1951

WURLITZER

SEEBURG

6. 5, 10, 25c Wallomatic 3 Wireless...
7. 5, 10, 25c Baromatic Wireless...
8. 5, 10, 25c Wallomatic...
9. ORCHARD...
10. Tropiceur Drive Speaker...

6. Imperial 20...
7. 39 Master...
8. 51 Premier...
9. Wall Box...
10. Spectrovox '41...
11. Glamour Tone Column...
12. Modern Tone Column...
13. Playmaster & Spectra...
14. Playmaster '46...
15. Playboy...
16. Fm...
17. Music Box...
18. Dial A Tone B/W Box...
19. 1005 Organ Speaker...

For more detailed information on the machines listed, see the manufacturers' websites or contact the companies directly.
### ARCADE EQUIPMENT

<table>
<thead>
<tr>
<th>Mills</th>
<th>Power Supplies</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mills</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
<tr>
<td>Mills</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
</tbody>
</table>

### PACE

<table>
<thead>
<tr>
<th>Pace</th>
<th>Power Supplies</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pace</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
<tr>
<td>Pace</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
</tbody>
</table>

### JENNINGS

<table>
<thead>
<tr>
<th>Jennings</th>
<th>Power Supplies</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jennings</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
<tr>
<td>Jennings</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
</tbody>
</table>

### GROETCHEN

<table>
<thead>
<tr>
<th>Groetchen</th>
<th>Power Supplies</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groetchen</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
<tr>
<td>Groetchen</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
</tbody>
</table>

### WATLING

<table>
<thead>
<tr>
<th>Watling</th>
<th>Power Supplies</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watling</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
<tr>
<td>Watling</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
</tbody>
</table>

### BUCKLEY

<table>
<thead>
<tr>
<th>Buckley</th>
<th>Power Supplies</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buckley</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
<tr>
<td>Buckley</td>
<td>Power Supplies</td>
<td>Description</td>
</tr>
</tbody>
</table>
UNITED'S
5 Player Shuffle-Alley

1 to 5 Players Can Play
10¢ PER GAME...EACH PLAYER
(ROLL-OVER SWITCH REBOUND)

Complete
Bowling-Team
Competition

Greater Appeal...
Increased Earnings

FEATURES INCLUDE
DISAPPEARING PINS
20-30 SCORING AND
FAST REBOUND ACTION
EASY TO SERVICE
MECHANISM

SIZES:
8 FT. x 2 FT.
9 FT. x 2 FT.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR
Bally TURF KING has been doing a big job for a long time. For 8 solid months TURF KING has been entertaining the public. And for 8 solid months operators have been doing a booming business. Made by the makers of the most successful pin games ever produced, TURF KING is the No. 1 hit in the pinball field today. Order from your Bally distributor now.