Voted the top money-making recording stars of 1950 in the rhythm 'n' blues field by the juke box operators of the nation in the Fifth Annual Poll conducted by The Cash Box. Little Esther and Johnny Otis are shown receiving their awards on the stage of the Apollo Theater in New York for the great disks they put out on the Savoy label. Left to right are Johnny Otis; Little Esther, who now records for Federal; Lee Magid of Savoy Records; and Sid Parmes of The Cash Box, who presented the trophies.
Guard Your Family STRIKE BACK!

GIVE to Conquer Cancer

If someone in your family had cancer, you would do anything... everything that would help. And today there is so much that you can do to help. Tens of thousands of families just like yours meet cancer every year and triumph over it. But we are still losing too many men and women we love.

Doctors can now cure half of those who develop cancer if the disease is diagnosed in its early stages. Yet in 1950 some 210,000 families lost a father, a mother or a child to cancer. Many of them—probably 70,000—could have been cured. To save more lives, we all must help.

Your gift to the Cancer Crusade will help guard your family by providing more research, more life-saving education, more training for scientists and physicians, more equipment, more services for those already stricken with the disease.

Cancer is man's worst enemy. Striking back at cancer costs money. Any contribution is welcome but, the fight against this major threat deserves major support: dollars—tens—twenties—hundreds of dollars. Will you help?

AMERICAN CANCER SOCIETY

(April has been designated as Cancer Control Month by Congressional Resolution and Presidential Proclamation)

This space donated to the American Cancer Society by The Cash Box as a public service.
"QUIET"

Since the March 3, 1951 issue of The Cash Box, when "The Confidential Price Lists" appeared in code for the first time, this publication has received a tremendous number of compliments and much commendation from the trade.

It is not at all surprising to note that the industry agrees with The Cash Box that "quiet" is the best way to conduct this business. Not at present, but at all times.

It is well known that everyone of the trades of this nation have maintained quiet regarding their businesses. They have always kept their prices completely and extremely confidential.

Even the smallest retailer in the nation has used code markings for the merchandise he sells, so that he would know his cost, as against his selling price.

When The Cash Box "Confidential Price Lists" were initiated for the first time, and location owners, and others, could learn about the prices of the equipment of this industry on a newstand for only 25c, this publication then followed the only other alternative which was open to it. And that was to "code" "The Confidential Price Lists" so that only those who compose this industry would be able to read them.

There is no doubt, as time goes on, that "quiet" will more than ever become the watchword of the industry. Very gradually all manufacture will be devoted to defense. This nation has to be prepared to swing into immediate military action.

This can’t happen in just a few months. It takes many, many months before the larger factories get rolling. When that happens, when plants which now employ hundreds will, instead, be employing thousands, then, there is no doubt, defense production effort will dominate.

Just as in World War II, the "working-men’s clubs" (the corner tavern, cigar, drug store, and other gathering place) the nation’s workers will relax for a little while, playing one of the amusements of this industry as well as listen to the joke box therein located.

This, most definitely, for the very small and economical amount of money it costs the workman, will tremendously help the war effort.

By relaxing the workers, easing their minds, taking away the terrific tension of speeded production and possible war nerves, the products of this industry can be definitely labeled, "morale builders".

And, all the time that this is going on, this industry wants to maintain "quiet".

A quiet dignity. Helping the war effort in every possible way and, at the same time, maintain its own business confidences within its own ranks.

"Quiet" is extremely important at this time. The trade can obtain repair and maintenance parts and supplies. It can still continue on ahead doing a great job for all in the nation. The greater majority of its locations are the nation’s "working-men’s clubs". These are mighty important to the war effort which grows more intense with each passing day.

"Quiet." Complete quiet in every regard. And, especially, confidential quiet as to the prices of the equipment of the industry so that location owners, or any others not connected with this industry won’t be able to, for only 25c, learn the price of equipment of the industry.

Perhaps if all prices featured by sellers halted for the time being, it might be best for all concerned. This is only a suggestion. The leaders of this field can decide this for themselves.

In the meantime, the "editorial without words" which appears on the next page, is well worth cutting out and pasting up on the bulletin boards of all firms in this field.

"QUIET."

THE CASH BOX

Volume 12, Number 29

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JOE ORLECK

CHICAGO OFFICE

32 West Randolph St., Chicago 1, Ill. (All Phones: DEarbon 2-2045)

BILL GERH

LOS ANGELES OFFICE

6363 Wilshire Blvd., Los Angeles 48, Cal. (All Phones: WEBster 3-0447)

LEO SIMON

CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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EXECUTIVE STAFF

BILL GERH, Publisher

JOE ORLECK, Editor and Advertising Director

BOB AUSTIN, General Mgr., Music Dept.

SID PARNES, Music Editor

L. MILAZZO, Classified Advertising

A. ARTESE, Circulation

PVPST, Staff Photographer

WM. NICOSIA, Art Director

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry in any fashion whatsoever, throughout the United States, Canada, Central and South America, Africa, Japan, Hawaii, Philippines, India, 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 semi-automatic coin operated music machines; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others in any fashion identified with, or allied to, the coin operated music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the coin operated vending, music and amusement fields are covered by The Cash Box. 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 whether they are in stock or are marked for future sale, 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 settlement of estates, for buying, selling, and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "The Confidential Price Lists" are used by finance firms, factors, loan companies, bankers and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. "The Confidential Price Lists" have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the quotations appearing in the "Confidential Price Lists". 

April 14, 1951
IF

PERRY COMO

45-9115 (F-1373)—Les Paul & Mary Ford

BE MY LOVE

MARIO LANZA

MOCKIN' BIRD HILL

LES PAUL & MARY FORD—PATTI PAGE

WOULD I LOVE YOU

PATTI PAGE

MY HEART CRIES FOR YOU

GUY MITCHELL & MITCH MILLER

ABA DABA HONEYMOON

DEBBIE REYNOLDS AND CARLTON CARPENTER

TEENAGE WALTZ

PATTI PAGE

SPARROW IN THE TREE TOP

GUY MITCHELL

YOU'RE JUST IN LOVE

PERRY COMO AND FONTAIN SISTERS

BEAUTIFUL BROWN EYES

ROSEMARY CLOONEY—JIMMY WAKELEY

Brother Phil has been kissed.

Never Been Kissed

Fredy Martin Ork

Be My Love

Mario Lanza

Kentucky Waltz

Eddy Arnold

Zing Zing, Zoom Zoom

Perry Como

Bring Back The Thrill

Eddie Fisher and Hugo Winterhalter Ork

Tumbling Tumbleweeds

You Don't Know What Lonesome Is

Perry Como and the Sons of the Pioneers

Down The Trail Of Achin' Hearts

Hank Snow

The Loveliest Night Of The Year

Marie Lanning

Rhumba Boogie

Hank Snow

Would I Love You

Tony Martin

Good-Bye G. I. Al Get Your Paper

(Early American Song)

I'll Never Know Why

Hugo Winterhalter Ork

In Your Arms

A Penny A Kiss

Dinah Shore—Tony Martin

Poison Love

Johnnie and Jack

I'm Moving On No. 2

Hank Snow

The Cash Box, Music Page 5 April 14, 1951
THE CASH BOX

ONL}

Disk of the Week

Coinciding with the thinking of the juke box operator that the coming months will see a decided increase in play, recording companies have rushed to market an added variety of material hit this week. The Cash Box is here to select those which it believes will be the outstanding record of the week. However, due to the unusual number of exceptionally fine records, we deviate from this policy for this issue to advise the operator of several records that should find their way to the top.

"THE LOVELIEST NIGHT OF THE YEAR" (2:48) LITA DONNA E MOBILE (2:48) LUCIANO LANZA (2:35) BING & GARY CROSBY (2:27)

LUCIANO LANZA
- Mario Lanza, who exploded upon the pop field with "I'll Be My Love," does it again with a tune called "The Loveliest Night Of The Year," an oldie with a new set of lyrics. Lanza's powerful voice really sets this one off and assures it's being a tremendous thing. Building up to a big climax, he gives it the same exciting treatment he gave his first disk. Opa who are still going to town with "I'll Be My Love" have a great side to follow it with. The second half, a well known aria, won't have much appeal in the home, but the top disk is certain to have a huge play. Opa ought to get started with it as fast as they can.

"HAPPINESS" (3:01) "ALWAYS YOU" (2:39) "FAITHFULLY YOURS" (2:45) TONY MARTIN (2:35) TONY MARTIN
- A novelty with a cloudless face is fair to give Guy Lombardo a new hit. Featuring a cute set of lyrics, the number gets the typical Lombardo treatment which makes it perfect for some excellent listen- ing. Kenny Gardner turns in a good job on the lyrics of "Happiness" and the whole band joins in to make this a top notch contender. The second side is another good one for Guy on which he goes to town on a beautiful melody with tremendous appeal. Kenny Martin comes through with the vocal here. This is another platter on which ops are going to have a time counting the receipts.

"MOONLIGHT BAY" (3:05) "WHEN YOU AND I WERE YOUNG MAGGIE BLUES" (3:15) BING & GARY CROSBY (2:27)

- Bing and Gary get together again to follow up the great disk they turned out this summer. This one is called "Moonlight Bay," backed up by "When You And I Were Young Maggie Blues" and once again they have a smash. The top disk is the oldie done in their glib style with a lot of patter mixed in, Matty Matlock's All Stars provide a good musical setting which goes along well with the feeling of the disk. The lower half is a likely number with Bing and Gary mixing their patter and songs in a pleasant manner. Ops who cleaned up on their first disk know how they ought to order on this one.

"ONE BUT YOU" (2:57) "FAITHFULLY YOURS" (2:45) TONY MARTIN (2:35)
- A terrifically exciting tune plus a first rate rendition gives Tony Martin a top disk that's bound to be a big. The rhythmic beat of the tune keeps you humming it for a long time and Tony's big voiced vocal has you listening for more. Customers are gonna put more than one coin into the box to hear this. With Henri Rene conducting the orchestra and chorus, this one gets a plush production. The second side gets another one of those exciting numbers from Tony and a good orchestration from Henri Rene. But the really big hit is the first side. Ops shouldn't pass it up.

"NEVER BEEN KISSED" (2:37) "A HUNTING WE WILL GO" (2:21) JERRY LEWIS (Capitol 1482; F-1482)
- A current novelty finds Jerry Lewis really well off again. Jerry certainly goes to town on his disk and with Leslie Goodwins' good job and a hit, this one is sure to be heard. The lower side is another novelty with cute lyrics and again Jerry delivers his good job. Opa might take a peek.

"I'M YOURS TO COMMAND" (2:45) "TILL YOU BUY A STAR" (3:05) GORDON MacRAE (Capitol 1471; F-1471)
- A tune that's getting a big push this week is a hit. Gordon MacRae pours a lot of feeling into this ballad that's being recorded a Schoen the same as Cartron's orchestra provides the setting. Opa who are again using the folk band too which he performs ok. Top disk gets the nod.

"PLEASE DON'T TALK ABOUT ME WHEN I'M GONE" (2:25) "IT'S A TITANIC ROSE" (3:01) DINNING SISTERS (Capitol 1473; F-1473)
- A terrific version of a wonderful oldie is offered on the top disk by the Dinning Sisters. This is a good one and this a great ride as Jack Fascinto and his orchestra back them up on. The lower side is again the new one and again the band sounds wonder- ful.

"WHERE THE RED ROSES GROW" (2:37) "LET'S WALTZ JUST ONCE MORE" (2:25) MARSHA TILTON & HARRY BABBITT (Columbia 6030; 9-6030)
- A terrific duet is turned in here by Martha Tilton and Harry Babbit. The couple go through this one with a slight beat and get a fine job by the orchestra. The lower side is a running thing which sounds good also. The top disk could make it.

"MY MOM" (3:01) "I REMEMBER MAMA" (2:57) ANDREWS SISTERS (Decca 27357; 9-27357)
- To add to the avalanche of mums songs that we've been getting the Andrews Sisters have two more to offer. The first is the oldie which Patric done as a solo while the second finds all the girls together making some good harmony. We shall see if again show their brand of harmony. The upper half should garner a lot of coin.

"PUT ON YOUR RED SILKEN STUDDINGS, PRETTY BABE" (2:29) "TWAS BRILLIG" (2:37) HELEN GRAYCO (London 983)
- A tune which is having a big sendoff provides Helen Grayco with the material for a good side. Helen does a fine job and gets a lot of spice into it. The lower level features a double talk number from "Alice In Wonderland". This should do ok in the machines.

A "LOVE LIKE YOURS" (3:07) "NO ONE BUT YOU" (2:54) TONY FONTANE (Mercury 5611; 5611 x 45)
- Tony Fontane, who's being shown so much promise, comes up with an- other side that will enhance his reputa- tion. The tune is a love ballad which Tony does in English and Italian and on who he gets some backing from Lew Douglas' orchestra. Flip is in a style which looks big from here and may very well step out. Opa oughta latch into this disk.

"SOMETHING WONDERFUL" (3:18) "WE KISSED IN THE SHADOW" (3:18)
- Lee Wiley makes with the words while Bobby Hackett makes with the music in this grand rendition of an oldie. The pair are here as a pleasant item as done by Eileen Barton. Neal Hefti provides a light orchestration to back her up and together they do a fine job. The lower half is another interesting tune on which Eileen looks like a competent job. The top disk should be in for a big play.

"THE SYNCPOTATED CLOCK" (2:54) "LOCK THE BARN DOOR" (2:49) EILEEN BARTON (Columbia 3929)
- A tune that's been making its way as an instrumental, gets a set of lyrics and looks like a real one. This is a pleasant item as done by Eileen Barton. Neal Hefti provides a light orchestration to back her up and together they do a fine job. The lower half is another interesting tune on which Eileen looks like a competent job. The top disk should be in for a big play.

"I'M YOURS TO COMMAND" (2:59) "SHENANDOAH WALTZ" (2:35)
- A potent ballad, written by Russ Kanna and never published, is given an "Isn't It Fair" type treatment. It never here with good results. Tony Alano comes up with a pleasant vocal and makes this a very dramatic rendition. Flip is an item that's threatening to break thru and this version should give it another push.

"IDA" (2:25) "MARRY'S A GRAND OLD NAME" (3:00)
- Tony MOWAT (Columbia 39290)
- Two real old standards get a going over on this platter from Tony Pastor. Tony does each of them in a very pleasant way and they sound attractive. His voice usually comes through to throw everything he has into it and in this case it pays off. Opa oughta listen in on the flip.

"THE LOVE SONGS FOR LADIES ONLY" (2:57) "COME AND GET YOUR LOVE" (2:57) LUDWIG VAN BEETHOVEN (Columbia 39285)
- A pair of real oldies that's been out for a long time is heard on this platter from Tony Pastor. Tony does a fine job and the results are very pleasant. His voice comes thru very well and the results are very pleasant. His voice comes thru very well and the results are very pleasant. His voice comes thru very well and the results are very pleasant.
**NEW YORK:**

Ralph Flanagan came back to Frank Dailey's Meadowbrook this week, ballyhooed by a big promotional campaign which tied in most of the local djs, the engagement running through the end of April. Lee Finscher, publisher of "Oh Marry Marry Me," Vaughn Monroe's new waxing, left for an extended trip around the country to promote the tune primarily to juke box ops. Songstar Eddy Young has returned to a baby girl. Eve is the wife of Jack Pleis, formerly of London Records. It's rumored that Frankie Laine will take over the Jack Benny radio spot during his summer....Dick Contino follows his fellow Victor artist Eddie Fisher into the army....With the music world taking to this art business in earnest, Dinah Shore has had an offer from the Art Students League to exhibit two of her canvases in the April show. Meantime, she is leasing new album of Mel Torme's old Musiciant items which include "Pretty Baby," and "I Cover The Waterfront." Contactman Hy Ross joined Robbins Music last week and immediately went into action on the major plug "Loveliest Night Of The Year" which has a host of records cut. Ross left advanced Music after a seven year hitch, Djs have been asking who does that lovely soprano on Dicky Winter's "Across The Wide Missouri." The thrill of the week is Sally Sweetland....Les Paul and Mary Ford to do a disk jockey tour of eastern states with "Sepia" to promote their current Capitol hit "Mickey Bird Hill" and "How High The Moon." The latter, by the way, is showing surprising strength in rhythm n' blues locations....Gordon MacRae due back in town for a three week stand at the Strand....Murray Wintle, now in the publishing business with Bobby Day, tied off with "Don't Leave Me Now." First recordings include Frank Warren on Victor and Don Cherry on Decca. Bob Reiner has put out "Buddy Friedlander" to exploit its new platter, "Kon-Tiki." Arrangements have already been made to use the record for entrance and exit music during the run of the picture at the Sutton.

**CHICAGO:**

Charley Van, formerly Al Johnson's dresser, now 75 years old, and, once upon a time, a great dancer in his own right, was stricken this past week and is now bedded. Letters, wires and phone calls have poured in from everywhere asking, "how's Charley?"....Al Heilin, thrily enjoyed himself in Miami Beach....Archie Levittson received a very beautiful photograph of Herbert Hoover for the great TV work he has done for Chicago Boys Clubs, Archie is most deserving of this honor....Paul Nero, well known violist, writer of "Hot Canary," all over the town plugging the tune....Chuck Kardale getting all Frenchsy over his French plug tune, "Lost Melody."....Al Nye, who plait at the Chicago, who lost last arrangements with this as his clothes in that fire is reported on the way back....Ted Greene, formerly of Southern Music, back in action again with a hillbilly catalog....Something to see at the Chez Paree, Cee Davidson, Billy Daniels, Chuck Kardale, Garwood, and Sid Williams, a triple dimension camera photo, hugging, photographing the Chez adorables, Boys in the music biz have gone big for 3rd dimension photos.

**DINAH SHORE**

Jack Gayle of United Music, L. A., round town plugging Dick Brown's Jubilee dishing of his tune, "I Won't Cry Anymore," on which Dick recorded with town. Johnny Desmond jamming the Oriental, Jubilate over the fact that his dishing of "Mama" (Italian) and "Yiddishe Mama" is going so terrific, and his "Too Young" gig, going just as big. Johnny looks to be the next big thing in the nation with these two grand disks....Art Kessel around the street advising that he opens at the Mariniqque....Al Trace, who is now at the Mariniqque, very much interested in his latest bank of wax, "Pretty Eyed Baby," which sounds like a juke box click....Myron Barg just started his new deejay show recruiting for the 5th Army on WQCF from 5 to 5:30 P.M. every day. Being engaged to Joni Toll, Myron is now working harder than ever to get "way up there.

**LOS ANGELES:**

Thought it high time we dropped in on old friend Austin McGly, blue & rhythm crooner of Mercury and see what he been up to....We found him in the midst of a meeting with Mercury artists Meredith Howard, Violet Hall, Jim Wynn, Snake Sims, Charles Norris, Allen Greene and John Hogg, discussing their forthcoming releases and asking for their all-out cooperation along promotion lines....While visiting Austin, who had just returned from a 15,000-mile flying trip after talent and meeting with distributors and de-jays Coast-to-Coast, we listened to Allen Greene's platter of "Joe Joe," on which tricky time he does a great job....Another young man we hadn't run into for awhile is Dick Beck, Discovery Cooke, who's sporting a new look over these days as we did see and is expecting some real juke box action on the label's brand new Helen Howe release, "Helen's Advice" and "Airplane Blues," a pair not especially designed for the kiddies....Also coasted with one of our favorite people, the late Tommy Walker, who's had a tough time shaking off, a mean case of old demon virus, but will soon come out with several items cut in Paris by the Zoot Sims Quartet and Ray Eldredge.

Big dealings over at the Mersers Bros. of Aladdin fame, with their Inte label being worked over into a hill they never seem to have climbed over. Fleming Allen, who spent seven years with AMR Music, helpingSpeculation...Already signed by the Mersers are Andy Parker and the Plaismans....Tommy Duncan and Terres Lea....Eddie Meiser in New York and parts about some more talent for the Aladdin label and visiting discos....Art Rupe of Specialty due back at his headquarters after two weeks of a trip in the same cross country....Nice to see that Nat Cole and the goven have received their income taxes problems without any further fuss.

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**AMERICA'S NEWEST - EUROPE'S CURRENT NOVELTY SENSATION**

Top Hit in England, France, Holland, Germany and the Scandinavian countries.

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**THE NEW SCHNITZELBANK SONG**

RCA-Victor Record No. 25-1193 (78); 51-1193 (45) backed with "HOW DO YOU DO" by LAWRENCE DUCHOW and his RCA-Victor Recording Orchestra

ATTENTION DISK JOCKEYS: If you do not receive your DJ copy by April 14th, notify RED RAVEN ENTERPRISES, Box 259, Appleton, Wisconsin. Be sure to apply on your station's letterhead with call letters.

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**RCA VICTOR RECORDS**


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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"A NICKEL AINT WORTH A CENT TODAY" (2:29)
"OH, WHAT A FACE" (2:30)
GUY LOMBARDO (Decca 72487; 9-21487)
A couple of novelties are offered on this platter by Guy Lombardo and his band. Kenny Gardner does the vocal at either end and makes the tunes sound attractive. The top deck is a timely thing which ops should be interested in. The lower half is a raucous item which is fun to listen to. Ops oughta do just that.

"PRETTY BABY" (2:35)
"CHLA WHOSE LITTLE GIRL ARE YOU" (2:34)
BILL DARNEL & PINETOPPERS (Cord 6043; 9-60431)
One of the most likely novelties of the season is turned out here by the Darnel and the Pinetoppers. Both Bill and the group do a first-class job in putting across this novelty. The second half is another cute thing which again gets some good treatment. Ops mustn't miss the top deck.

"MY LOST MELODY" (3:02)
"BUNDLE OF LOVE" (2:51)
CONNIE HAINES (Cord 60425; 9-60426)
A lovely new tune gets a beautiful vocal from Connie Haines as George Gates and the orchestra back her up. Connie turns in a terrific vocal and should run away with it if the tune clicks. The second half is a novelty which she handles in a charming manner. Ops oughta hear the upper deck.

"LET ME LOOK AT YOU" (2:53)
"THAT ONE" (2:47)
TED STRAETER ORCH. (MGM 10943; K-10943)
A ballad from "Mr. Imperium" gets Ted Strater's whispering treatment here. Ted comes through on the lyrics with a chorus behind him in pleasant manner. The lower half is a French item in which Ted sings a chorus in French. Ops might take a look at this platter.

"I'M YOURS TO COMMAND" (3:04)
"THE SYNCOPE CLOK" (2:46)
TONY FONTANE (Mercury 6567; 5607 x 45)
The Russ Colombo tune that's getting a big show but now has another grand vocal on the top deck from Tony Fontane. Tony makes it sound very dramatic as he gets a fine assist from Leo Douglas and his orchestra. Bottom half is the appealing instrumental to which lyrics have been added. This should hold its own in the boxes.

"ON TOP OF OLD SMOKY" (2:48)
"LET YOUR DIG, JOHN PEEL" (2:45)
GEORGE SIRAVO ORCH. (Mercury 5612; 5612 x 45)
A promising new singer, Ray Barber goes to town on the current reissue with George Siravo's orchestra providing the music. Ray displays a fine voice which bids well for the future. On the second side a chorus and the orchestra go through a smooth arrangement of an appealing item. Ops oughta catch this disk.

"WHAT WILL I TELL MY HEART?" (2:54)
"I'M YOURS TO COMMAND" (2:48)
BILLY ECKSTINE (MGM 10944; K-10944)
This platter offers a good selection of titles. Billy oughta have this one in their machines in no time at all. One end is called "What Will I Tell My Heart" end Billy has never been in better voice than here. This one has absolutely everything as Billy wends his way through the dramatic lyrics in great style. Russ Case provides the music and he certainly adds to the feeling. The other side is "I'm Yours To Command", an old Russ Colombo tune which has never been published. Once more Billy pours everything into the side as Pete Rugolo's orchestra backs him up. Both ends of this one could break for tremendous hits and ops are advised to get hold of the platter right off.

"THE THREE CORNERED TUNE" (2:43)
"CAUSE SHE LOVES YOU" (2:54)
DINAH SHORE (RCA Victor 20-4107; 47-4107)
A good tune from "Guys and Dolls" gets a new set of lyrics here and jumps out into the commercial world. Dinah Shore sends it off to a flying start as she duets with herself. The second half is another new potent number with a French flavor. This disk should draw a lot of coin.

"THE FORTUNE TELLER SONG" (2:45)
"THE FIFTH WHEEL ON THE A-GON" (2:54)
FONTANE SISTERS (RCA Victor 20-4106; 47-4104)
A new tune from "Alice in Wonderland" gets a good going over from Doris Day accompanied by the Four Hits and Leith Stevens orchestra. The ballad has a tremendous amount of appeal and this rendition should give it a big push. The lower half is from the same score and again Doris does ok. Ops should listen to the top deck.

"WHY LADY WHY" (2:54)
"SOULY BASE" (2:45)
BILL DARNEL & PINETOPPERS (Cord 6043; 9-60431)
A good novelty which the Darnel and Pinetoppers should run away with here. Ops oughta catch this disk.

"MAMA" (2:43)
"MY YIDDISH MOMME" (2:54)
JOHNNY DESMOND (MGM 10939; K-10939)
A beautiful old Italian melody which a real big hit finds Johnny Desmond giving out with a terrific vocal. Accompanied by the Ray Charles a few years and Tony Mattola's orchestra, Johnny really throws himself into this. The reverse side is an old tune too, which Johnny does in great fashion. This one should be a terrific coin getter.

"I STOLE YOU FROM SOMEBODY ELSE" (2:53)
"SHE MADE A MONKEY OUT OF ME" (2:53)
TOMMY TUCKER ORCH. (MGM 10935; K-10935)
One of Tommy Tucker's best platters to date is turned out here. Don Brown does the vocal joined by a good chorus. This side has a great deal of appeal and could easily break through. The second half too features some good harmony and a cute set of lyrics. Ops shouldn't miss the top deck.

"HELLO YOUNG LOVERS" (3:25)
"WE KISSED IN A SHADOW" (3:20)
FRANK SINATRA (Cord 12924)
Frank Sinatra takes two tunes from "The King And I" and sends them on their way. With Axel Stordahl's orchestra providing the musical setting, Frank gives these two beautiful songs a grand ride. They're done in a very slow and dreamy fashion and should do well for themselves.

"MAKE THE MAN LOVE ME" (2:28)
"WE KISS IN THE SHADOW" (2:52)
MARGARET WHITING (Capitol 1469; F-1469)
Two tunes from new musicals serve to give Margaret Whiting some potent material. This platter feature top ballads from Broadway shows. Ms. Whiting does some nice feeling as Lou Busch and his orchestra back her up. Ops will want to take a listen to these.

"SHALL WE DANCE?" (2:54)
"ON TOP OF OLD SWOKEY" (2:47)
VAUGHN MONROE (RCA Victor 20-4114; 47-4114)
"The King And I" goes to work for Vaughn Monroe and gives him a pleasant side. Singing out the lyrics in his forthright manner, Vaughn gives this listenable ditty a grand rendition. The lower end is the folk tune which is getting a big push now. This is a good version. His fans will like it.

"OH, MARRY, MARRY ME" (2:50)
"SOUND OFF" (2:45)
VAUGHN MONROE (RCA Victor 20-4113; 47-4113)
Two more sides by Vaughn Monroe are offered here. The upper half has Vaughn going to town on a new tune with a folk flavor and he covers it all the possibilities of a hit. The lower end is the military air so popular a few years ago. The top deck looks very strong.

**BEST BETS**

In the opinion of The Cash Box music staff, records listed below, in addition to the "HIT" and "Sleeper" Of The Week, are those most likely to achieve popularity.

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A LOVE LIKE YOURS&quot;</td>
<td>Tony Fontane</td>
<td>Mercury 5611; 5611 x 45</td>
</tr>
<tr>
<td>&quot;SOMETHING WONDERFUL&quot;</td>
<td>Doris Day</td>
<td>Columbia 39293</td>
</tr>
<tr>
<td>&quot;OH, MARRY, MARRY ME!&quot;</td>
<td>Vaughn Monroe</td>
<td>RCA Victor 20-4113; 47-4113</td>
</tr>
<tr>
<td>&quot;PRETTY BABY&quot;</td>
<td>Bill Darnel &amp; Pinetoppers</td>
<td>Cord 6043; 9-60431</td>
</tr>
</tbody>
</table>

April 14, 1951
Diskeries Gear Activity Towards Operators With Boom Play Ahead

NEW YORK—Record companies, taking heed of ops' predictions that there is a terrible boom in juke box play ahead, have not only been generating new promotional material in the direction of operators, but seem also to be putting out a number of disks designed specifically for juke box needs.

Reminiscent of the days when a "Beer Barrel Polka" stimulated juke box take in taverns are such current tunes as "Sparrow In The Tree Top" which centers around a tavern, and tunes like "Once Upon A Nickel" and "A Nickel Ain't Worth A Cent Today," which bear directly upon operators' problems at the present time.

Besides putting out appropriate material, many companies have been emphasizing operators in particular. Capitol has a whole new eastern promotional setup which puts special emphasis on juke box play. Columbia is thinking of making tests to establish the importance of juke boxes in the making of a hit record.

Decca has embarked upon a new program which is specifically designed to help operators properly fill their machines. Sending out special release packages of proven coin getting standards, Decca is aiming this at the operator who is interested in having a balanced program in his machine. Each release will feature 25 tunes from the catalogue and each package can be bought in toto or in part.

In the past several months, most companies, majors and independents, have directed a good deal of their operations to getting disks accepted by juke box men. One of the things that diskeries have been doing is to keep the playing time of records down, in response to the demand of ops.

With a boom in juke box play coming that will outdo all previous ones, it is reassuring to ops to know that record companies have begun to keep their needs in mind in the issuing and reissuing of records.

DJ - TV Juke Box Show
In Tulsa Features AMI Phono

TULSA, OKLAHOMA — Television can be an ally to the juke box operator, according to Howard W. Dolph, AMI distributor in this area. Dolph lends his cooperation to a television show, broadcast twice weekly over KOTV, which gives proper credit to the juke box as a wholesome medium of entertainment for youngsters.

The program, emceed by Bill Dean and known as "Dean's Teens," opens with a closeup of a hand dropping a coin into the jukebox, an AMI model "C," loaned by Dolph to the show. The selector button is pressed and one sees the mechanism in motion as the record is placed on the turntable.

The opening scene dissolves to a teen agers' hangout where the announcer acts as a jukebox route man and tells the kids about a new record which he puts in the jukebox and plays for them.

The program runs for a half hour every Tuesday and Friday. Youngsters from several high schools and junior high schools from Tulsa make up the cast of each show.

DARING-UNUSUAL-SENSATIONAL!

WENDY WAYE

AND THE TWO SONGS THAT CAUSED THE SENSATION!

"DOWN IN THE DEPTHS"

AND

"STAY CLOSE TO PEOPLE"

ON MUSIC OF OUR TIME

RECORDS

129 EAST 61st STREET, NEW YORK CITY

DARING-UNUSUAL-SENSATIONAL!

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

Pretty Little Bells
and
I Love You Because

Latest release by Sammy Kaye

78 rpm 39270 • 33½ rpm 3-39270 • 45 rpm 4-39270

Feature it Now!

Columbia Records

First, Finest, Foremost

in Recorded Music

Just Released—
A GREAT 2 SIDER
"I'M YOURS TO COMMAND"
"SHENANDOAH WALTZ"
Columbia No. 35325
Nero Fiddled; Rome Burned (Up)

ROME, NEW YORK—Paul Nero sits on a fire truck in Rome, N. Y., and plays "The Hot Canary" his latest Capitol release, for members of the city's fire department. Fire Chief Campbell is shown holding a copy of the song's sheet music. Afterwards Nero was appointed an honorary fire chief.

Capitol Emphasizes Ops
In New Promotion

NEW YORK—The extent to which Capitol Records is gearing its operations towards the juke box op was indicated this week by the appointment of Joseph Maimone, formerly a salesman for Coral Records, to contact juke box operators in New York City and the metropolitan area. The appointment was announced by William Hill, eastern regional sales manager.

This move emphasizes the hypo which Capitol Records is giving its promotional activities in New York with particular stress on operator relations.

Hill stated, "Juke boxes play such a very important part in our total sales that the personal contacting of such a man as Maimone will help us to do a better job and understand the problems of the operators in this territory."

Attorney Makes Good Plugging J. Dorsev Discs

NEW YORK—Clayton D. Hol linger, attorney for Jimmy Dorsey, recently made a motor trip through Pennsylvania. During a stop over in Lehighton, Pa., he went into a tavern where music operator Oscar J. Straus was checking his juke box. A conversation ensued between Hol linger and Straus as to whether the op had Dorsey's new polka records. When he heard the answer was no Hol linger went into the routine of "Well I just happen to have a few with me"... etc.

Last week Hol linger received a letter from operator Straus saying that the records were going over very well in his territory and he was ordering a new supply from his Columbia dist.

As last report, Hol linger had been approached by Dorsey to do record promotion for him on the side.

The first HIT of the Season
"OH MARRY MARRY MARRY ME"

As Recorded by VAUGHN MONROE

LEE FINBURGH INC.

THE CASH BOX

Ray Perkins
KFL—Deer, Calo.
1. MOCKING BIRD HILL (Page)
2. IF (Perry Comos)
3. BE MY LOVE (Mario Lanza)
4. ABA DABA HONEYMOON
5. WOULD I LOVE YOU (Tony Martin)
6. YOU'RE JUST IN LOVE (Pattie Page)
7. LITTLE ROCK GETAWAY (Les Paul)
8. BROOKLYN BOY (Sammy Kay)
9. SO LONG (The Weavers)
10. A PENNY A KISS (T. Martin-D. Shire)

Jean F. DeGrade
WOWN—Winston-Salem, I. I.
1. IF (Billy Eckstine)
2. BEAUTIFUL BROWN EYES (Rosemary Clooney)
3. BE MY LOVE (Mario Lanza)
4. ABA DABA HONEYMOON
5. WOULD I LOVE YOU (Tony Martin)
6. YOU'RE JUST IN LOVE (Pattie Page)
7. LITTLE ROCK GETAWAY (Les Paul)
8. BROOKLYN BOY (Sammy Kay)
9. SO LONG (The Weavers)
10. A PENNY A KISS (T. Martin-D. Shire)

Bill Cook
WAAT—Newark, N. J.
1. IF (Perry Como)
2. RETURN TO THE MARQUIS (Les Paul & Bing Crosby)
3. BE MY LOVE (Mario Lanza)
4. I WILL WAIT (Four Buddies)
5. JUST CALL MY NAME (Richardson)
6. DREAM (Little Esther)
7. DO THE CARDINAL (Eddie Fisher)
8. BEAUTIFUL BROWN EYES (Rosemary Clooney)
9. MY HEART CRIES FOR YOU (D. Washington)
10. YOU'RE JUST IN LOVE (Louis Armstrong)

Lee Stewart
1. MOCKIN BIRD HILL (Les Paul & Mary Ford)
2. BEAUTIFUL BROWN EYES (Jimmy Wakely)
3. IF (Patti Page)
4. BE MY LOVE (Mario Lanza)
5. I WILL WAIT (Four Buddies)
6. RETURN TO THE MARQUIS (Les Paul & Bing Crosby)
7. GERONIMO (Dorothy Lamour)
8. A PENNY A KISS (T. Martin-D. Shire)
9. RETURN TO THE MARQUIS
10. CHEW TOBACCO RAG (Pee Wee King)

Dave Miller
WAPF—Pattonson, N. J.
1. I DON'T WANT TO SET THE WORLD ON FIRE
2. BEAUTIFUL BROWN EYES (Rosemary Clooney)
3. MOCKIN BIRD HILL (Pattie Page)
4. SEND IN YOUR NAME AND ADDRESS
5. MY BABY'S JUST LIKE MINE (Dinah Shore)
6. MAIL ORDER KESSES (Tammy Shore)
7. YOU TELL ME YOU'VE HEARD MY NAME
8. STAIN UPON MY CAPE (Romie Jenkins)
9. DON'T EVEN CHANGE A PICTURE ON THE WALL
10. THE OLD WAFFLING FEB (Pee Wee King)

Harry Light
WSAN—Allentown, Pa.
1. WOULD I LOVE YOU (Patti Page)
2. IF (Perry Como)
3. ALWAYS YOU (King Cole)
4. BEAUTIFUL BROWN EYES (Rosemary Clooney)
5. I APOLOGIZE (Champ Butler)
6. PHIL'S DREADED ZOOM (Little Esther & Mitch Miller)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. YOU TELL ME YOU'VE HEARD MY NAME
9. STAIN UPON MY CAPE (Romie Jenkins)
10. LET ME IN (Dinah Shore)

Ross Smith
WMEB—Mobile, Ala.
1. BE MY LOVE (Mario Lanza)
2. ABA DABA HONEYMOON
3. IF (Perry Como)
4. ZING ZING ZOOM, ZOOM (Perry Felth)
5. MOCKIN BIRD HILL (Pattie Page)
6. IF I SEE THE FEEL THE SAME (Rosemary Clooney)
7. A PENNY A KISS (T. Martin-D. Shire)
8. SPARKIN IN THE TREEDONT (Gay Mitchell)
9. ACROSS THE WIDE MISSISSIPPI
10. IF I SEE THE FEEL THE SAME (Rosemary Clooney)

Please mention THE CASH BOX when as answering ad—it proves you're a real machine man!
Gary Lester

N 6-1140—Newark, N. J.
1. IF (Perry Como)
2. BE MY LOVE (Mario Lanza)
3. I'LL BE YOURS (Bing Crosby)
4. SYMPHONY CLOCK (Les Brown)
5. A TREATMENT COMIN' (Hank Williams)
6. THE SMALL TOWN (Les Brown)
7. IN THE WAY YOU MAKE ME FEEL (Les Brown)
8. WITHOUT A SONG (Penni Ford)
9. I'M GONNA DRY EVERY YEAR WITH A KISS (Les Brown)
10. I'LL BE TRUE TO YOUR HEART (Les Brown)

Harry Lockhart

Maryland—Baltimore, Md.
1. ABA DABA HONEYMOM (Perry Como)
2. I APOLOGIZE (Billy Eckstine)
3. MOCKIN' BIRD HILL (Patti Page)
4. THE ROVING KING (The Weavers)
5. I STILL FEEL THE SAME ABOUT YOU (Georgia Gibbs)
6. THE LIAR SONG (F. Albert Lee)
7. HOW HIGH THE MOON (Les Paul—Mary Ford)
8. GOLD (Redd Foxx)
9. SHENANDOAH WALTZ (Tommy Tucker)
10. TOO YOUNG (Johnny Desmond)

Sid Dickler

WHO-D—Pittsburgh, Pa.
1. I APOLOGIZE (Billy Eckstine)
2. HOW HIGH THE MOON (Les Paul)
3. ABA DABA HONEYMOM (Perry Como)
4. MOCKIN' BIRD HILL (Patti Page)
5. TOO YOUNG (Johnny Desmond)
6. THE LIAR SONG (F. Albert Lee)
7. I'M GONNA DRY EVERY YEAR WITH A KISS (Les Brown)
8. I'LL BE TRUE TO YOUR HEART (Les Brown)
9. I'LL BE TRUE TO YOUR HEART (Les Brown)
10. I'LL BE TRUE TO YOUR HEART (Les Brown)

Dove Kean

KTXA—Salt Lake City, Utah.
1. HOW COULD YOU BELIEVE ME! (Alistair-Powell)
2. MOCKIN' BIRD HILL (Les Paul—Mary Ford)
3. IF (Billy Eckstine)
4. OR WHAT A FACE! (Harry Jerome)
5. WHERE THE RED ROSES GROW (E. Carson)
6. I'LL BE YOURS (Marian McPartland)
7. YOU'LL BE MINE (Billie Holiday)
8. I'M GONNA DRY EVERY YEAR WITH A KISS (Les Brown)
9. I'LL BE TRUE TO YOUR HEART (Les Brown)
10. I'LL BE TRUE TO YOUR HEART (Les Brown)

Hal Tate

WAIT—Chicago, Ill.
1. BRING BACK THE THRILL (Edith Fisher)
2. MAY THE GOOD LORD BLESS AND KEEP YOU (Les Brown)
3. BE MY LOVE (Maria Lanza)
4. I'LL BE YOUR SWEETHEART (Perry Como)
5. I'M GONNA DRY EVERY YEAR WITH A KISS (Les Brown)
6. I'LL BE YOUR SWEETHEART (Perry Como)
7. THE LIAR SONG (F. Albert Lee)
8. YOU'LL BE MINE (Billie Holiday)
9. I'M GONNA DRY EVERY YEAR WITH A KISS (Les Brown)
10. I'LL BE TRUE TO YOUR HEART (Les Brown)

John Corrigan

KDKA—St. Louis, Mo.
1. BE MY LOVE (Maria Lanza)
2. MAY THE GOOD LORD BLESS AND KEEP YOU (Les Brown)
3. I'LL BE YOUR SWEETHEART (Perry Como)
4. ON TOP OF OLD SMOKE (The Weavers)
5. I'LL BE TRUE TO YOUR HEART (Les Brown)
6. I'LL BE YOUR SWEETHEART (Perry Como)
7. THE LIAR SONG (F. Albert Lee)
8. WHERE THE RED ROSES GROW (E. Carson)
9. SPARRING IN THE TREETOP (Guy Mitchell)
10. BUTTERFLY (Marilyn Cassini)

Bob Corley

WXII—Atlanta, Ga.
1. IF (Perry Como)
2. I'LL BE TRUE TO YOUR HEART (Les Brown)
3. ABA DABA HONEYMOM (Perry Como)
4. SPARRING IN THE TREETOP (Ring Crosby)
5. HOW COULD YOU BELIEVE ME? (Alistair-Powell)
6. ON TOP OF OLD SMOKE (The Weavers)
7. I'LL BE YOUR SWEETHEART (Perry Como)
8. ACROSS THE WIDE MISSOURI
9. LOVeliEST TIME OF THE YEAR (F. Robinson)
10. HOW HIGH THE MOON (Les Paul)

Tom Shanahan

WDiv—Milwaukee, Wis.
1. BEAUTIFUL BROWN EYES (Rosemary Clooney)
2. SPARRING IN THE TREETOP (Guy Mitchell)
3. TOO YOUNG (Ring Crosby)
4. A PENNY'S KISS (Edith Fisher)
5. I'LL BE YOUR SWEETHEART (Perry Como)
6. I'LL BE YOUR SWEETHEART (Perry Como)
7. SPARRING IN THE TREETOP (Guy Mitchell)
8. I APOLOGIZE (Billy Eckstine)
9. I'LL BE YOUR SWEETHEART (Perry Como)
10. I'LL BE YOUR SWEETHEART (Perry Como)

Art Tacker

WTRA—Cambridge, Mass.
1. I APOLOGIZE (Billy Eckstine)
2. I'LL BE YOUR SWEETHEART (Perry Como)
3. I'LL BE YOUR SWEETHEART (Perry Como)
4. YOU'RE JUST IN LOVE (Tommy Dorsey)
5. I'LL BE YOUR SWEETHEART (Perry Como)
6. I'LL BE YOUR SWEETHEART (Perry Como)
7. I'LL BE YOUR SWEETHEART (Perry Como)
8. I'LL BE YOUR SWEETHEART (Perry Como)
9. I'LL BE YOUR SWEETHEART (Perry Como)
10. I'LL BE YOUR SWEETHEART (Perry Como)

Lee Thomas

1. A PENNY'S KISS (St. Martin's Grove)
2. YOU'RE JUST IN LOVE (Tommy Dorsey)
3. YOU'RE JUST IN LOVE (Tommy Dorsey)
4. THE JUNIOR SONG (Paxton—Bassett)
5. ALL THAT'S LEFT IS TO WISH (J. H. Mitchell)
6. MOCKIN' BIRD HILL (Les Paul)
7. I APOLOGIZE (Elvis Presley)
8. I APOLOGIZE (Elvis Presley)
9. I APOLOGIZE (Elvis Presley)
10. I APOLOGIZE (Elvis Presley)

Ray Schreiner

WRNL—Richmond, Va.
1. I'LL BE YOUR SWEETHEART (Les Brown)
2. I'LL BE YOUR SWEETHEART (Les Brown)
3. BEAUTIFUL BROWN EYES (Rosemary Clooney)
4. I'LL BE YOUR SWEETHEART (Les Brown)
5. I'LL BE YOUR SWEETHEART (Les Brown)
6. I'LL BE YOUR SWEETHEART (Les Brown)
7. I'LL BE YOUR SWEETHEART (Les Brown)
8. I'LL BE YOUR SWEETHEART (Les Brown)
9. I'LL BE YOUR SWEETHEART (Les Brown)
10. I'LL BE YOUR SWEETHEART (Les Brown)

Howard Malcolm

WTRY—Albany, N.Y.
1. BE MY LOVE (Maria Lanza)
2. OCEANIA ROLL (Jim Page)
3. I'LL BE YOUR SWEETHEART (Les Brown)
4. BEAUTIFUL BROWN EYES (Rosemary Clooney)
5. I'LL BE YOUR SWEETHEART (Les Brown)
6. I'LL BE YOUR SWEETHEART (Les Brown)
7. I'LL BE YOUR SWEETHEART (Les Brown)
8. I'LL BE YOUR SWEETHEART (Les Brown)
9. BEAUTIFUL BROWN EYES (Rosemary Clooney)
10. ABA DABA HONEYMOM (Perry Como)

Rosalie Allen

WOW—New York, N.Y.
1. MOCKIN' BIRD HILL (Patti Page)
2. STRANGE LITTLE GIRL (Tennessee Ernie)
3. WHERE THE RED ROSES GROW (E. Carson)
4. SPARRING IN THE TREETOP (Guy Mitchell)
5. BUTTERFLY (Marilyn Cassini)
6. I'LL BE YOUR SWEETHEART (Les Brown)
7. HOW HIGH THE MOON (Les Paul)
8. MOCKIN' BIRD HILL (Patti Page)
9. COLD, COLD HEART (Sammy Kaye)
10. CHEM TOBACCO KIS (K. Turner)

Ed Penny

WGFM—Fitchburg, Mass.
1. I APOLOGIZE (Billy Eckstine)
2. I'LL BE YOUR SWEETHEART (Les Brown)
3. MOCKIN' BIRD HILL (Patti Page)
4. I'LL BE YOUR SWEETHEART (Les Brown)
5. I'LL BE YOUR SWEETHEART (Les Brown)
6. I'LL BE YOUR SWEETHEART (Les Brown)
7. I'LL BE YOUR SWEETHEART (Les Brown)
8. I'LL BE YOUR SWEETHEART (Les Brown)
9. I'LL BE YOUR SWEETHEART (Les Brown)
10. SING, EVERYONE, SING (Jan Peerce)

Roger Clark

WNJ—Yonkers, N. Y.
1. BEAUTIFUL BROWN EYES (Rosemary Clooney)
2. I'LL BE YOUR SWEETHEART (Les Brown)
3. LOVE THE WAY YOU SAY GOODNIGHT (Doris Day)
4. BEAUTIFUL BROWN EYES (Rosemary Clooney)
5. I'LL BE YOUR SWEETHEART (Les Brown)
6. I'LL BE YOUR SWEETHEART (Les Brown)
7. I'LL BE YOUR SWEETHEART (Les Brown)
8. I'LL BE YOUR SWEETHEART (Les Brown)
9. I'LL BE YOUR SWEETHEART (Les Brown)
10. I'LL BE YOUR SWEETHEART (Les Brown)

"It's What's in THE CASH BOX That Counts"
British Songwriters Protest Invasion of American Songs and Records

LONDON—The invasion of British airways, with American songs and American music records have brought loud protests from the British music industry.

At a recent meeting of the Songwriters Guild of Great Britain, discussions were held seeking to eliminate the threat by limiting the amount of American records and songs that could be played on the air. The obstacle to this is the reluctance of the British Broadcasting Corporation to limit itself in the matter of take-down directions from an outside body, such as the Songwriters Guild. The B.B.C. has stated that its policy is to help British music wherever possible.

Many British publishers are joining the songwriters at the present time in favoring a quota on American songs because the invasion of London by American houses and the flooding of B.B.C. programs with American-made records is looked upon as a serious threat to the future of British copyrights.

The Songwriters Guild has a current program which calls for the following steps:
(a) To arrange for the matter of American songs and its treatment by the B.B.C. to be raised at the Royal Institute of British Architects;
(b) To place the matter before the Press at a conference to be held at an early date;
(c) To explore the possibility of cooperation between the Guild and the Music Publishers Association in obtaining either a

• British Quota or some other practical means of combating the American threat.

In direct contrast to the British attitude towards the playing of American songs in English is the desire of British songwriters to get their works published in the United States. It is a matter of fact that overseas, a member of the British Songwriters Guild, who resides in New York, who helps British writers get their songs placed in the United States, has been so swamped with material that he has had to refuse an appeal to have songwriters consider more carefully the material they send to him, so that he can make more effectively work for the suitable tunes.

Belafonte In Cafe Biz

NEW YORK—Singer Harry Belafonte, well-known for his recordings on the Casablanca label and for his appearances at Birdland, Cafe Society, and the Apollo Theater in New York, has embarked on a new career, that of a restaurant man. Belafonte, now under contract to the Music Corporation of America, has joined with two friends, Bill Attaway and Foreigner, in the ownership and management of a small cafe in Greenwich Village, The Satchel.

Belafonte has no intention of going out of the "crooner competition" and feels that by being financially dependent through this business venture he will be better able to concentrate on his singing career.
NEW YORK—In a move to bring back swing, Martin Block came up with an unusual broadcast last Sunday night on his WNEW program. Block brought together again for the first time in ten years the famous Benny Goodman Trio featuring Goodman, Gene Krupa and Teddy Wilson.

Both Goodman and Wilson are co-workers of Block's on WNEW where Benny conducts a long hairdisk jockey show and Teddy has several programs on which he plays his own brand of piano. Krupa was flown in from Pittsburgh to make the show and flew right back again after the broadcast.

Top jazz instrumentalists joined in the program including Johnny Stym, guitar; Eddie Saffran, bass; Lou McGarrity, trombone; Buck Clayton, trumpet.

Great favorites played by the combo were "China Boy", "Running Wild", "Sunny Side Of The Street", "After You've Gone", "Basin Street Blues", "Honey Suckle Rose", "Rose Room", "I Found A New Baby" and "Sing Sing Sing".

Reaction from the audience was very responsive with the youngsters discovering a great new sound and the old timers getting the same kicks they felt several years ago.

The entire program was taped and a special release will be made of it on the Victor label. Proceeds raised will go to Fletcher Henderson, in whose behalf the get-together was arranged, since Fletcher, a great jazz man of old, who did many of Goodman's great arrangements, is ill at the present time.

Deutschman Appointed
Eastern Sales Promotion
Head For Mercury

CHICAGO—Ben Deutschman, formerly associated with Capitol Records as promotion manager for the Southern and Eastern regions, has joined Mercury Records as of April 1st and will be in charge of sales promotion for the Eastern territory.

Deutschman's extensive background includes a great deal of research in the children's field, as well as active field work for such firms as Capitol and RCA Victor. He also studied music under William Kineid of the Philadelphia Symphony, Deems Taylor and Dr. Sigismund Spaeth, as well as Ernest F. Wagner of the New York Symphony. Deutschman will be directly responsible to Morris Price, Vice President in charge of sales for Mercury.
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>BLACK NIGHT</td>
<td>Charles Brown</td>
<td>(Aladdin 3076)</td>
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<tr>
<td>2</td>
<td>I'LL WAIT FOR YOU</td>
<td>Ruth Brown</td>
<td>(Atlantic)</td>
</tr>
<tr>
<td>3</td>
<td>BABY, LET ME HOLD YOUR HAND</td>
<td>Ray Charles</td>
<td>(Swingtime)</td>
</tr>
<tr>
<td>4</td>
<td>WHAT WILL I TELL MY HEART</td>
<td>Al Hibbler</td>
<td>(Chess)</td>
</tr>
<tr>
<td>5</td>
<td>LOST LOVE</td>
<td>Percy Mayfield</td>
<td>(Specialty 390)</td>
</tr>
<tr>
<td>6</td>
<td>Gee Baby</td>
<td>Johnny Otis</td>
<td>(Savy 777)</td>
</tr>
<tr>
<td>7</td>
<td>KOREA BLUES</td>
<td>J. B. Lenore</td>
<td>(Chess 1449)</td>
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<tr>
<td>8</td>
<td>DO SOMETHING FOR ME</td>
<td>Dominoes</td>
<td>(Federal)</td>
</tr>
<tr>
<td>9</td>
<td>ONE IN LOVE BLUES</td>
<td>Jimmy Grissom</td>
<td>(Recorded In Hollywood)</td>
</tr>
<tr>
<td>10</td>
<td>GOOD MAN BLUES</td>
<td>Ray Brown</td>
<td>(Deluxe)</td>
</tr>
</tbody>
</table>

OPELOUSAS, LA.
1. Black Night (Charles Brown)
2. Rockin' Blues (Johnny Otis)
3. Lost Love (Percy Mayfield)
4. Taps, Teats, Tons (Joe Morris)
5. Gee Baby (Johnny Otis)
6. I'll Wait For You (Ruth Brown)
7. Yeah, Yeah, Yeah (Joe Morris)
8. Too Young To Know (Muddy Waters)
10. Bed, Bed, Whiskey (Amos Milburn)

BECLEK, W. VA.
1. Black Night (Charles Brown)
2. Don't You Want Love Like Me? (Bl. King)
3. I've Been Lost (Little Willie)
4. Let's Rock Around (Amos Milburn)
5. I'll Wait For You (Ruth Brown)
6. A Apologies (Billy Eckstine)
7. Lost Love (Percy Mayfield)
8. Tired Of Crying (Faith Domino)
9. Tennessee Waltz Blues (Stick McGhee)
10. Do Something For Me (Dominos)

OAKLAND, CAL.
1. Gee Baby (Johnny Otis)
2. Don't You Want Love Like Me? (Bl. King)
3. I've Been Lost (Little Willie)
4. Let's Rock Around (Amos Milburn)
5. I'll Wait For You (Ruth Brown)
6. A Apologies (Billy Eckstine)
7. Lost Love (Percy Mayfield)
8. Tired Of Crying (Faith Domino)
9. Tennessee Waltz Blues (Stick McGhee)
10. Do Something For Me (Dominos)

MONROE, LA.
1. Black Night (Charles Brown)
2. Rockin' Blues (Johnny Otis)
3. Little Red Rooster (Margie Day)
4. Rockin' And Rollin' (Little Jackson)
5. Doggin' Blues (Johnny Otis)
6. Taps, Teats, Tons (Joe Morris)
7. I Will Wait (Four Buddies)
8. Jet (Buddy Johnson)
9. Tear Down From My Eyes (Ruth Brown)
10. Tired Of Crying (Faith Domino)

CHARLESTON, S. C.
1. Black Night (Charles Brown)
2. Sweet Home (Roy Brown)
3. Rock Little Children (Johnny Otis)
4. Rockin' And Rollin' (Eddie Rarick)
5. Whist That Mass (Roy Brown)
6. Rockin' With Red (Fats Waller)
7. There's A Deacon Moan (Little Esther)
8. Lost Love (Percy Mayfield)
9. Shot Gun Blues (Elvis Costello)
10. Frankie Lee (J. Lippins)

NEW YORK—Lorey Raines, London Records' thrush and Tim Gayle, veteran flack-manager of the artist, were recent Manhattan visitors, during which time Miss Raines inked a TV-management pact with the William Morris Agency. Couple have decided on an all-out effort behind la Raines' latest waxing, "Take Time To Pray."

Decca's Faith Catalogue Adds Top Name Stars

NEW YORK—The announcement has been made by David Kapp, Vice President in Charge of Recording, that Morton Downey, Felix Knight and Fredrick Jaegel will record for Decca Records' Faith Series.

Downey, the famed Irish tenor who has been a top name in show business for the past two decades is embarking on a new phase of his career. The year-old Decca Faith Series presents him singing the sacred songs that have become one of the best liked features of his Coca Cola Shows.

The lyric tenor, Felix Knight, who is widely known through his many radio shows and operetta appearances, has been a regular member of the Metropolitan Opera Association for the past six seasons.

Former Metropolitan Opera Star, Fredrick Jaegel, is soloist for the First Christ Scientist Church in Boston, Mass. Mr. Jaegel is currently heard on some 600 old stations throughout the world.

Pilgrim Travelers Incorporate

HOLLYWOOD—James W. Alexander, business manager of The Pilgrim Travelers, ace religious recording group for Specialty Records announced the incorporation of his singers. Now known, for business purposes as The Pilgrim Travelers, Inc, the organization's stock is jointly owned by the five singer-members, J. W. Alexander, Kyle Turner, Keith Baker, Raphael Taylor and Jesse Whites.

On the eve of Alexander's fifth anniversary as manager, he revealed that plans are readying for a European tour.

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

NEW YORK—Roger Gallagher and Joe O'Brien of WMAA announced several weeks ago on their 8:00 A.M. show that if Bobby Wayne's recording of "LET ME IN" was a hit, they'd eat it. They are pictured here eating the 100,000 pressing of the London record.

Sack's Appointed To Times Columbia Record Promotion

NEW YORK—Sandy Sacks has been appointed to head record promotion for Times-Columbia, New York distributor for Columbia Records, it was announced this week by Paul Southard. Sacks will work under the supervision of Arthur Schwartz, advertising manager of Times-Columbia. Record promotion for the firm was formerly handled by Delf Linke on a free lance basis. Linke gave up the account when he made eastern head of promotion and publicity for Capitol Records.

Manning Opens In Philly

PHILADELPHIA, PA.—Bob Manning, former vocalist with such bands as Tommy Dorsey, Art Mooney and Easy Morales, opens as a single at Big Bill's Restaurant in Philadelphia on April 9. Bob is getting a big send off on the engagement which will be an extended one.

Additional Tunes

RHUMBA BOOGIE
Hank Snow
(RCA Victor 21-0431; 48-0431)

DEAR JOHN
Hank Williams
(MGM 10994; K10994)

COLD, COLD HEART
Hank Williams
(MGM 10994; K10994)

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

GOLDEN ROCKET
Hank Snow
(RCA Victor 21-0400; 48-0400)
CHICAGO—Regardless of the temporary business slowdown that is felt in some sectors throughout the country, coin manufacturers are busier than ever, but not with coin machines production. Almost everyone of the coin machine manufacturers is in defense work. Some have a lot more than others, it is true, but each day plants here are being called on for more and still more essential production.

Many manufacturers now believe that the overall producing picture will show a definite trend, and very probably a potential production by late summer of 1952.

In fact, some manufacturers have already advised that they believe their factories are running at 100 per cent, or less, of their normal coin machines producing capacity by Fall of 1952.

There is also no doubt that this long period of defense work will continue to grow greater. Most manufacturers report that the prime contractors are now pushing them to take on more and more work.

In fact, one of the manufacturers sent their salesmen and officers out to various factories seeking subcontract business in coin machines, as long since come in than they can handle.

In the meantime, the factories here are attempting to build up as many machines as they can possibly produce, and to distribute in different areas, since no two areas are ever equal, and it is a situation that requires full scale production, even though they want to and could produce top quality.

Storage of products in warehouses would be the result of orders made by some manufacturers who foresee a most definite dearth of equipment beginning with late summer of 1951 and continuing into 1952.

From all indications, and providing the nation is not at war by 1952, there may be a general ease in military production in 1953. This would mean, if manufacturers' predictions are correct, that the nation's operators, jobbers, and distributors, can expect very few new machines beginning late Summer of 1951, and no deliveries at all beginning winter of 1951 and lasting all thru 1952, until, perhaps, 1953.

Some manufacturers report that more than 50 per cent of their production potential is already engaged in war work. Gradually, the balance of their coin machines production is also being cut down as more and more war work enters their factories. The usual 15 to 20 per cent of normal production capacity being engaged in the manufacture of coin operated equipment by late summer of 1951 is, therefore, considered very conservative.

fact, some of the manufacturers consider this figure "high."

Many of the manufacturers stated that even the 35 per cent figure can be considered high, is due to the stand taken by Mr. Fleischmann, NFA Administrator, in a speech at the Waldorf-Astoria Hotel in New York before the American Management Assn., March 27, wherein Fleischmann stated, "Plans are being made to step up all industries with the rate of national requirements."

In this speech Fleischmann also very emphatically stated, "I also am confident that no matter what the requirements may be, that they can be met, they can be met on schedule, that the nation has its weapons of defense the like of which have never been unmatched and unparalleled the world over."

Coven's South Bend Showig Clix Big

SOUTH BEND, IND.—In the shadow of the golden dome of Notre Dame University, Ben Coven and his men have Coin Distributing Company, Chicago, Ill., pulled into the Olivet Hotel here, Thursday, April 5, and held one of the most successful showings of the products this firm distributes over the country.

Prominently displayed were the Wurlitzer models 1400 and 1450, and the Coin Company was present to tell and show the story of the new Permo needles, as well as explain the various intricate precision processes which are used in the manufacture of these needles. Coin Company's "Hit Parade," counter model 40 rpm phono, was also on display, in the display cases from those who were present.

Acting as the gathering was Ben Coven—With him were Carl Christiansen, Mac Brier, Harold Saul and Lee Taylor of the Coven firm.

New Model "Music Mite" Features Single Entry 5/10/25c Slug-Proof Coin Chute

CHICAGO—Sam Stern, executive vice-president and general manager of American Coin Manufacturing Company, this city, announced this past week that the firm would be shipping its new model Music Mite "52" this week.

The new model Music Mite "52" features a single entry 5c, 10c, 25c, slug-proof coin chute, the same type chute that appears on the larger phonic, according to Sam Stern.

Bert Lane Plans New Type Game

CHICAGO—Bert Lane, now a resident of Miami Beach, Fla., who is conducting his business with headquarters in Miami, spent an entire week here.

The secretive as to the purpose of his visit here, Bert did mention that he had something so entirely new and different in a novelty game for the entertainment and amusement operators that he predicted it will revive the entire industry.

He would not divulge the type game it was. Nor would he commit himself any further than to state, "Just watch for the story and the process of preparation for production."

"Little Napoleon" Blatt Becomes Mystery Man

CHICAGO—A new "mystery man" was circulating about town this past week, and was quickly identified as Willie (Little Napoleon) Blatt of Milwaukee.

When some of the men here bumped into him, in various spots about the city, he was induced to answer questions as to "why all the mystery" and "what are you doing around town," and to this "Little Napoleon" remained mum.

"Little Napoleon" would not answer questions of curious columnists here, but, wouldn't state anymore than, "Just keep your eyes and ears open. Watch for an announcement in a very short time," and he added up at the time, "So that's why, 'Little Napoleon' remained mum.

Blatt wouldn't clarify the abovementioned in any fashion whatsoever.

He quickly earned the moniker, "mystery man," because of his silence.
Exclusively!!!

ONLY Music Mite Offers All These Advantages to Music Operators

Selectivity including "Cancel" button... Credit Unit accepts up to $2.00 of credits in any combination of coins... proved performance featuring the famous RCA record changing mechanism and every up-to-the-minute engineering feature... simple to service with the exclusive "In-A-Drawer" feature which permits the entire mechanism to be pulled out at once for servicing from the front.

Music Mite Defies All Imitations Because it is Tried, Tested and Proven on Location—And Offers So Much More and Costs So Much Less than Any Other "Small" Machine Ever Built!

Only Williams Music Mite is Available in 2 Models:
1. Straight 5¢ Play
2. 5¢-10¢-25¢ Single Entry Coin Mechanism

Hear It—See It—Buy It Today From the Williams Distributor Located in Your Territory!

Prices Slashed!!

EVERY PIECE GUARANTEED regardless of low Cost!!

- Wurlitzer 1100 & 1015
- Bally Champions
- Universal Hi Score Bowler
- Exhibit Six Shooter
- Chicago Coin Play Ball

We are Overstocked on Above and Will Sacrifice at Price Under Market Value

Wire or Call Redd Distributing Co., Inc.
296 Lincoln St., Allston, Mass.
811 Union St., West Springfield, Mass.

Bingo-Bango

A Great Money Maker

You Said a Mouthful

Attention!!

1 Wurlitzer 1250, like new, Write
4 Wurlitzer 1100's, A-1, $350.00
2 Wurlitzer 1015's, ea.
5 Exhibits Dole Guns, ea.
75.00
1 Williams Star Series
115.00
2 Williams Music Mites
Write

Announcing—A NEW Runyon Division for One-Stop Repair Service

Now you can make one stop at Runyon for all your repairs on all your equipment, including Seeburg, Wurlitzer and Rock-Ola Amplifiers and Speakers.

We're Happy To Serve You!

Runyon Sales Company

Factory Representatives for Ami Inc.
Perma Inc., Super Vend Sales Corp.

593 10th Ave., New York 18, N.Y., Tel. 4-1880
123 W. Runyon St., New York 8, N.Y., Tel. 3-8770
554 S. Warren St., Trenton, N.J., Tel. 8-4903

The Cash Box April 14, 1951

Ops Find Exhibit 5/10/25c "Gun Patrol" Hikes Play

Frank Menceri

Chicago—The 5¢, 10¢ and 25¢ coin chutes on Exhibit's "Gun Patrol," are winning much good comment from operators everywhere in the country, according to Frank Menceri, sales manager for The Exhibit Supply Company, this city.

"In every case," as Menceri explained, "our 'Gun Patrol' is really four guns in one.

"The operators who make good use of the many features on 'Gun Patrol' are finding that their collections continue to rise and that the players find the gun ever more thrilling.

Frank Menceri explained that "Gun Patrol" can be featured on 1 play for 5¢, 2 plays for 10¢ and 5 plays for 25¢ basis.

"If the operator desires," Frank stated, "he can feature 1 play for 5¢, 2 plays for 10¢ and 6 plays for 25¢.

"Also," he said, "he can eliminate the 5¢ chute, if he so desires, and feature, instead, 1 play for 10¢ and 3 plays for 25¢. Or," he continued, "he can even arrange for 1 play for 5¢, 1 play for 10¢ and 1 play for 25¢.

This is all due to the fact that the ticket mechanism which is featured on "Gun Patrol" can keep up with the skill amusement which the players get from the game.

At the same time, just as in regular rifle ranges, the target can be varied to make it ever more interesting to the player. In golf, as Frank reported, the putting hole is constantly being varied on the green so that the player retains interest.

The very same thing, he reports, appears on "Gun Patrol." The player is constantly interested in the gun for the target can be varied to produce new thrills and new fascinating shooting action.

"There is no longer any doubt," Menceri explained, "after this last trip which I have just completed, that operator after operator has come to recognize the fact that the 5¢, 10¢, 25¢ coin chutes on Gun Patrol are giving them an opportunity the like from which they have never before had to hide their collections."

Sanders Bally Regional Distrib.

Nashville, Tenn. — Sanders Distributing Company, this city, one of the many top distributors of Bally products, has recently been appointed regional Bally distributor for all of the State of Tennessee, east of the Tennessee River according to an announcement by George Jenkins, vice president of Bally.
Juke Boxes, Hideaways, Selective or Continuous Play Mechanisms, Wall Boxes, Steppers, Extension Speakers, Auxiliary Amplifiers

Best Buy

Canada under hand.

Dallas the GRAND.

Lunched have April and.

^ carload Ernest not Joe.

Harry Bally Earl. small P.M.

Street Sid.

Don't Wire.

perfect Bob simple;

awaiting.

Abe

CLEVELAND, The CO.

AMUSEMENT FROM

Hurry!! BUYS Pick others.

ft.

best Guaranteed

Tell is the ever

the lot

is

Pick your phone and call us today.

these are the biggest and best buys, we have ever offered. Harry

LAKE CITY AMUSEMENT CO.

1648 ST. CLAIR AVE., CLEVELAND, 0.
(All Phones: Century 1-7602)

ALL-WAYS THE BEST DEAL

SAVE MONEY

BIGGEST BARGAINS EVER OFFERED

ONE-BALLS

Fruit and best lot of One Ball we've ever had on hand. Everyone guaranteed regardless of price. Everyone of the best. Big Stock. Write, Wire, Phone. SAVE REAL MONEY ON EVERY MACHINE!!

PHONOGRAPH

Wurlitzers, Seaborg's, AMI's, Rock-olas, everyone guaranteed beautiful appearance and perfect working condition, a new price on the market white till sold in under way. Don't hesitate. These will not last long. Phone or Wire. Tell us what you need immediately.

MUSIC SPECIAL

YOU NAME THE PRICE FOR THESE PHONOGHS!! 20 AVAILABLE Guaranteed Beautiful. We'll take the best offer, regardless of what it is.

SHUFFLE GAMES

SHUFFLEBOARDS

Rock-Ola Shuffleboards, 18 ft. and 20 ft. Daily Shuffle Boards with Cimate Control, Williams. New. $250. Williams Double Headed. $175. Many many others. Two men will be needed to move this. Pick up your phone and call us today. THESE ARE THE BIGGEST AND BEST BuYS, WE HAVE EVER OFFERED. Harry

LAKE CITY MANUFACTURING CO.

4223 W. LAKE ST., CHICAGO 24, ILL.
(All Phones: Van Buren 6-6836)

EASTERN FLASHES

More happy faces among both ops and wholesalers on coin row this week than for quite a long while. Answer is simple: Ops showing increased collections, and wholesalers selling more equipment, both amusement games and music. Games are also selling well, with all suppliers keeping in touch of more action, but none telling of new equipment. They would like to have something with a new twist to offer the coinrow locations. Music locations opening in country spots, with more available when shore resort areas get going. Arcades sure to have good season, if weather cooperates. A number of coinmen along coinrow talking of available locations in and around military installations. One local supplier preparing to fill up two such spots, one close by, and the other in the mid-west.

Music operators in Massachusetts making steady progress in forming its Music Operators Of Massachusetts Association, according to Ernest Adams, temporary chairman. "Most difficult task is getting the operators to attend our initial meetings, but once they attend, not only do they remain for the next meeting, but in addition bring along several more operators." Next meeting will be held Wednesday, April 11, at the Lenox Hotel, Boston, Mass., starting at 8 P.M. . . . Bob Jacobs, takes on a partner, Stanley Naskov, and changes firm name from U. S. Distributing Company to Rideway Sales & Mfg. Co., Inc. Firm will retain its two stores on coinrow, but in addition will take on a large sized loft. They intend to convert shuffle games, but will concentrate on manufacturing a new game, which Jacobs states will be ready in several weeks from now. . . . Joe Young, Young Distributing, distributor for Wurlitzer here, has

pally tells us that he's had the biggest sales month in March in March that he's had in his thirty years. While talking with Joe, along came a carload of the new 1940's. "They are all sold" stated Joe, and ops will be happy to see them arrive.

Dave Lowy, Dave Lowy & Company, now practically recovered from his recent illness, glad he's available because of the activity. Dave is working on a large sized promotion for Keeney's package candy vendor. In addition, he's making final progress with Evans' "Congress" phonograph announcer, and Evans' new amusement game. . . . Harry Rosen in from Miami Beach for a few weeks, thus back to his home town or the base of the spring. . . . Chicago's "Hit Parade" 45 rpm phono on display at Albert Simon's, and ops dropping to give it the once-over. Al Simon tells us he's had some very enthusiastic reactions from local music and game operators. . . . Eddie Lane off to Miami Beach, Saturday (April 7) to see brother Sid and do some work there. . . . Practically every established music op. in the big city would like to buy up additional routes, but try to find one for sale. . . . Lucky Schick, Brooklyn op, visits along coinrow. . . . Street front of Mike Munves loaded with crates, some deliveries, but most of them acting a pick-up. Looks like Mike's coming along. . . . Joe Lowy away from his usual out of every bit of equipment he has—and he's really got plenty (or, should we say, he had plenty). . . . Harry Haskins, Yonkers op, has given up on a lot of his individual pieces, and concentrating upon his arcade located in "Adventurer's Inn" in Yonkers. Harry is doing very nicely, thank you.

Nah Cohn's new firm name for his wholesaling biz is Connat Sales Co., Inc. Cohn distributing games and music for Williams Manufacturing Co. . . . Earl Winters, long associated with the coin industry, now doing some work for the General Motors of Canada, Ltd. . . . Sid Mittenman, Newark, N. J., home for a trip thru the middle west. Stopped off in Chi to visit. . . . Bit so active over here. Mr. Louis Shugman, Barney (Shugy) Steinman spends several days visiting operators in his territory. Morris Rood, manager of the New York office, jumping from the phone to talk with floor customers, then back to phone, hardly has the other day and Tommy was just before departing for the wide open spaces, . . . George McNelly and Dick Price, Jr., of McNelly Price Distributors, Inc., second and last month in the Los Angeles area. . . . George Prock returned from a business trip to the West Coast. . . . Tommy Cohn up in Miami Beach last week. . . . George Manning left big B today in route to Rochester and a date with the Mayo Brothers.

DALLAS, TEXAS

The big show in Chicago is over but the "Show" in Texas has yet to end. By the way, Raymond Williams, Lester Godwin, Garland Delamar and many more have returned from Austin not completely disheartened and ready to go again. . . . Dallas has some very noted guests in Mr. & Mrs. Romeo Laniel of Montreal, Canada. Laniel is manager of the Laniel Amusement Co., one of the largest and most efficient organizations we have had the pleasure of learning about. Laniel Amusement distributes Seeburg, Rally, Williams, Gottlieb and several others. The Laniel's were returning to Canada following a leisurely two months in Acapulco. . . . George Prock returned from a business trip to the West Coast. . . . Tommy Cohn returned to the business world, but was talking about some new venture. . . . George Manning left big B today in route to Rochester and a date with the Mayo Brothers.

Lee Englehart of Premium Records and Art Rupce of Specialty both guests of the last South Show Amusement Co. of St. Louis this week, and who wouldn't be if they hadn't closed out. Congratulations J. T. and here's hoping you strike many more big ones. . . . Lunched with Tommy Chatten the other day and was interested to hear that he's trying to move a third of West Texas. That boy does get around. . . . George Prock and Harry Hoosier were traveling last week and report a very successful sale. They played the San Antonio, New Braunfels, Del Rio and other spots of Texas. . . . Saw in town: J. C. Ormond and Jimmie Garret of Longview; W. W. Brown and J. L. Eaton of Henderson; Ray Howell, Bill McGee of Fort Worth; Dick Price of Dallas, the Beat of West Texas, and others.

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

No. Tonawanda, N. Y.—The Phonograph of The Rudolph Wurlitzer Company was the recipient this week of an award for the design of the record changing mechanism used in its current model phonograph. This was made known by Ed Wurghler, general sales manager, when he presented, on behalf of the magazine staff, the Modern Designs Award of Design News magazine to Fred H. Dobrow, director of engineering for Wurlitzer's North Tonawanda division. (Pictured above) Suitable inscribed on a plastic plaque, the award reads "Presented to the engineering department of the Phonograph Division, The Rudolph Wurlitzer Company, by the editorial staff of Design News magazine for excellence in general mechanical design of the Wurlitzer Twelve Fifty!" The award is signed by Stuart D. Hall, editor of Design News magazine and T. A. Rogers, publisher.

The Rogers Publishing Company of Detroit, Michigan produces Design News as the news magazine of design, engineering and product development. The publication is devoted to engineering designs and to the interchange of ideas among engineers in various branches of industry. The publication devotes much of its space to automobile developments and it is unusual that it goes so far afield as the automatic phonograph business, which was given a design for top mention. Wurlitzer is the only phonograph manufacturer so honored.

Wurghler pointed out that the award was made for the record changing mechanism of the Twelve Fifty to which the publication devoted two pages, including four photographs and four engineering drawings to describe the operation of the Wurlitzer mechanism. "This is the same general design of the record changer which we have adapted and improved for use in our current Model 1400 and 1450 Wurlitzer phonographs", Wurghler said.

"The improvements which have been made on the chassis have included extensive use of needle bearings and other changes which were found desirable after constant use of the chassis in the field. We are extremely proud of the fact that Design News thought sufficiently well of our mechanism to give us their award in the first year of its design. We know that today, with months of service testing behind us and with the indicated changes incorporated into our phonograph, that we have the finest, most trouble-free chassis on the market."

In describing the 48 selection phonograph mechanism, Design News said in part, "The chassis is made exclusively of aluminum and steel stampings with most holes die-stamped. To insure long mechanism life one hundred and three oilless bearings have been specified.

"Forty-eight relays representing both sides of twenty-four records are mounted on the circumference of a selector unit. When a record is selected, its relay ejects a pin and starts the changer motor. The selector mechanism rotates until this pin is struck, at which point the heart-shaped selector cam mechanism is declutched, locating the record tray that will be swung out for playing.

"Then the changer mechanism continues to function; ejecting a record tray, lifting the record spindle, engaging the turntable drive and playing the selected record."

The story was further documented by captions under the photographs and drawings.

JET POWER ACTION—TOP FLIGHT EARNINGS!

Williams CONTROL TOWER

Williams MANUFACTURING COMPANY
4242 W. Fullmore St.
Chicago 24, Ill.

CREATORS OF DEPENDABLE PLAY APPEAL!

SEE IT BUY IT NOW AT YOUR DISTRIBUTOR

J. H. Keeney & Co., Inc.
Designers-Engineers-Manufacturers
COIN CONTROLLED EQUIPMENT
2600 WEST 50TH STREET
Chicago 32, Illinois

THE TALK OF THE MOA CONVENTION

Chicago Coin's
"HIT PARADE"
THE ONLY "45" PHONOGRAPH
WITH EVERY PROFIT-MAKING FEATURE! SEE FOR YOURSELF!

Abraham Plans Moving Sale

CLEVELAND, O.—Joe Abraham of Lake City Amusement Company, this city, who will soon be moving to his new building, reports that the firm is planning one of the biggest removal sales in the history of the industry.

Abraham said, "We want to ship everything from our present quarters and will sell at unheard of low prices." Abraham plans to enter into his new quarters with all new merchandise. He suggests that ope, jobbers and distributors look forward to this sale.

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

Do You Want "The Confidential Price Lists" to Continue to Appear in "Code"? Or Do You Want Them to Appear With Prices as They Formerly Did?

YOUR VOTES WILL DECIDE

NEW YORK—The Cash Box has, since installation of the "code" in "The Confidential Price Lists" received dozens and dozens of letters, as well as phone calls and wires, pro and con regarding the use of a "code."

Many have praised the "code." In fact, some entire associations have voted favorably on it, and have sent in letters of commendation.

Others have stated that they do not see any use for the code at all, as these opinions explain. "The Cash Box is strictly concerned with this industry. What's more, it's a really confidential magazine and doesn't sell on newsstands."

"We don't see why," these men state, "there is any need to 'code' the price lists which are officially accepted everywhere. Without any 'code,' it is much easier for all in the industry to more quickly read the prices, especially during long distance phone calls and transactions."

There is the crux of the entire problem. The Cash Box is in business by the grace of its subscribers. It has always, and will always, continue to raise this issue. The Cash Box and Fink, therefore, that the entire problem should be placed in the open before the industry, and allow the members of the industry, by their votes, to decide whether they want "The Confidential Price Lists" to continue to appear in "code," or whether they want "The Confidential Price Lists" to continue appearing in "code," and appear with regular prices as they formerly did.

This entire meeting is left to the majority decision of the industry. This is the American way.

Let the majority decide, by their votes, over a period of time, whether they want "The Confidential Price Lists" to continue in "code," or not to continue in "code."

The Cash Box most sincerely thanks everyone of these operators, jobbers and distributors who have written wired or phoned, giving their opinion of the new "code."

In fact, even those who are against the "code," have stated that they consider the Cash Box, "The one and only true trade magazine in this industry. A really fine and completely confidential publication (which does not appear on newsstands) and, therefore, see no use for the 'code."

It's up to everyone of the subscribers of the Cash Box. This is the American way. This is the way the Cash Box would like to have it decided.

Let the majority rule.

YOUR VOTE WILL DECIDE. VOTE NOW!

---

"Code" Votes Pour In

Majority At Current Count Ask For Return To Regular Prices

NEW YORK—Indicating the strong interest among members in the trade over the "Codiing" of The Cash Box "Confidential Price Lists," votes are pouring in from every part of the country, and even from foreign nations.

As mentioned in our appeal for your votes on the left of this page, The Cash Box wants to receive an overwhelming majority of all. Whatever your votes request, majority ruling, that's what we will do.

At the present moment, quite a majority will be working right ahead on the assumption that the "Confidential Price Lists" should be printed with numerals as was previously done.

However, those who ask that we retain the "Coded" Lists are high in their praise of this method. Jack Williams of Capitol Sales Co., Den- Foy, Colo., writes, "It is a joke to and distributor I believe that the code is the finest thing that could happen to the trade. Every business has a cost price on its merchandise. Why should every Tom, Dick and Harry know what we pay for our goods? Keep our prices secret from those who will not subscribe to The Cash Box. Every profession has the one and only thing that means success, 'Ethics.' Where is ours on a newsstand for only two bits?"

Those who favor the return to the previous method (numerals) state that "The Cash Box is not sold on the newsstands, and only those in the trade receive it." They claim that makes them in making fast long-distance phone decisions on prices. Others claim they lose their "code cards" and don't remember the "code word," and before they can be acquainted with it, they are unfamiliar with the current prices of equipment.

We are grateful for the wondrous interest shown by these returns, and again assure our readers that we will abide by their decision, which we will be able to follow in a few weeks from now.

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United Plant Busy With "Five Player Shuffle Alley"

CHICAGO—Bill DeSelm, sales manager for United Manufacturing Company, this city, reported this past week, "We are building more of our famous 'Five Player Shuffle Alley' than we ever built when we first announced this game."

It seems that all territories where shuffle games are now in demand have turned to United's "Five Player Shuffle Alley," according to DeSelm. He attributes this to the fact that this game has given ops as much as 30c per game intake.

And the five are playing the game, it is surprising that the time element is usually spent company if a single player game were being used.

Five players play faster on the "Five Player Shuffle Alley" from all indications, than the same men playing individual games on a single player alley.

Ops also report to factory execs here that wherever the best interests one player plays this competitive game, he claims the other five player better than any other.

"If this keeps up," DeSelm reports, "we are going to turn our 'Five Player Shuffle Alley' for some weeks to come. Orders are increasing, instead of diminishing," he claims.

In the picture above (reproduced in a previous issue) we see Bill DeSelm (center) explaining the features of the "Five Player Shuffle Alley" to Art Garvey (left) of Bally Mfg., and Johnny Casola of Untied looks on.

Mexico Buying Quantities Of Used Phonos

NEW YORK—With prices on war phonographs the lowest of all offered on the used market, many of them shipped from Mexico where distributors and ops are using them as fast as they arrive.

Reason for the increased activity at this time is that prices on other equipment considered too high, particularly with the increases since the war in Korea.

Shipments are, in most cases, without chassis. Others, where purchased in large quantities are uncrated and trucked over the border.
CHICAGO CHATTER

Business is reported to be spotty. Many claim slowdowns in their areas. Other companies say business is better than ever. This condition is more or less tied in with war work effort. Some plants are now getting under way. Here employment is jumping. Likewise in other areas, employment is somewhat larger factories tool for war work. Overall picture is very good. U. S. Dept. of Commerce reports employed zoomed to 68,179,000 in March. This is up 1,250,000 over previous month. Employment today still far below what was needed. Meantime more people employed, with more money in their pockets, sure to be more for more equipment.

That doesn't completely solve present problems of operators. Most ops are still having to keep the men busy and in the shop. Commission arrangements are still antique in most cases. Many still don't get front service money guarantees. Whether it's 2 plays 10c or 6 plays 25c on phonos, music ops must get at least 70 percent of intake. So that they can enjoy profit. Overseas expense continues upward. Cost of all new equipment must continue to go up as materials and labor's wages increase. Ops often have their minds to either switch over the regular war May, if enough front money, and or better commission percentage basis from their peppy boy in bed. Bill Marmer of Sicking, Cincinnati, in town. Looking over the situation. Discussing the future with manufacturers.

Ralph Nicholson still in bed, after that bad auto accident, but looking forward to some work with Cohn on the job. William Nelson Bally Sales Mgr., up at Wisconsin this past week. George A. Miller of Oakland, Cal, president of MOA, Inc., busier than ever so that successful second convention of this nature is over. Advises many new individual members entered into MOA. New associations round the nation all joining in with good work. MOA keeping its eyes glued on the forthcoming hearing of the Scott Bill. This House force to take box ops to pay royalties to owners of copyrighted music. Sam Lewis of ChiColn one of the busiest of the past this past week. Ed Levins away visiting his Missus down in Florida. Sam trying to get those 90 rpm phonos out as fast as he possibly can. Ben Cover had quite a showing in South Bend, Ind. This is the second showing of its kind Ben has held. Had one in Peoria, III, a few weeks back. Biggest Wurlitzer exhibit he's had in his Chicago headquarters. Success of this showing caused Ben to decide to continue them all over his territory. Harold Saul, Carl Christiannen, Mac Brier and Lee Taylor, Coven men, claim these showings much appreciated by ops. Frank Stiles of Dixie Amusement, Chattanooga, phones in to advise that ops' employees there lost AFL charter. Have been working under Knoxville local. Expect new charter to be forthcoming very soon. In the meantime, Frank reports biz continues right ahead. Wonder whether Harry Hoover of Fort Worth, Tex., will ever forget about baked cat?

Sam Stern over at Williams Mfg. Co. busier than ever. More and more work floods the firm. Roy McGinnis back in action over at his big home in Detroit. Not only are the firm's well known bowling games going down the production lines here, but also the firm's candy and sandwich vendors, and their alley machine. Bill O'Donnell of Bally says, "I'm up and at 'em." Joe Ash of Philadelphia is seen. Seen at the Chess with Sam Stern and some of the boys.

Mort Weinberger of Southern Automatic, Louisville, around visiting the factories. Getting his big firm set up with the very latest equipment. Mort being a good judge of machines... Bill DeSelm absolutely thrilled to little tiny pieces at the home United enjoying their Five Player Shuffle Alley. "More of these going thru the production lines than ever when we first announced this alley," Bill reports. Herb Oettinger of Chicago & United plant picking up his annual increase as that ball season gets under way.... Grant Shaw now in the ad agency biz.... Jimmy Martin all excited over forthcoming NATL convention at Palmer House. He'll be in charge of the Dumgrier candy vendor. Jimmy owns the patents.

Where is A L. Silverman of L. A.? Have been expecting him to bounce into town.... Coinmen have asked will there be another drive for Damon Runyon Memorial Fund? Ann Gardiner of Chicago to the following: Have this holiday to the following: had a great time in the Hunt of Birmingham, Ala., April 12.... Elyan Cohen (wife of Nat Cohen) of New York, April 13.... Lew Ginsburg of Genco, Chico., April 14.... Frank Menninger of Exhibit explains many of the improvements. Sure didn't know that this game was actually four machines in one. Ops are seeing all the facts. Frank explains, collections zoom away up. "Big Bill" Rodstein writes from his well known eatery, "Big Bill" to Philly that he has signed up Bob Manning (who used to vocalize for Tom Dorsey, Art Mooney and Easy Morris) to do the chipping for his spot beginning April 9. Even the orders of his doctor were for him to stay home and take it easy, so as to completely cure a bad cold, he told those said him suddenly pop into his big plant here, "was lonesome for the factory." He being Ray Moloney. Who just couldn't stay away from the speedy action over at Bally. Art Weindas advises that "it is getting on the phone all over the country for photos.... Gottlieb factory working at top speed. Firm's five-balls considered among the greatest ever built. Hard to catch up with these days is Lynn Maschke who is working on ray ideas which are sure to hit the nation's ops.... What is most needed at this time by many ops can be summed up in one word, "Salesmanship." Many ops have neglected to sell, and result is seen all over again on coin operated equipment. Watch the arcades biz boom as more and more military installations and war work plants become active,... Romeo Lavelle of Montreal visits wus. He's been on the road in Canada and the way to Montreal down to Mexico City. Reports business, in general, very fine.

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

GOTTIEB MINSTREL MAN

Minstrel Man Targets—Sequence Scoring—Safety Gate—"Tapp" Bumpers!

ORDER FROM YOUR DISTRIBUTOR NOW!

D. GOTTLIEB & CO.
1140-50 N. Kostner Ave., Chicago 51, Ill.

CONFIDENTIAL PRICES FOR JOBBERS AND OPERATORS

SHUFFLE GAMES

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PINBALL GAMES

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These games have the rails refinished; have new rubber rings and have been thoroughly checked. Ready for location.

PHONOGRAPH

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<tr>
<td>Wurlitzer 1015 $295.00</td>
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<td>Edco $65.00</td>
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PACKARD "MICROPHONE"

BRAND NEW ONE-BALLS IN ORIGINAL CRATES

WINNERS BALLY TURF KING

WRITE—WIRE—PHONE

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”

CALIFORNIA CLIPPINGS

Back from Chicago and full of enthusiasm over the MOA Convention and his visit to the Chicago Coin & Currency Co.'s West coast rep of the company. Phil reports top execs of the outfit are really sold on the new 45 "Hit Parade" phonograph and have only one concern, that parts remain sufficiently available to allow a production of enough machines to take care of the huge operator demand they expect. Coast-to-Coast...But with a great equipment for a number of Army camps and other outlets was Jack Simon of Sicking Distributors, who reports that business is holding its own nicely for them...also Las Vegas on a combined business and phantasy tour was W. R. HappeI, Jr., of Badger Sales, on whose floor the handsome blonde Krenny TV has joined the mahogany model. The set looks just as good as any we've seen on the market and we understand that ops are sitting up and taking notice. Joe Peskin was back in from Chicago, his injured foot well healed, and bailed it out to Palm Springs to rest up from the trip. Son-in-law Paul Silverman is keeping busy at the steel plant while Phyli and Dolores hold down the J. Peskin office...Fred Gault tells us at General Music that the Rock-Olas are still coming in and moving right out. Those games are doing well too. But he still feels that it's just about time for a really new sensational game to come along and give the business a shot in the arm...Charlie Robison was back from Nevada, where he reports that things are going fine. Locally he wasn't complaining either though the action is considerably quieter...Ly Brown was readying his floor space for arrival of the new 18-ft. "Bowl-A-Matic," due in first of the week. Several eager prospects are already lined up, Lynn claims, adding that his "Roll-A-Slide" is also maintaining steady sales pace. Over at Automatic, the mechanic was holding things down while George Warner took a short run out of town and Dannie Jackson was busy lining up for the auction in Las Vegas. —

At Paul Layton's these days, the emphasis appears to be on the Wurlitzer 1400, which Paul reports is winning friends and influencing people to buy more of them. Seems that ops don't only buy 'em, they come back to tell Paul and Jack Selner Layton, Stan Turner, Charlie Daniels and Earle Lantz that the Wurlitzer 1400 is the best music machine they've ever had on location and that location operators feel the same way about them. Also on deck at Layton's is just about the finest line-up of every new ball out. On the row: Ovation...Roy Barton from California...Wm. J. Deening of El Monte...Bakersfield's C. F. Hartman...Niles Smith of Olddale...Glendale's Pete Theland...

MINNEAPOLIS, MINN.

Now that Easter is over the operators are looking forward to better business conditions. The first three months of this year have been as much as 30% off on collections which is attributed to the snow. The operators are being offered credit on the next game. Carl's volumes are said to be stable. Dick Nelson, of the F. N. Dahl Co. of Fergus Falls, was in town purchasing supplies for his route. Forrest also runs a progressive music shop in Fergus Falls and he is constantly checking the "Double-Cade" over the local radio station sales paste. Roy and Jim from Calhoun and St. Paul are in town and stocking up on new game supplies. We have just heard that the owners of the "Chicago, Inc." have joined the Minneapolis real estate boom. We understand that Carl Wickstrom, who is associated with Roy Koeschmich of the Northland Music Company of Brainerd, for many years, is leaving Minnesota and is going to live in Texas where he is going into the appliance business with his brother. The climate here has been none too good for Carl's health and the doctor ordered the change.

ST. PAUL, MINN.

With sunshine and spring-like weather on our menu, operators from all over the State are catching up on some of the time they lost the past two weeks, and are taking advantage of this time to plan their trips to various distributors. Carl Olson of St. Peter, and the charming wife and daughter of McLaughlin, St. Louis, were on their way to Aberdeen, and upon hearing about the Sportsman's show in Minneapolis, decided to drive to the city, for a combined business and pleasure trip. Harold experienced some trouble when his auto tire hit a pot hole in the road and ruined his tire...Beckfield, Minneapolis, drove to the cities for some bulk supplies. They have in their price lists says they still have a lot of snow, and things are just starting to get back to normal...Joe Topik, Shapkoee, back from his trip to Florida, and looking very well rested...Pete Worsen, Mankato, seen in town purchasing equipment and supplies.

Other visitors included, Mike Kalasaro, Tomahawk; Don Boller, Baldwin; and Sherman Peterson from Owatonna, Wis.; and Cap Kester from Frontenac.
**Permo's Giant Needle Big Attraction**

**Keeney Production Lines Busy With Vendors And Bowlers**

**CHICAGO**—At the recent MOA Convention at the Palmer House, this city, one of the most popular meeting places was the exhibit room of Permo, Incorporated, manufacturers of the world famous Permo Paint phonograph needle.

The manufacturing firm had built a replica of their needle in a giant size. Here we see Barney (Shugy) Sugerman, Ranny Sales Company, New York and New Jersey, distributors for Permo, holding the oversize job. We understand Shugy has been after AMI (for whom he also distributes) to produce a giant sized automatic phonograph so that he could install the needle pictured here.

Surrounding Shugy are, left to right: Mike Imig, South Dakota music operator; Gail Carter, vice president of Permo; and Bob Guarno, Chicago music operator.

**CHICAGO**—John Conroe, general manager of J. H. Keeney & Company, Incorporated, city, reported this past week that the firm continues busy producing its sandwich, cigarette and candy vending machines, in addition to its bowling games.

There is quite a demand for the firm's vending machines, according to John Conroe, who also reports, "We will show these machines at the forthcoming NATO (National Association of Tobacco Distributors) convention at the Palmer House, Chicago. "Demand for our vending machines continues to increase daily. The sandwich vendor, as well as the candy vendor, have won a large and substantial following. Operators of both these machines report them among the greatest in the history of the field."

In addition to production of these vending machines, the Keeney plant continues to manufacture bowling games.

Conversion units for the large and small boards, which the Keeney plant produces, have won much good comment all over the country, according to Conroe.

Orders have now assumed a steady pace so that the production lines continue right ahead, regardless of all other work, to finish as many of the bowling games and conversion units as is possible.

"There is no doubt, Conroe said, "that our factory will continue among the busiest in the industry with our vending machines growing in importance daily and with our bowling games winning an ever-larger following everywhere in the country."

**F R O N T  L I N E  T R I G G E R  A C T I O N**

"**GUN PATROL**" is not just located in the West... but... location proven... on thousands of locations everywhere in the nation.

"**GUN PATROL**" is an exhibit permanent product... and features that are unsurpassed for their realism, outstanding beauty, and mechanical perfection...

- **TRAINING APPEAL FOR ORGANIZATION FORCES**
- **TRAINING APPEAL FOR INDIVIDUALS**
- **TRAINING APPEAL FOR CIVIL DEFENSE**
- **TEASING CROWDS RIGHT SIMULATING HUMAN BEINGS**
- **EVERY Day SCORES AGAINST THE VADER**
- **FAST MOVING MECHA... CONVOY**
- **TANKS, JEEPS, HELICOPTERS, REAL FRONT LINE ACTION**
- **AVAILABLE IN EITHER 5c OR 10c PLAY**
- **MANY CONVERTIBLE FEATURES INCLUDING MARKSMAN AWARD**
- **VENDED OR**
- **VENDED FOR SKILL WITH**
- **OPTIONAL SCORING FEATURE, AND MANY OTHERS**

See "**GUN PATROL**" at your EXHIBIT Distributor

**THE EXHIBIT SUPPLY CO.** 4218-30 W. LAKE ST. CHICAGO 24, ILL.
**PENNELL GAMES (Continued)**

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ARKADE EQUIPMENT

MILLS (Cont.)

5. 5c Club Bell 90c 80c 25c 10c 5c 1c 00c

PACE

JENNINGS

WATLING

BUCKLEY
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

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

FEATURES INCLUDE
DISAPPEARING PINS
20-30 SCORING AND
FAST REBOUND ACTION

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Bally TURF KING has been doing a big job for a l-o-n-g time. For 10 solid months TURF KING has been entertaining the public. And for 10 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.

Bally Manufacturing Company
Division of Lion Manufacturing Corporation
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